

The Chameleon

FEBRUARY 1962

VOLUME 5 NUMBER 11



Trust what
you know.
Know what
you trust

N23587

The Chameleon.

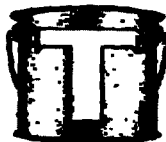
Published on the Fifteenth day of each month by
THE SHERRIN-WILLIAMS PRESS, 31 Michigan St.,
Cleveland, for the interest and benefit of
THE SHERRIN-WILLIAMS Co.'s loyal staff.

VOL. V.

FEBRUARY, 1902.

No. 2

PERSEVERANCE IN THE FACE OF DISCOURAGEMENT.



HE editor of THE CHAMELEON suggested that I write an article on the subject of "perseverance in the face of discouragement."

His request, I know, was actuated by our experience in publishing "The S. W. P." We never had much evidence that this rather trying work paid or was appreciated. We have never had much to encourage us to continue it.

Yet, we went on with it, month by month, trying to make each issue more attractive, more interesting and more helpful.

We have striven in the face of discouragement to make it so good that it would *compel* recognition and approbation.

We believed in it and we stuck to it.

With the January number we sent out postal cards asking those who received it if they read it and what they thought of it. The number and character of the replies sent in greatly surprised us. They were such as allow us no longer to entertain any doubts of the effectiveness of the little paper.

We are satisfied that enough agents (we never expect all) are interested in and influenced by its monthly visits to fulfill the purpose for which it is issued, viz., to make better S. W. P. agents, which means a larger business for them and for us.

We feel that we should learn from this experience and take such encouragement from it as will stand us in good stead when working out any plans which we believe in but which do not seem at first to be appreciated or approved.

Steadfastness in the face of discouragement is a magnificent quality.

The man with ideas or a purpose must possess it, or his ideas or purpose will amount to nothing.

New things are generally opposed, and a man of purpose always meets opposition.

Foresight and purpose to be effective require to be backed by action and determination.

If you believe you are right, in anything, go straight ahead. Don't be turned from your course by adverse criticism, don't be discouraged by opposition—stick to it through thick and thin.

You'll find many people ready to discredit your ideas and dash cold water on your enthusiasm, but don't let that dampen your ardor or slacken your effort, but rather let it act as an incentive to greater exertions, let it

add strength to your determination to make good your endeavor, no matter what the opposition. Set your teeth still more firm, keep your eye fixed on your aim and let nothing keep you from it. Let *nothing* keep you from it. The world is full of people who drift along rudderless, turned this way and that by the influence of their surroundings, tossed hopelessly around by conflicting opinions, entirely lacking stability or ballast. Such people never accomplish anything.

It's the man with an aim, a plan, a purpose, directed by sound judgment and worked out with implicit confidence and indomitable perseverance that goes out and mows down the world and *crushes* things to come his way. Get out and mow.

John D. P. F.
General Manager.

A Plain Tale Showing the Way it Frequently Happens.

BY "A NEW MAN."

(Continued from January.)

THE ideal with Jim made. The customer goes to Mr. Careful Buyer and finds out the price of The Sherwin-Williams (Outside Gloss White) per gallon. He gives an order for ten gallons and asks that it be sent up to his house early Monday morning. Mr. Careful Buyer, delighted to get a start with the new paint on one of the best houses in town, says to his clerk: "Tom, you had better wash that corner show window and put in a display of that new paint. I believe it's going to sell. Let's see, wasn't there a look on window display? Look through that box and see." Tom gleefully shouts, "Yes, and cards, too, to make the display with!" Tom had been thinking for two weeks what to put in that window for a change. Now what a relief! Painter Jim goes to his work Monday with a heavy heart. He slowly opens up the first can of S. W. P.

Just then the customer comes out and says: "Jim, that is as nice a job as ever you did."

"Well," says Jim, hating to admit it, "if it only stands, and I believe it ought to, for everything else about it seems right."

