Hustling and Hard Work.

BY MR. F. B. GABLE, MANAGER SOUTHWESTERN DISTRICT.



WHAT'S the hurry? On the other hand, what's the use of waiting? No use. Men in all walks of life are divided into two classes, known as those who hurry and those who wait. Some people miss the train, miss the order, fail to get P. O. lists and overlook the painter. Among these are included those who wait. Their success is doubtful—their future is not assured. They would not shut the door if opportunity came in.

Those who are striving to lift themselves up to a viewpoint where they would recognize a chance to better their condition need encouragement. This comes from the good things which others say of them, and a firm determination on their part to do their best every day. Say to yourself, "You'll succeed, old boy, no matter what others say. Just go on plugging and you're bound to nail that estimate." These stimulating words will bring you through a winner.

All of the books on salesmanship and business-getting, which apply to our business—that of selling paint—could be summed up in one word —Work. It leads you on to better things, secures New Agents and New Dealers—establishes Other New Accounts and defines the plan which will make your estimate at the close of the year.

We prefer an ordinary man—willing to work—to a whirlwind given to work at times. Don't be afraid that the Company won't find out your true worth if you keep right on working. Be assured that it isn't necessary to stop to tell them of your success, for they will eventually find it out, and in the time lost you may be able to make your foundation more solid.

If we can always be found hurrying for business, endeavoring to increase our accounts and build up the business of our agents, our estimate will be assured, and if we do this, no one will have time to ask "What's the hurry?" It will require the time given each individual to do his work, and if there is anyone lagging at the close of the year they will be found among those who inquire "What's the hurry?"

Our Selling Proposition on ODP.



THE Sherwin-Williams Old Dutch Process White Lead (ODP) is a product which our representatives will find very easy to sell. Our well-known reputation for high quality goods and for safeguarding the manufacture of our various products will give our ODP an immediate vogue. The fact that we make and crush our own linseed oil and that we corrode and grind our own Dry White Lead according to the old-fashioned Old Dutch Process make sure our having White Lead which will satisfy the most exacting painter.

In the manufacture of our own products we will use over three thousand tons of ODP annually, and the very fact that ODP is used in making the best line of paint products on the market will give all our friends and customers great confidence in this material. Every agent on our list should be impressed with the desirability of carrying ODP in all sizes of packages. The wide-awake representative will urge his agents to stock ODP, if for no other reason than that it will ultimately help the sale of SWP, for if the painter who is prejudiced against the use of prepared paint finds that we can and do make good White Lead and that it is made so as to be ideal for his use, then naturally he will feel friendly to our other products.

All our city representatives will welcome this addition to our line, for there is no other product that will give them such a fine opportunity of getting in with the large contractors and master painters in the city who use White Lead in practically all of their work.

Fortunately other corroders of White Lead have adopted the steel package, and this will make it possible for us to market ODP in this style package without having to bear the brunt of overcoming the prejudice that has heretofore existed in the minds of the old-fashioned painters regarding White Lead in any other kind of a package than in wooden kegs. Our packages are ideal for the purpose intended and are hermetically sealed so that there will be no danger of leakage or of the evaporation of the liquids.

The label on the packages is a very attractive one, showing our trade mark, ODP, with the Dutch windmill. On every label there will be an absolute guarantee of purity and in addition to this a separate label showing the formula upon which the lead is made.

In pushing ODP our representatives should bear in mind that it is important that at the same time a strong push be made on our First Quality Oil Colors, and that these two products should go hand in hand.

The representative who handles this proposition in the right way will endeavor to sell every one of his agents Old Dutch Process Lead (ODP), the Sherwin-Williams Linseed Oil (SWO) and First Quality Oil Colors in addition to a full and complete line of SWP and specialties.

