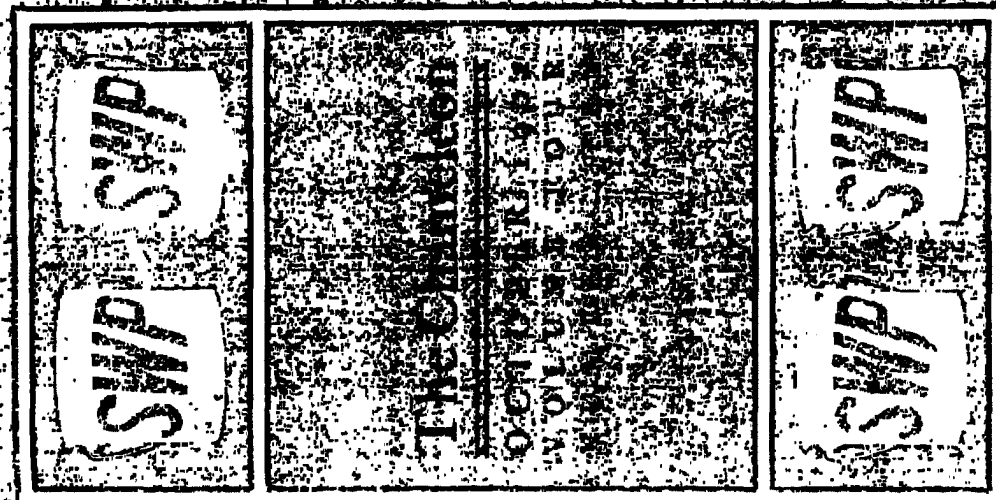


The Chameleon.

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No. 10

THE TWENTY-FIRST ANNUAL.



NOVEMBER 4th is the date fixed for the opening of the Twenty-first Annual Convention. It will remain in session until the 8th. It seems hard to realize we have so soon swung around to another annual gathering. The year has been such a busy one, and so much has been crowded into it, the time has been all too short to accomplish all we wanted to, and so it has slipped away almost without our knowing it.

We are ready and in fine form for the next.

Owing to closing our business year September 1st we are able to hold our meeting earlier than usual. This will be a great advantage, as it will enable us to be early in the field, when we will get our work in with telling effect.

Our 1902 plans are about completed and only await the finishing touches of the convention. As usual they are extensive, no pains or labor have been spared to make them effective. We are eager to place them before the critical judgment of our representatives, and doubt not they will be improved by it.

I hope that every one who attends the convention will come prepared to take an active part in it and help make it the most instructive and the most interesting we have yet held.

These conventions offer us all splendid opportunities for improving ourselves, and for gaining fuller knowledge of all sides of our business. The chief purpose of them is instruction. We meet to learn. We gather together to grapple with and solve every problem connected with our business. We aim to know more about paint and varnish and how to make them, than any one else in the business. Knowledge is power. It's the man who *knows* his business best, that does it best.

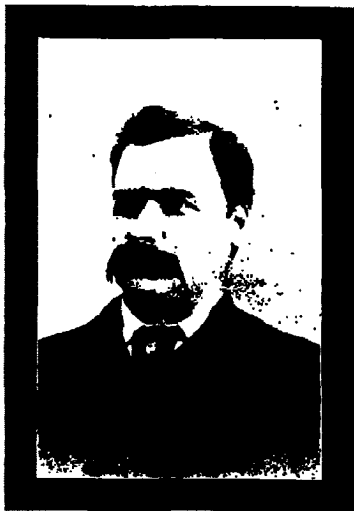
I would say to our representatives, come and teach us what *you* know and learn from us what *we* know. That's co-operation and "CO-OPERATION" is to be the keynote of our meeting.

While the principal purpose of the convention is strictly business we welcome the occasion as giving us an opportunity to meet socially once again those who have been in the thick of the fight. It is a genuine pleasure to us to have at headquarters the workers in the field, and I can assure all that a hearty welcome awaits you.

General Manager.

Joseph Lacasse.