"Now this roof," says the customer, "needs painting, so I had Careful Buyer get me some of The Sherwin-Williams Creosote Paint. I saw it advertised in one of their booklets and so decided to use it. You can now go to work and paint the roof."

So Jim and his son go to work on the roof.

"Well, father, this is something you have never done before, have you?"

"To tell the truth, son, I should say not."

"Father, don't you think The Sherwin-Williams Co.'s advertising is a help to us? Who ever heard of a white lead firm getting anyone to paint the roof and make more work for the painter?" And Painter Jim says he "guesses so."

When they have finished the roof, and stand on the ground admiring their work, like any good workmen would a nice job, the customer's wife comes out and says: "I have a look here on Floor Finishes from The Sherwin-Williams people, and I want the floors of the parlor and

sitting room finished. Careful Buyer delivered the Floor paints this morning, and Jane has the two rooms ready. You had better paint the sitting room first. I want the cherry Floorlac on it. Put rosewood on the parlor floor."

As soon as Jim and his son were alone the son says: "Father, I think this is a blessing in disguise. These Sherwin-Williams people educate the public to use paint. We will have all the work we can do."

and I, for one, am a convert to their paint. Now, what say you, father?"

"I am with you, son, for I realize I must keep in the swim or go out of business altogether. Why, already Mr. Careful Buyer has in his store window a sign that reads: 'Mr. Customer's house is painted with this paint,' and since he has taken the agency of The Sherwin-Williams Co. he is selling more paint than he ever dreamed of selling before."

"And we're getting more work," adds the son.



Mr. P. Buyer: "Dear me, Mr. Dauber-Painter, what have you been doing to yourself?"
Mr. D. Painter: "Oh, I sent a comic valentine to that S. W. P. fellow and he found out who sent it."

Spring Work in the P. D.

THE general promoting work on possible agents was started on the 20th of January and was continued into February, covering thoroughly all possible agents on the Company's records.

The responses that have been received are more gratifying than ever before and the outlook for new agencies as a result of this work is very promising indeed.

At the time of going to press, we have received something like 600 inquiries for prices and full agency information, with more coming in every day. This means a splendid field to work upon, both for the salesmen and the Promoting Department.

Inquiries mean orders. They are the visible signs that some one is interested enough in our products to take the trouble to write to us about them. The value of an inquiry should not be underestimated. Properly followed, it is capable of development, and our experience has proven that even if we do not sell the inquirer at the start, seed has been planted that will bear fruit in the future.

Now that the replies to the general promoting work are coming in thick and fast each representative should strive to make the most of them. In the office our organization is perfected; we are prepared to wage a fast and vigorous fight; our forces are effectively distributed, and we have a magnificent follow-up system. Inquiries from aheli goods dealers, H. P. A.'s, G. P. C.'s, etc., will each be followed in a specific, individual manner. We are ready to respond promptly to each and every inquiry

and to immediately place the facts in possession of the representatives.

When you receive your postal card or letter inquiries, size them up, sift the chaff from the grain as much as you can, and let us know if there are any you think it would be useless to follow.—there's no use wasting ammunition. Keep those you think are good well in front of you; write them, if possible, the date you expect to call to see them. If you have not the time, let us know, and we will do it for you. Above all, keep after them, and do not hesitate to call on us for help when you need it.

We want each and every territory to make a record for itself this year. "Prospective agency" inquiries are fruitful means of growth,—they are the stepping stones to future business.

Earnestly and continually co-operate with us by taking good care of your inquiries, and the year 1902 will be one that we may all well be proud of.

In each of the divisions the promoting work on following up all inquiries and the names sent in on the town reports, is under way and progressing smoothly. The booklets, mailing cards, and all printing necessary for the successful carrying out of the work, are now ready. Each office has its hands full, some of them working nights in order to keep abreast of the demands that are being made. The salesmen may depend upon the very best of service from the offices, and the offices, in turn, feel assured that the salesmen are co-operating with greater earnestness than they ever did before.

The Donation of Goods.