We have no fears that our entering upon the market with White Lead will interfere with the growth of our sales on SWP, for the reason that we know that practically every one of our agents carries some White

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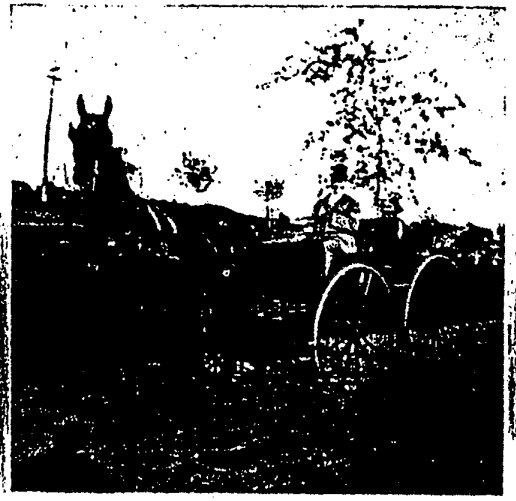
Lead and Oil, and by getting in our brand we will simply supplant the brands heretofore offered by other manufacturers.

In making sales of ODP our representatives should bear in mind that we will adhere to the regular established card price on this product and that we will adhere strictly to the terms and discounts that the trade have always recognized as regular. We believe that in the selling of ODP we have an excellent opportunity of adding to our list many new customers by using this product as an "entering wedge" by which we can convince them of our ability to make strictly high grade products and thereby open the way for an increased sale on the whole line. We shall expect every representative to do his level best to get our share of the legitimate White Lead trade on his territory. We are looking forward with great interest to the development of our business along this important new line.

Adriance Auger

Gen'l Mgr. Sales & Distribution.

Mr. Auger's Turnout.



Mr. J. E. Auger's Smart Turnout.

THE readers of THE CHAMELEON may be interested in seeing the photograph which we show herewith. It represents our energetic and sociable Montreal representative, Mr. J. E. Auger, in his favorite turnout for getting business. This representative confines his operations to the city of Montreal, where he has had a most exceptional record with our Company. He understands salesmanship and our methods thoroughly.

Our Implement Paste Business.

BY MR. H. M. ASHBY.

AS the result of a trip I have just had the pleasure of making with Mr. L. B. Quinn to some of the large implement manufacturers of the Middle West, I have some words of good cheer to offer to our sales force.

In the first place, we found all the implement manufacturers busy and just winding up one of their most successful seasons, and in each case we found the utmost satisfaction with Sherwin-Williams Paste Paints.

Everywhere we found that our paint had given entire satisfaction as to working qualities and had carried the manufacturers through one of the busiest and most crowded seasons they had ever known with the absolute minimum trouble and the best finish they had ever put out.

Tartar Red has definitely established itself as the most reliable Paranitraniline red paste on the market today, and, in comparison with similar reds offered by our competitors, is fully 20% ahead of anything else in painting value, durability and general excellence.

We made a careful comparison between implements painted with our competitors' material and our own, and in each case Tartar Reds had far the best of it.

This season's experience demonstrates beyond question that among the big implement manufacturers we stand pre-eminent as manufacturers of agricultural implement paste paints and that our Tartar Red line in particular is unexcelled.

We also had ample evidence that our Special Non-Fading Wagon Red, such as we are selling to the largest wagon makers of the country is bound to increase in popularity each year. It has a beauty of finish durability to light and preserves the varnish to such an extent that it is far ahead of the usual Orange Mineral or Red Lead combinations in general use by the wagon maker, and we would strongly urge all our representatives to submit samples even where we are selling the manufacturer a Orange Mineral Red.

May Managers' Meeting.

WHEN Mr. Cottingham called the May meeting of District and Department Managers together on Monday, May 16th, at headquarters, the following names were on the roll for the session:

Messrs. W. H. Cottingham, H. A. Sherwin, S. P. Fenn A. D. Joyce, G. A. Martin, E. M. Richardson. W. I Albright, A. W. Frank, L. R. Greene, C. E. Horton, I W. Wolcott, F. B. Gable, H. D. Whittlesey, C. C. Ballantyne, F. I Myers, R. W. Sample, J. C. Beardslee, M. L. Sims, E. W. Lutes, F J. Hain, L. M. DuCommun, J. O. Hasson, H. M. Ashby, A. E. Kyde H. C. Schofield, H. J. Douglas, F. E. Davis, S. B. Chittenden, C. M Lemperly, S. E. Baldwin, R. W. Western, C. M. Durbin, J. G. Webe L. F. Body and H. Campbell.

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