IN this issue of THE CHAMELEON it is our sad duty to report the death of Joseph Lacasse, which occurred very suddenly from heart failure, at Paspébiac, Gaspé Co., Quebec, on the 30th ult. The body arrived in Montreal on the evening of the 4th, and the funeral which was very largely attended was held on the morning of the 7th from the church



Joseph Lacasse.
Died September 30, 1901.

of St. Louis de France. The burial took place in Cote des Neiges cemetery.

The late Mr. Lacasse was a man of much solid worth and his death is felt with keen regret by everyone connected with the Company. In the Canadian Division he was one of the oldest and most successful salesmen.

and to all who had the pleasure of knowing him he was held in the very highest esteem.

Mr. Lacasse was born in St. Jerome, Quebec, about 52 years ago. He started as a carriage painter when 13 years of age. In 1863 he went to the United States and enlisted as a soldier in the civil war. He fought in numerous battles, but escaped with slight wounds. During his army career he was captured and held as a prisoner for six months. After the war was over he was honorably discharged and went into business in the States on his own account as a house and carriage painter. He returned to Canada seven years afterwards and married. He had two children, the daughter is married to Mr. R. Vincent, one of our salesmen, and the son is the manager of the Banque Hochelaga, St. Henri.

Mr. Lacasse went into business in Valleyfield, and for ten years did a large contracting business, decorating churches, etc. In time he gave up his business and returned to Montreal, when he travelled for the St. Hyacinthe Paint Works and P. D. Dods & Co. In 1896 he engaged with The Sherwin-Williams Co., taking hold of what appeared to be a most unpromising field, but managed to work up a fine trade, which grew so large that in November, '99, another salesman was engaged to assist him in some of his territory.

Try as we might, we are sure we could not say anything so appreciative of Mr. Lacasse's genuine worth as that contained in the following tribute to him sent in by one of his oldest and warmest friends, Mr. Rob't Johnson:

"I want to say how shocked as

well as pained we all were when the advice of Mr. Jos. Lacasse's death was wired in the other day. To me personally, this was one of the most to be regretted incidents which has occurred among our staff since the opening of this house. He was the embodiment of that class of man so rarely met with nowadays—the happy combination of courtesy, energy and enthusiasm which it will be hard to replace.

"A man thoroughly posted in his business, he knew our goods as none of the rest of us could comprehend them, yet this knowledge and his kindly explanation of the same in every detail were most free to all of us, so free and so pleasant that we used to consider it a rare treat to listen to 'Joe' talking S. W. P. and the other lines.

"I am glad that I was permitted to start in with him. 'Shoulder to shoulder' we recognized what we had to do to make this business go here in

The Value of Fineness

ONE of the greatest factors in making a dry color easy and pleasant to use, is the degree of fineness to which it is ground. Aside from the greatest covering power, the increased beauty and such advantages, there is a certain pleasure and satisfaction for the man who actually uses an even, well ground pigment.

If he has tinting to do with it, he can obtain his results with the least trouble, and the absence of small lumps and foreign particles means the saving of a great deal of work.

Very often the inconvenience and annoyance caused by the presence of such materials will offset a great

Town Reports: From the P. D. Standpoint.* Talk Number One.

BY JOHN COGAN.

TOWN reports are the stepping stones to future new agents. They are the foundation stones of our greater success.

A carefully filled out and complete town report is one of the best helps the Promoting Department can possibly get from a representative. It also enables the Promoting Department to give help to the representative.

A good rule to follow is to "put yourself in his place", and ask, "What information ought I to have in order to work this town to the best possible advantage." Then write up the town report accordingly.

The representative is the connecting link between the Promoting Department and the agent, the P. D., the P. O., etc. He knows the "ins and outs" and the many characteristics of the various classes, and in order to make the most of his information, in order to get the most good out of it, he should pass it along to the P. D. through the town report.

The Promoting Department is now on a very good basis. The organization is nearing perfection, many improvements have been made. We will have a better and more concentrated card system. Our new "follow-up" letters and circulars will be convincing and out of the ordinary.

We want a chance to use all these good things, and it's up to the propelling force to "make good", and see that we are kept busy, right up to the top notch.

* This is the first of a series of talks on town reports. We shall take up in order the various classes and present, from the Promoting Department standpoint, the information necessary to best work.