THE Company wishes, as far as possible, to cut out all donations of goods to customers. The representatives are requested to take a firm stand in the matter and work to the end of discouraging all such gifts.

Manufacturers and wholesale merchants have long been vexed with the requests and demands of customers for donations, with the result that the majority of large concerns have finally adopted a "no gift" policy, and have chosen to depend solely for the customers' favor upon the merit of goods and service offered. With many of the largest hardware, drug, and dry goods houses, no matter how good a customer a man may be, he never receives a donation of goods.

The requests and demands have become a constant handicap to the traveling salesman and he is often the one who suffers most when donations are given. In forming a policy against them we, therefore, do not feel that we are imposing any hardship upon the representatives but that we are making it possible to give a better showing from your territories. The showing of a territory, as you realize, is materially affected by the proportion of donations, and in keeping them down and eventually cutting them out altogether you have a good opportunity to increase the showing of your territory.

Nor do we feel we are in any way curtailing the benefits of our customers. By cutting off donations we can afford to put more money into advertising—and more and better advertising will do any agency more lasting good, do more to build up business and put money into the

agent's pocket, than can possibly be obtained by donations. A comparatively small donation frequently goes far toward offsetting the profit on an average agency's business for a season, and when we come to figure things up at the end of the year the Company finds it has been getting the small end, because we have been making an investment in that agency which, unlike advertising, brings us no return.

Advertising given to an agency and rightly used pays us a good dividend. Donations of goods pay us nothing.

S. W. P., our advertising and our methods should be, and are, sufficient to hold the business of any man who accepts our agency. The work we do for him is greater and helps him more than anything he can get from any other paint company in the world. It is unreasonable and poor business policy for him to expect gifts when we are ready to do so much that is of greater benefit to him. The fact is that where donations have absorbed a great part of the appropriation we are willing to spend in any agent's territory, he doesn't get the full force of our advertising investment.

It is our aim to place all our agencies on an equal footing. We give the same price, the same label, the same quality and the same service to all. This in itself is sufficient reason for discouraging donations of goods.

Let the men who make these requests of you understand that we prefer to make our "donations" in advertising and by working with them to increase their business.

Town Reports from the P. D. Standpoint. Talk Number Three.

BY JOHN COBURN.

The B. P. A.

Here is an example of information we often receive on a B. P. A. "Good man, follow strong." It stands to reason that a B. P. A. is a good man or he would not be so reported, and the very fact that he is on the town report as a B. P. A. insures his being followed strong.

The kind of information we want on a B. P. A. is the kind that will enable us to work hand in hand with the representative and take up the connecting link just where he left off.

In talking with the B. P. A., the representative unquestionably learns some special avenue of approach. It may be quality, short measure, advertising or personal letter work. Whatever it is, we should know it. Perhaps after the representative has gone, something may happen to make the B. P. A. dissatisfied with the line of paint he may be handling and a letter coming from us at that time, dwelling exactly on the points made by the representative, may be the means of impressing the B. P. A. still more with the desirability of The Sherwin-Williams agency and induce him to make further inquiry.

So when you call on a B. P. A., give us the fullest information possible. Tell what points will most impress him. Advise us if he is handling other paint. If he is stocked, and that is the reason he does not buy, say so. If our advertising appeals to him and he admits the merit of our proposition, we would like to know it. In fact, give us his history. "Stocked, else would buy: short measure test opened his eyes: thinks

advertising helpful: knows quality S-W goods: will take agency in April"—this is the sort of information that will enable us in our first letter to drive home your points and to strengthen the impression you may have made.

The Painter.

Say what we may, the painter is a man to be reckoned with. His promises to use our goods may be ever so sincere, but he is only human, and like a variable wind he veers around under the other fellow's influence. Therefore, there is all the more necessity for our cultivating and educating him.

Our painters' follow-up system is complete and convincing. We are ready for vigorous work and if given the proper information, the campaign will be successful.

When reporting the painter tell whether or not he has used S. W. P. If he is a lead and oil man say so. If he is a supporter of other lines advise us. Specific data is what enables us to concentrate our fire and to send to a man just the booklet or letter that will be most effective.

