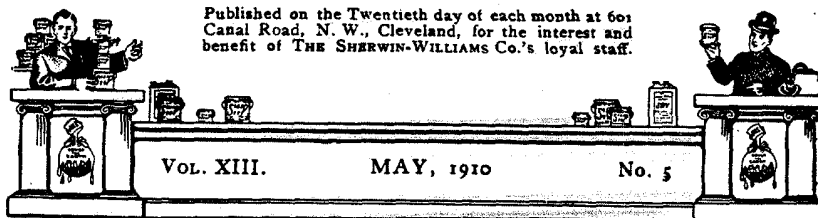


The Chameleon.

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What Is Success?

BY EDITOR MAGAZINES.



UCCESS has often been described, and generally by those who have met with some measure of it in some career or other. And yet this will always be a subject for discussion as long as there are families to support, and as long as there is a work in the world to do.

Success should not be measured, perforce, by the power which wealth imparts. It should not be measured in terms of worldly riches, for they amount to little in the ultimate reckoning. It should not be judged by the notoriety of the press, political prominence nor public opinion, for after all, these are bound to be prejudiced. There is a wider judgment of Success.

Men are placed in the world with a work to do. Their success should be based upon their performance of that work. Everything ever said or written on the subject of Success can be traced back to that short word Work—and yet what a mighty word it is! It's the secret of all true happiness, true home life, true National life, and real Success. No man worth while who has come into prominence of any kind, has gained that position without some kind of work. Work is not always the toil that heats the brow, that brings all the muscles into play. Many times it is the thoughtful imagination, the well laid plan; but even so, it has always taken work to execute that reverie, that plan. Creative Success has been due to the interest taken by the individual, before the plan has been found rich in possibilities and when discouragement has almost won the day. Only under such conditions is the best work done, for after results are assured, the true workman only girds himself for another task more difficult.

And so, just as it is work, not idleness that spells Success, just so it is Character and not the lack of it which makes a place for the young man of today.

Linked together, Work and Character, with all they stand for, are bound to bring results. They often replace spasmodic ability, brilliance and phenomenal achievement, and they are vastly better regulated. There is a union which almost invariably acts as a magnet for attracting Success—that elusive, abstract problem of the ages.

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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 corrodors 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

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.

Adrian Jayes

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 Com-

pany. He understands salesmanship and our methods thoroughly.