Town reports should be invariably made out while all the little incidents of a call are fresh in your mind. "Procrastination is the thief of time," and it's also the thief of memory. It's a bad plan to put off for even a single hour the writing up of a report. Perhaps some of the vital and most interesting points will be forgotten. The man's weak point, the particular advantages of our agency, the point on which he can be best worked, may be forgotten, and then you'll wonder why he can't be landed as quickly as your talk with him would seem to warrant.

Then the next important point is to have the report reach the Promoting Department promptly—not to hold the reports for two or three days. Each day brings its own work and when two or three days' work is piled into one it clogs the machinery in your workshop and in ours.

There are many representatives, and if each one were to delay a day in mailing town reports it would mean a tremendous straining in the Promoting Department to keep abreast of the work. We must have time to do it right, and when we're crowded it's bound to effect the quality of our work for you. "Put yourself in his place" again and you will see how unwise it is to delay a town report. "Do it now"—is the motto to be kept under the hat band.

Effective methods hacked by good paint is a combination that can make success for any dealer anywhere just as it's made it for The S. W. Co.



Another good view in the S. W. P. packing room.

Everything Open.

SOME time ago an S. W. P. agent from the East visited the Cleveland Plant and was shown through by Mr. Parks. As they started off Mr. Parks said (as he often does to visitors) "Now if there's anything covered up that you want to look into, or that you want to smell of just let me know. Everything is open to your inspection."

"Do you mean it?" asked the agent in some surprise.

"Certainly," replied Mr. Parks.

"I can stick my nose into the paint you're making if I want to?"

"Certainly."

"Well, that just goes to prove where The Sherwin-Williams Co. stands. The other day I went to the factory of another paint manufacturer

that I buy some lines from and asked to be shown through the plant. They begged off, said they made it a rule not to show visitors through."

"Disturbed the workers, I suppose," suggested Mr. Parks, "or else they have so many special methods of their own that they have to protect them from being stolen."

"M-m-m-perhaps," with a decided rising inflection.

And after the trip was ended and he had "stuck his nose into the paint" as often as he wished, he shook hands with the Assistant G. M., a former friend of S. W. P. than ever before.

Send your agents to use every chance you get. A trip through the plant always means more enthusiasm and more business from them.

Use the passes.

Mr. Parks to Move to Chicago.

MR. ALFRED M. PARKS, Assistant General Manager, who has been in charge of the Western Division business at Chicago for the past six weeks, will remain there permanently.

We have under way extensive plans for increasing the already very large business of this, the most important of our Divisions, and we feel sure that under the direction of Mr. Parks, the good record of the house will be sustained and advanced.

Mr. Parks' long and varied experience in the Manufacturing and Sales Departments will be of great benefit in developing to the fullest our plans in the west.

Mr. Parks came with the Company in 1883. His first position was that of Assistant Shipping Clerk at Cleveland. He was steadily promoted as follows: Shipping Clerk; Manager the Chicago factory at Pullman; Sales Manager, Cleveland; Assistant General Manager.

Mr. Parks is a stockholder in the Company and one of its most loyal and progressive members. He will



Mr. Alfred M. Parks,
Assistant General Manager

be greatly missed at headquarters, where he has so long been a familiar and popular figure.

The Starting Point in Strengthening a Weak Agent.

BY ROBT. JOHNSON

THE article by "A New Man" in September's CHAMELEON interested me very much. I want to congratulate Mr. "New Man", and at the same time, to most earnestly endorse the methods employed by him. In fact, I have all along advocated the adoption of this missionary work with consumers. I cannot see wherein a salesman is going to be contented in his territory, who does not hunt them up.

The matter of appointing an agent is easy: the question of getting the

right one at the right time calls for good judgment: the way to educate him and his staff into the real merits of what he has secured in your goods and how they should be handled and displayed is quite another, and frequently a tedious task. It is a matter of study for the man at the wheel, and he has to pick out his course carefully and diplomatically, because he has to keep the whole of the machinery at work, and there must not be any friction anywhere.