When asking for G's and (it's he sure to state in your report if the man is an S. W. P. painter. These features are intended only for S. W. P. supporters and your giving us the required information will enable us to act quicker and to serve your interests better.

All may do what has by man been done.—J.W.H.

Good Words From the Road.

December S. W. P. a Winner.

I just received the Dec. number of THE S. W. P. and consider it the best one I have ever seen. It certainly ought to make our agents feel proud to push S. W. P. and to know they are in the hand.

If possible I would like to have a half dozen copies. I would like to send them with a personal letter to some B. P. A.

L. W. WILSON.

The Full Line is the Right Thing.

Henry Hollinger, Henryville, Ind., reports a customer who purchased two quarts of black buggy paint and painted his son's two buggies and his own with this amount.

He was so well pleased with it that he came back and wanted enough of the same *nick* to paint his house. (The line advertises the other lines. The full line is the right way to stock up.

S. H. ROBINSON.

Here's an Argument for You.

E. C. Bent, our agent at Dell Rapids, recently sold a bill of S. W. P. in this way:

A customer came in and asked the price of S. W. P. Mr. Bent told him it was \$1.65 a gallon. He said he had been offered () paint at 10c. a gallon less, and that he would not pay any more for S. W. P. Mr. Bent asked him the size of his house. He stated that it was exactly the same in size and shape as that of a friend's house that had just been

NOTE—We never print the names of competing brands of paint in any of our publications. If it were not for this rule we would have liked very much to have printed the name of the paint S. W. P. "You'll all over" in this particular case, for it was a brand leading the name of one of the oldest paint houses in the country.

painted with () paint, and it took 8½ gallons of paint. Mr. Bent said to him: "You take out the same number of gallons of S. W. P. that was required for your friend's house, and if you don't return some I will sell it to you 10 cents less.

He did so, and returned two gallons. He has sold several jobs on the strength of that argument and states we can refer anyone to him for the truthfulness of this incident.

I use this sometimes and it's a winner, as Mr. Bent is well known up here. I realize more every day that S. W. P. is the best on earth.

S. H. SYKES.

S. W. P. Winning in Dakota.

Mr. Filbert, of Woodard & Filbert, Watertown, S. D., whom I met in our agent's store in Fargo, says he feels lost in trying to sell any other paint after having sold S. W. P., has not the steam to put behind it for the reason that he has not the same confidence in any other paints. Mr. Filbert knows whereof he speaks, for he has bought and sold paint to a great many drug stores and has had experience with famous lines of paint.

Messrs. Barnes & Kress, at Grand Forks, N. D., have a head clerk who says S. W. P. is what he likes to sell best of all goods in the store. He likes to talk it because he has the utmost confidence in the line.

T. A. J. Reese, our agent at Mr. In-tosh, has quite a stock of the brand of paint he was selling before he put in S. W. P. I asked him why he did not try and get rid of it. He said he liked to talk S. W. P. better and consequently does not think of the other.

J. R. MILLER.

BRUSH MARKS.

Central Division Notes.

We miss this month the presence of our office superintendent, Mr. Geo. A. Clark, who left for California some days ago, and in looking over his desk calendar for February 6th we see inscribed on the page, "My finish." Now George was always polished and popular, but when he returns "finished and complete" you can depend upon it that his companion will be fully up to S.W. standards in every respect. Our heartiest congratulations and best wishes are with him.

The bound price lists for representatives have been forwarded to them and as a handy pocket companion for the up-to-date paint and color salesman we do not think they have ever been equalled. In assortment of products, convenient arrangement and variety of special goods for special purposes, certainly no manufacturer has ever attempted a list of this character before. There would hardly seem to be a want in the paint line which our boys are not equipped to supply on the most favorable terms and these ready means of meeting inquiries must certainly help to a much larger proportion of business.

We congratulate most of our representatives on an improvement in the town reports which are coming in. We get more specific instructions, more suggestions for follow-up work and much more definite information. This is the "Co-operation" which was sounded as the key-note of our convention and must help us all around.

Every report seems to bring us magnificent figures of gains over last

year and the outlook is for larger results than ever. With the advantage of our early convention we find stock orders coming in much in advance of last year and in much more liberal quantities. We have at present about three times as many orders holding for spring shipment as we had a year ago.

In landing new agents Messrs. Benedict and Fasnuelle have been making a close race, with the former at present slightly in the lead. Mr. Fasnuelle landed seven new agents in two days and Mr. Benedict four new agents in one day during the month of January. This certainly is a record and we congratulate these gentlemen most heartily on their good work.

Mr. A. E. Schafer left early in this month for a very much needed rest. It is his first vacation in many years and he has planned to spend it entirely free from all business cares, in California and the South.

William R. Piper.

It is our painful duty to report the death of William R. Piper, the foreman of the tin can department of the Cleveland factory. He died on January 17th, after a short illness of diabetes. He had not been well for some time, but would not give up and stuck to his work until a few days before his death.

Mr. Piper's connection with the Company covers a period of nearly twenty years. He was a tinner by trade, and in March, 1882, when quite a young man, secured a position in our tin can department at the bench. Lively, careful, steady work and application he developed himself so that in September, 1898, he was as-



Wm. R. Piper.

first wall, fifteen requests for prices. Watch out for these inquiries, boys, and make the most of them.

Our St. Louis agency, The Great Western Paint & Color Co., is opening up full of enthusiasm, and what is best of all, full of the spirit of co-operation. St. Louis must and will be ours. No opposition can withstand the force of the advertising campaign we have planned for there.

Mr. Stewart, of the Almini Co., Chicago, one of the most prominent firms of painters and decorators in the United States, paid us a very pleasant visit recently. He gave us orders for over 1,000 lbs. of 1st Quality Oil Colors.

Mr. Geo. A. Clark called to see us on his way to California. Mr. Clark has our best wishes for his future happiness.

Mr. H. H. Stephenson was here last

And they still come—new orders and new agents.

Since receipt of the first general Promoting Circular, the Western Division estimate of sales for 1902 looks as if we didn't make it nearly large enough. With such splendid help, the field is surely ours. All classes, R.P.A., B.P.C., G.P.C., etc., are responding well and what is most encouraging of the replies are specific requests for prices and full agency information. We are very enthusiastic over the outlook.

Before this number of THE CHAMELEON is off the press, nearly all the Promoting series for all classes will be started. What work we have done, so far, is telling. Here is an instance: Monday, Jan. 25th, we started the D.A. series (letters for dealers) and Saturday, Feb. 1st, brought us in the

month getting ported on his new territory and getting ready to "show them" down in Missouri. We wish him success.

Mr. G. A. Martin visited us last month.

We were favored recently by a visit from Mr. F. M. Richardson.

Messrs. Wheeler, Welland, Ballard and Wolcott were here early this month.

We are glad to report that Mr. Walton is now fully recovered from his recent illness, and is doing business "in the same old way." He began with a new agency, opening with 200 gallons of S.W.P.

Mr. E. S. Donnelly has been down with the grip. He is well now.

Mr. J. M. True has also been on the sick list. We are, however, pleased to say that he is now well and in his territory.

Mr. S. G. Davies, of the Accounts Department, was laid up for over a week with a sprained ankle.

Mr. J. W. Ward has completed his work in Texas. It is not hard to trail Mr. Ward—he has blazed the path very thoroughly. He is now in Arkansas.

Mr. Welland comes well to the front with an order from Hurvey & Stebbings, Kansas City, for 600 gallons of S.W.P., 1,000 lbs. 1st Quality Colors and a complete line of shelf goods. There were others after the order; but it's the same old story.

Mr. Myers has been spending part

of his time putting the new representative in Territory 58, Mr. Marston, through his paces.

Mr. Gallinger is after one of those varnish prizes—look out for him.