Now this is my opinion of how

these products should be handled. Of course territories differ, just the same as men do. You will find all over the land that the character of the population is divided and subdivided up into groups. What goes with one of these groups will not with another. In some cases you hear every agent talking S.W.P. and praising its merits one to another throughout the whole section, while just over the line you are forced to listen to the very reverse, complaints and adverse arguments of every kind. Now in the former case your whole heart is warmed up and you begin to think that you possess a real snap. In the latter case you get the wind clean knocked out of you, and with your spirits forced clear down below zero, comes the opportunity to meet the consumer. I think through him lies the only avenue for you to win out



An S. W. P.
Residence of J. E. Applegate, Rogers,
Timmer, & Co., Sash.

to do. Of course there are myriads of arguments on the way up to this point, every one of which is in our favor. They are too numerous to mention here.

I hope that we will have more letters on this subject in THE CHAMELEON. Discussing such a subject is certainly one of the most interesting parts of our business. After twenty-five years of experience in selling paint, I realize more forcibly the fact that I am representing something worth studying. The more you study S. W. P., the more it will reveal itself to you.

I get weary all over at the lack of progress some of my agents are making. Why with me, a real, live, en-

Good Words from the Road.

Rapid Growth of a New Agency.

Wm. Bryant, a farmer, of Campbellsville, Ky., who wished to paint his house at the least possible cost, bought paint from a Chicago concern at \$1.00 per gallon, delivered. He put one coat on the house, but was so displeased with the result that he bought S. W. P. for the second coat of our agent, Dr. Louis Coblin.

This agency was established last April and Dr. Coblin says S. W. P. has been used for nearly all the painting done in the town since that time and that the only reason more was not used was due to the fact that shipments could not be made fast enough.

S. H. ROBINSON.

Property Owners and Painters Coming Our Way.

J. H. Bradfield, an agent at Abilene, Texas, tells me he is much pleased with the goods. Those painters who have used them, claim they are better than any other paints they ever used. I look for a steadily in-

thusiastic agent is just like an oasis in the Sahara Desert. Now the good one, the real live enthusiast is just the man, the one that knows what he has. The other fellow is the one that you have to get up the hill: it's a hard, discouraging pull, because when you get him half way and begin to think that you have him nicely going, he slides right back. But in my experience, I will fetch him through the consumer every time, and when you get him in this way he is generally all right. It's the best starting point—his enthusiasm is bound to keep growing as his trade grows. When the people know what they want in paint as well as in bread, the dealer knows what paint to sell.

creasing trade here. The list of names of property owners Mr. B. sent in for us to work cost him considerable money. There's not a dead one in it and each owns paintable property. He has secured four houses already as a direct result of your following them up through the mail.

E. F. MYERS.

An Enthusiastic Painter.

Down here in Georgia I have a painter who thinks there is no other paint made than S. W. P.

He wears a linen duster when at work upon which is printed, front and back, "The Sherwin-Williams Paint."

A short time ago he had occasion to go up town after something and just as he arrived in front of a competitor's store he met a friend and stopped to talk. The competitor came outside and politely requested him to move along up the street as he didn't care to have S. W. P. advertised in front of his door. But no

matter where it's advertised it will still keep him and all other competitors on the run. W. B. HARRIS.

Some Advertising Incidents.

I met a salesman recently and we went for a walk. When I told him what I was doing, he at once took out his note book showing me memorandum and said: "I saw a window dressed with your paint at Rochester, N. Y., and decided to look into it, as my sister is going to paint her house in 'Troy, N. Y.' Of course I told him my story, got his sister's address and

sent it to the Eastern Division. Over 75,000,000 people in this country still we got together! Does advertising pay?"

While painting signs in Hornellsville, two men stopped to look and one said: "Sherwin-Williams are great advertisers. I saw the same sign all over Buffalo and at Niagara Falls, great large signs with big drops of paint spilling over the earth."

Little things like these make me think that there is something in it.

JAMES W. WARD.

A Fable on the Cost of Advertising.

BY SYDNEY W. SMITH.



ANY of my experiences with dealers are no doubt the same as those my fellow salesmen are continually running up against in their respective territories. I run across a dealer once in awhile who can't get it through his head how in the world 'The Sherwin-Williams Co.' can do so much advertising—so much more than all their competitors—without making the consumer pay for it.