Already, the regular force in the Sales Department is being taxed owing to an exceptionally heavy volume of business. Looks as if we would have to "double up" soon.

The Shipping Department reports that their stock was never so complete, never so well arranged, and that they are ready for all the orders we can give them.

Eastern Division Notes.

A new department has been organized in the Eastern Division, to be known as "The Architectural Engineering Department."

Mr. A. V. Collins of New York City, has been engaged to represent us in the interest of this new department. Mr. Collins has severed his connection with Messrs. Richard Deeves & Co., New York, general contractors, in order to take up this work. He has a large personal acquaintance among prominent architects, engineers, contractors and construction companies and his work will be devoted entirely to this department. We have other plans for enlarging this department which we are confident will become an important factor in increasing our business.

We extend to Mr. Collins a cordial and hearty welcome to the Eastern Division and trust for long and pleasant business associations.

Mr. Chas. Tucker has been engaged to represent the Export Department in the West Indies. Mr.

Tucker has formerly covered this territory for a Canadian paint and varnish house. He has already sailed for Kingston, Jamaica, prepared to follow up the business which we already have established in these islands. We look forward with confidence to making this part of our Export Department a prominent feature of our business.

Canadian Division Notes.

The spring business is in full swing now, and orders are pouring in from all our representatives. We congratulate all our traveling staff upon the good work already done and on the prospects ahead.

Our premises are becoming altogether too small for our increasing business. The shipping room is full to the ceiling of goods awaiting shipment, and we have been compelled to rent a large outside warehouse for storage purposes.

We were favored last month with a visit from Mr. George A. Martin and Mr. George W. Ford, and while here they had a taste of Canadian winter sports. Their visit was very pleasant, both from a business and social standpoint, and we hope to see them again before long.

Our Hockey Club has been organized, and two matches have been played. We lost the first game to the "Unions" through over-confidence, but we won the second game from the Canadian Paint Co. by 4 goals to 1. Messrs. Martin and Ford attended this game, and their enthusiasm and "noise" did much to inspire our team to victory. After the game Mr. Martin invited the players and their supporters to the

"Oxford" for an oyster supper, for which hearty thanks are due and are hereby offered. Other games will soon follow, and at the end of the season we hope to see S.W.P. still at the front in this as in all other respects. We are very proud of our Hockey Club, and much credit must be given Captain John Ellard for his strong play and good management.

We were glad to see Ben Nelson during the holidays, and trust he has returned to Newark much benefited by his visit to his old home.

Private letters have been recently received from Bombay, India, from Mr. Bonnison, who was very well at time of writing.

Our new lunch room for the use of employees was opened on Tuesday, January 28th without any formalities, but promises to be an entire success. A corner of this storeroom at the top of "H" building was partitioned off for the purpose, a gas stove put in, and everything done to make a lunch room which would be bright, cheerful and adapted to the purpose.

It might be mentioned that the room is finished throughout with The S.W. Paints and Varnishes from floor to ceiling. The walls are tastefully decorated by the P. & A. Dept.

The intention is, apart from providing the room and the equipment and service, to furnish the employees with tea only free of charge, but for the first day a complete lunch was served, which was apparently appreciated by all. A table in the lunch room itself is set apart for magicians, playing cards, checkers, etc. and the cupboard contains a small lending library of books, all donated by the staff themselves.

This lunch room is something that has been wanted for a long time, but until lately we have never felt we could spare the room. We feel however that whatever expense, trouble and inconvenience may be caused will be more than made up for in the advantages to be gained.

New England Division Notes.

We regret that our New England Division notes were not in the January issue of THE CHAMELEON. But these were entirely forgotten in the rush of January 1st shipments. We had good news, though, and are glad to announce that we are ahead of the game. Boston will take a place in the front ranks in the rush for Varnish and Kopul prizes, and as for new agents—we are not worrying.

Mr. Ketchum, on Territory 105, has made eleven new agents this month, and is still rushing them along. We are watching this territory with considerable interest as Mr. Ketchum is a new S. W. P. man. He knows what good paint is, though, and has the coveted faculty of being able to make others see paint through his eyes.