I sometimes find it an easy matter to set this dealer thinking right by telling him "The Fable of the Man Who Had a Good Thing and Spent Money to Push It", which runs as follows:

There was once a Man who owned an Apple Orchard. It yielded him one Thousand Dollars a Year. His Neighbor owned one just like it. One day the Man began to think. He decided to spend some Money and Straightway paid out One Hundred Dollars cultivating his Orchard.

His Neighbor laughed at him and said: "Who Pays for all This? You

will have to Add Ten Per Cent when you Sell the Apples to Cover the Cost." He Continued to cultivate and said Nothing.

'That Year he got Twelve Hundred Dollars for his Apples. Did he have to Charge more Money for them? Not he. He Sold more Apples—that was all—and gave Better and Larger Apples—in fact they were Full Measure Apples. This led to an increased demand and Bye and Bye he had to buy out his Neighbor on account of his Growing Business and because The People were rushing to buy his Kind of Apples. His Neighbor gave up Trying to Compete.

But the Man who was doing all the business continued the Same Policy of Spending Money to Cultivate the Soil—in other words of Spending Money to get Business. Very soon he had all the Good Business there was and Covered the Earth with his Brand of Apples.

Moral—Good advertising pays for itself.

BRUSH MARKS

Central Division Notes.

We feel greatly encouraged from recent results in our Promoting Department. Replies to the two "follow-up" letters which were sent out early last month have been very favorable and we believe will result in some new agents this fall. We have already landed quite a few—some through the Promoting Department alone—and present indications show that many more are on the way toward us for the coming spring.

Our first month shows a handsome increase in new agents as compared with last year, and we are now rushing our promoting lists for 1902 with all possible dispatch.

We feel indebted to our representatives for the full reports and complete information which they have been giving us in the past, and while we fully appreciate the extra time and labor which this work must call for, we realize that the hearty co-operation with the representatives on each territory is absolutely necessary in order to give us the help that we desire and make this department more effective for them and for us than it has ever been before.

The National Hardware Association of the United States met in Cleveland, October 9th, 10th and 11th, and Messrs. Fisher and Vance were on hand to extend the courtesies of The S.W. Co. to any members of this gathering who might be interested in our products.

In further developments towards "covering the earth" there will be at least two or three new territories added to the Central Division for the coming

year. We regard the openings as of unmistakable promise and are abundantly satisfied that as all representatives, new and old, are able to cultivate their fields more closely we can not fail to secure more speedy and satisfactory results for us all.

Preparations for the Central Division's share in the 21st Annual Convention of The S.W. Co. are now in active progress and occupying a little more time than our available spare time. We are looking forward to a scope of interest and enthusiasm in this gathering which will fairly eclipse all previous assemblies and mark a most important event in our history.

Our C. & M. Department received on Saturday an order for a car-load of P. M. and Q. D. goods from W. A. Paterson Co., Flint, Mich. With a wise man to sell and wise men to buy, the combination is irresistible.

Mr. W. H. Dawson, an attaché of the Civil Service of India, stationed at Lahore, paid the General Office a call on October 8th. In India, Mr. Dawson said he had heard The Sherwin-Williams Co. spoken of as one of the largest and most modern manufacturing institutions of its kind in the world. After he had been shown through the works Mr. Dawson was loud in his praise of all he saw, and said the reports he had heard of the Company in India were not in the least exaggerated.

L. R. Greene, assistant manager of the P. & A. Department, has been seriously ill and confined at the Cleveland General Hospital for the past

four weeks. He was removed to the hospital on the 17th of September suffering from symptoms of typhoid fever which developed into appendicitis. On the 24th of September he underwent an operation, which while it was successful has since left him far from being a well man, and it is altogether likely that it will be the first of the new year before he will be back at his desk. Mr. Greene's many friends in the company while regretting his illness are all glad to know that he is on the way to rapid recovery.

Western Division Notes.

The entire offices are being thoroughly cleaned and renovated. When finished they will represent more than ever the typical Sherwin-Williams working force.

The Kansas City office, beginning with September 1st, has been billing direct to customers all goods shipped from their warehouse.

Mr. John Hessel, agent at Antigo, Wis., paid us a visit last month and was greatly impressed by the workings of the Promoting Department intending to inaugurate a similar system in his business on a smaller scale.

Mr. Jeffries, long time agent at Hicksville, O., called on us recently with the object of effecting some arrangement whereby he would be enabled to continue his representation of S.W.P. on a larger scale in a centrally located western city.

We have lately received word from representative Donnelly to the effect that he is working up a car-load shipment for Texas, and we expect soon to get the order.

The floor space devoted to the Promoting Department here has just been increased 50 per cent, and now accommodates 14 desks.

S.W.P. expansion in the great west goes on without abatement. At Omaha there has just been established a distributing agency for The Sherwin-Williams Paints, with the Richardson Drug Company of that city as distributing agents. The Richardson Drug Company in the conduct of their large business operate a very large paint department, and as a business firm they are widely known and respected. Now that they have become distributors for S.W.P. it is easy to predict that their business will continue to grow at a rapid pace, especially so in the paint department.

As a means of forming a closer acquaintance with the management and representatives of our new Omaha distributors, they were tendered a banquet by The Sherwin-Williams Co. on the night of September 14th, at the Millard Hotel, Omaha. The banquet was a very pleasant affair and the opportunity it afforded for all to shake hands and to become better acquainted was accepted to the letter. The Sherwin-Williams Co. was represented by A. M. Parks, Assistant General Manager, Cleveland; John P. Greene, Chicago; S. H. Stewart, Sioux Falls; G. L. Hancock, Topeka; J. F. Hummel, Omaha. The following were present from the Richardson Drug Company: C. F. Weller, H. S. Weller, F. C. Patton, F. F. Parter, A. W. Hallem, H. F. Fales, C. K. Weller, F. M. Rector, J. W. Fischer, T. R. Wylie, P. H. Paterson, H. C. Graham, S. W. Wallace, W. T. Brinkhoff, Paul Rehschuh and C. H. Sherman, of the Sherman-McConnell Drug Company.

Eastern Division Notes.

We have just closed a contract for two bulletin boards along the railway on the Meadows between Jersey City and our Factory. These bulletins should make a conspicuous and strong ad and will add greatly in identifying our position with the Eastern trade. We anticipate further general advertising, the placing of which must be effective throughout the Eastern section. Our famous 24 sheet posters are conspicuous on all of the prominent railroad bulletin boards in the vicinity of Newark and the Oranges.

S. W. P. has made staunch friends of Messrs. Hockenos & Co., who are the most prominent and reliable paint dealers in Newark. We anticipate a good volume of business through our new agents who are up-to-date in every respect and great believers in advertising and special window display work.

We regret to mention that Mr. F. P. Spillman has been obliged to defer

work on his territory in North and South Carolina owing to an attack of malarial fever. We trust the fever will be broken and Mr. Spillman soon again in his usual good health.

The Manager of the Promoting Department of the Eastern Division, Mr. B. C. Kelson, has reorganized our territorial records and all information and data given with reference to agents and dealers will be authentic. The new territorial lists have been worked up with great care and the information asked for personally by correspondence needs most careful thought and close attention on the part of the representatives in order that each territory may share an equal amount of valuable assistance through the Promoting Department force.

We ask that all reports be thoroughly examined on the part of each representative and any points in question taken up with the office promptly in order that the greatest amount of good may be obtained by these reports which are gotten up with great care, and if



Keeping pace with the orders at Kansas City.

rightly used should be of great assistance on the territory.

A few weeks still remain for closing up all unfinished business preparatory to attendance at the convention, which we look forward to as being one of the most successful of any which we have yet attended.

Some week or ten days ago, we sent quite a package of advertising matter to Bronson & Snyder, of Louisville, N. Y., to be used by them at their fair.

Recently we received word from them as follows: "Our display at the Lewis County Fair took first premium. It was made up entirely with 'The Sherwin-Williams Paint,' nothing else."

We continue to hear only the most favorable reports of our Copier Paint and other goods sold through the Maine Department in the New York harbor, and our Steamship Paints will soon be "covering the sea," as well as the earth.

Canadian Division Notes.