The Promoting Department is getting its work under way, and will start working the B. P. A.'s "good and plenty" at once. We have no time to lose, and want all the names and information we can secure from the salesmen right away. The work is bound to push far ahead of last year, in its ability to give real aid to the representatives, and we need your help.

Owing to the increase of work in the Accounts Department, Mr. Fred Andrews has been assigned to that

Department, and also to the Promoting Department. His position has been taken by Edward Horman, who will take care of the letter copying and filing, and do general office work.

We were pleased to receive a short visit from Mr. Lawrence, of The Lawrence Paint Co., Ringhamton, N.Y., a few days ago. While in Boston on business, Mr. Lawrence called on us and inspected our warehouse.

Messrs. Geo. A. Martin and Geo. W. Ford, were with us for a few days. Mr. Ford suggested various ways for improving our methods of keeping the advertising stock. We were pleased to get these "joiners," as we desire to have our advertising arranged in as systematic a manner as possible.

On the evening of Jan. 20th, Mr. J. H. Sayward, of Haverhill, Mass., gave a banquet to the painters, his employees and clerks, in his city, at which our Manager, Mr. Jordan, and Mr. Hare were guests. The affair was very successful as all plans carried out by Mr. Sayward are bound to be. Mr. Sayward is very enthusiastic, and intends to increase his business largely this year. We sincerely wish him success. The banquet was an S.W.P. affair from start to finish. The menu card, which is reproduced on this page, was filled with S.W.P. notions, convention songs, the keynote of the last convention, in addition to the very good menu itself.

Now that the January reports are out of the way, we can feel that the hunting spring trade will soon be upon us. Especially in Massachusetts, we have an early season, although in the Northern States the painting sen-

son will not fairly open until near the middle of March. That does not hinder the dealer from stocking up, and he is the man we want just at present. The outlook is encouraging, and points to a larger spring business than ever before.

Pacific Division Notes.

"Open up the package" is good advice in varnish as well as paint for S.W.V. will stand it. Our San Francisco city representative made a good hit by selling a mantel maker a gallon sample each of Finest White Enamel Varnish, Cabinet Rubbing Varnish and Excello, for them to "open up." After a thorough examination our customer was landed for twenty gallons Finest White Enamel Varnish and thirty gallons each Cabinet Rubbing and Excello.

The salesmen are quite enthusiastic over our varnishes. As their customers become better acquainted with this line their enthusiasm grows and we consider our prospects on that account fully as bright as the goods themselves. Mr. Geo. G. Mowat has made us quite accustomed to turn each order over to look for the case of Kopul, without which he does not consider an order any longer complete.

Last year we were very much pleased to report that Mr. Parsons had doubled his business on his trip through Arizona and New Mexico, over and above the previous year and now he comes in having accomplished the same trick by doubling last year's business. Among other good results obtained he did work which brought us a thousand dollar railroad order by wire. Southern California Depot Notes.

Mr. Slater spent several days with us in January and we arranged to use

all our well known methods in Advertising and Promoting Departments to hold every foot of varnish ground gained by us this year.

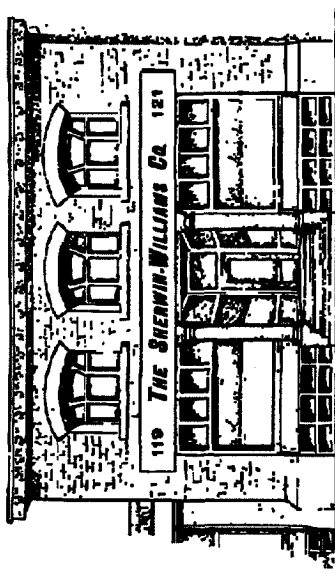
(Our competitors are complaining of dullness in trade on account of the dry season. We are not having it very dry as our sales slips, week by week are showing handsome increases over last year. S.W.P. comes in for a large share in the increase and we are pleased to say that S.W.V. is gradually but surely showing the cheaper lines of varnishes aside.