Our popular Manager, Mr. C. C. Ballantyne, was married on Wednesday evening, October 2nd, at the Church of St. Philip, Montreal West, in the presence of a large assemblage of invited guests, to Miss Ethel M. Trenholme, daughter of T. A. Trenholme, Esq. The church was decorated with palms and cut flowers, and the choral service was very beautiful and impressive. A reception was afterwards held at the residence of Mr. Trenholme, where Mr. and Mrs. Ballantyne received the congratulations and hearty good wishes of nearly two hundred guests. At 10.15 they left for Toronto and Buffalo. The

station platform was crowded with friends who showered them with rice, and cheered them heartily as the train pulled out.

On the preceding Thursday the Canadian staff showed their appreciation of Mr. Ballantyne as a manager and friend by presenting him with a magnificent oak cabinet of cutlery and silverware.

The presents received were most numerous, testifying in a marked degree to the great popularity of the bride and groom. One of the presents was a solid silver tea set from 'The S-W. Co.'

Mr. and Mrs. Ballantyne have the best wishes of all for a long, happy and prosperous married life.

It is with sadness we refer to the sudden death of one of our oldest and most successful salesmen, Mr. Joseph Lacasse. We cannot speak too highly of Joe. He was a unique character, a most lovable man. No one ever heard him speak an unkind word, and his word was as good as his bond. He was a good man in every sense of the word, and 'The S-W. Co.' has lost a most enthusiastic and devoted salesman. We tender our most sincere and heartfelt sympathy to Mrs. Lacasse and her bereaved family.

New England Division Notes.

The strike of the N. Y. & Boston Despatch Express Co.'s employees may prove an inconvenient affair if prolonged much longer, as naturally it will include all teamsters in the union. We have suffered no delay in shipments as yet, but if the report is true that a general strike is to be ordered this week, we may be seriously inconvenienced.

The work of the Promoting Depart-

ment has progressed in an encouraging manner. Nearly 200 replies have been received from the second P. D. letter, many of which have given us a foothold which with a few good "follow-up" letters we may turn into agencies. The new agent's record has started in well, although we do not anticipate placing many new agencies this fall. We have established seven this month, and feel quite encouraged with this work.

September has proved to be a fairly good painting month. We are watching with interest the campaign reports of work done in England, Australia and the South Sea Islands. Mr. Kaiwei of New Zealand, who was with us a few months ago, recognized the good qualities of S. W. P., and now if he should build, will be able to buy his paint stock of our new S. W. P. agents in New Zealand. There is no place so isolated that it can escape the forward movement of S. W. P.

At this time it gives us pleasure to welcome Mr. Geo. A. Martin, Manager of the Trade Sales Department. We wish him success and feel sure his work will be made pleasant because of the hearty co-operation he will receive from the entire force.

The Promoting Department landed a good S. W. P. agent direct, with an order amounting to about \$100.00. These successes encourage us in "keeping at it" continually.

Pacific Division Notes.

Our Promoting Department letters went out sharp on time. At first sight we thought they were good ones, but now we know they were from the number of live replies received. The salesmen are now after the interested B. P. A's.

Miss Ruth O. Hopps accepted a position with us last December as record clerk. As she has shown an aptitude for doing her work well she has been promoted and is now in charge of our Promoting Department work.

Mr. James C. Smith, a junior clerk, is the latest addition to our office staff. He has every appearance of a lad who will give a good account of himself.

News of the Export Department.

The last mail received from Australia comes from Perth, West Australia, where our foreign representative, Mr. F. C. Dennison, has established an agency for our full line. Mr. Dennison has since returned to Sydney and secured repeat orders duplicating original shipments of Coach Colors for our agents, Messrs. Morgan & Smith.

We made shipment last week of 160 cases including 800 gallons of S. W. P. to Dublin, Ireland, together with miscellaneous goods.

We anticipate securing some good orders from Cape Town by next mail from our representative in South Africa, Mr. W. Tyrie Stevens.

Mr. Wm. B. Haight is en route to Cuba and Porto Rico in the interest of our export business.

An Agent's Test for XX Drop Black.

Cleveland, Aug. 21, '01.

The Sherwin-Williams Co.

Gentlemen:—We had a recent complaint from a large carriage manufacturer in the city on your XX Drop Black in Japan.

They claimed that when they varnished over the goods the varnish crawled and pitted badly. They



claimed the varnish was all right and the fault wholly with the black.

We sent our salesman (who is a practical painter) up to make a test. A representative of the varnish manufacturer was there also to make the test with him.

Test number one was over an egg shell gloss of XX Drop Black and varnished as follows: One half of the spoke with No. 1 varnish which the manufacturer was using. The other half with another prominent make of varnish which we will call No. 2. No. 1 varnish shrunk and shranked up badly over the black. No. 2 varnish dried smooth and bright.

In the second test one spoke was painted with XX Drop Black and another spoke with another prominent make of Black. One half of each spoke was varnished with No. 1, and one half with No. 2 varnish. The No. 1 varnish pitted very badly and dried dead. No. 2 varnish dried smooth and bright.

In the third test we painted one half of one side of a tin varnish can with XX Drop Black and one half with the other make of black. We then varnished half of both blacks with No. 1 varnish and half with No. 2 varnish. No. 1 varnish dried dull and pitted badly. No. 2 varnish dried bright and smooth. The manufacturer gave us another order for black and placed the blame were it belonged.

One set of windows of The A. T. Osborn Co.'s store as decorated during too G. A. R. Encampment at Cleveland.

One more victory for The S. W. Co.'s Black!

Very truly yours,

The A. T. Osborn Co.

Railway Meeting.

An interesting and profitable meeting of the Railway Department was held at Cleveland Sept. 14th and 15th. Those in attendance were Messrs. E. P. Williams, W. H. Cotingham, J. C. Beardslee, W. B. Albright, E. M. Richardson, J. H. Kames, Thos. Madill and E. M. Williams. The changes in prices since promulgated were decided on. The entire railroad situation was gone over carefully and was found full of encouragement. It will be a mighty

big gain that will satisfy us for next year.

It was with regret that all learned from Mr. E. P. Williams of his retirement from the active direction of the work of this department.

Mr. Williams' personality has been a chief factor in the growth of the department. His wise counsel and his kindly interest in those most closely associated with him in railway work have been a large influence towards the success of each one of us.

The work of the department will now come under the direct supervision of the General Manager, under whose leadership we confidently expect to even surpass our past successes.

Premier Still Conquering.

Another big order for Premier Non-Fading Red has been landed by Mr. Quinn. It covers a contract for a year's requirements and one car load for immediate shipment to The Warder, Bushnell & Glessner Co., Springfield, O.

The order was received on Friday morning, the tenth of this month, and the first car started on its way at six o'clock in the evening of the same day.

What One Trial Can Do.

Portland, Ore., 8-18-1901.
The Sherwin-Williams Co., Cleveland.

Gentlemen:—I have just finished a job of painting, using thirty-four gallons of your mixed paint with best results. It does not settle in the paint pot as most paints do, spreads easily, covers well, does not dry dead, but has a smooth, fine lustre.

This was my first experience with your paints, but I assure you it will not be the last.

I am a first-class painter of thirty-six years experience, have used many kinds of paints, but none give better satisfaction than yours, which seems

in all respects to be perfect paint.

Many painters of today do not use proper care. My many years of experience have taught me that the surface should be dry before the paint is applied, each coat should be given ample time to dry thoroughly before applying another.

If you have any special information as to applying your colors please send them to me. A man never gets too old to learn. A painter must keep abreast with the advancement of the manufacturers if he expects to secure first-class jobs and give perfect satisfaction by using their material.

Respectfully yours,

G. W. WELCH.

170 1/2 Third St.

Hip! Hip! Hurrah!

It will be interesting to all of us to know that the successful cup defender --'Columbia'-- is painted with our Yacht White Finish and Flat White. The Morse Iron Works, Brooklyn, superintended the painting and the gallant flyer has been given a coat of paint every time she has been hauled out to have her hull polished and the bottom plates scraped and cleaned. It is the old story of success crowning the efforts of all S. W. P. has to do with, and of course the Columbia couldn't do anything else but win.

Movements of the General Manager.

Mr. Cottingham spent a week at the middle of September with the Western Division. He was back at headquarters until October second, at which time he left for Newark. On the seventh he left Newark for Boston, remaining there two days and then going to Montreal. He was there up to the twelfth when he returned to Cleveland.

Mr. Martin has accompanied the general manager on these visits.