Special Railway Meeting at Cleveland. An enjoyable and profitable meeting of those connected with the Railway Sales Department was held at Cleveland, February 3d and 4th.

It was thought that our sales have been affected somewhat by the protracted car shortage, which has prevented the railroads from shopping their cars for much needed repairs. Despite this fact, the business of the department is in splendid condition, and the outlook encouraging for the balance of the year. The entire railroad list was considered item by item, and all present were more than ever impressed with the strength of the different lines.

The meetings were presided over by the General Manager, in addition to whom there were present Messrs. E. P. Williams, J. H. Farnes, W. B. Albright, Thos. Madill, E. M. Rich-anon, W. R. Sieplein and E. M. Williams.

The Flag Goes Up at Minneapolis. Ground has been broken at Minneapolis for a new warehouse and office, to be known as the Minneapolis Depot of the Western Division. The building will be two stories high for the present, but the plans call for five



The Minneapolis Depot, now in course of erection.

stories, the others to be added as needed.

We expect to be ready for business at Minneapolis early in April, and we're going after the trade in all lines good and hard. W. K. Morrison is our new agent at Minneapolis. He has one of the finest hardware stores in the North-west, and is already an enthusiastic S.W.P. man. He's after orders, and is the man to get them. His first order to us called for over 400 gallons of S.W.P., a good line of shelf goods and over 100 gallons of varnish.

Call on all C. & M. Trade.

We want to call the attention of all salesmen to the importance of seeing not only every consumer on the list of C. & M. trade recently given them, but also to supplement our list with the names of any others which may have been omitted, and we would urge that these calls be made not only regularly, but that they be not omitted

on the first time around, as there has been an inclination to do nation to do on the part of some, as a great deal of the consuming trade buy their large stock orders in the winter and establish their standard of shades from them until the following early fall. Therefore, if you would get the most out of this trade, don't neglect to give them vigorous attention at this time.

A. E. SCHAFER.

Record of New S. W. P. Agents.

The splendid and valued work of landing new agencies continues to keep up. To those representatives who have set their aim to lead in this particular field, results as shown must be gratifying.

The first two leaders are both new men, and we congratulate them on the showing they make. The territories they cover are old and well worked fields. Notwithstanding the excellent showing our new agents have made in all divisions, we feel confident that there are splendid opportunities awaiting some of the representatives both in old and new fields; and we want them to devote special attention to this character of work.

The Promoting Department, Advertising Department, and the Man-

agents hold themselves in readiness to serve every man who finds himself up against hard propositions and obstacles which demand assistance. The record of those leading in each division is as follows:

Central Division,
I. M. Benedict.
New England Division,
Ralph F. Ketchum.
Western Division,
S. H. Stewart.
Eastern Division,
W. D. Peyton.
Canadian Division,
J. J. Harkness.
Pacific Division,
Geo. G. Mowat.
8 new agents.

Leaders in Floor Finish Sales.

Reports for the month of January covering Floor Finishes show handsome gains, due to the special efforts made during the month. We call again for another strong pull. This line must be a leader. It is conceded by all to surpass that of anything offered to the public.

The contest for first place is so close that \$80.00 in the difference between the first and the fourth man. Those leading are as follows:

Central Division,
L. J. Fausquelle.
Canadian Division,
D. G. White.
Eastern Division,
H. T. Sheldon.
Pacific Division,
E. T. Parsons.
New England Division,
F. B. Hare.
Western Division,
J. P. Greene.

The Leaders in Varnish Sales.

The contest in the sale of Varnishes is on in every sense of the word. Reports show remarkably good gains

with only a few exceptions and hard work on the part of all of the representatives. No products of the factories show better progress in sales than the varnishes.

Everything is in our favor and we certainly would be at a loss to account for any one not making a satisfactory showing in sales in this particular line this year.

Honors for place and money are close. The five men leading in sales are each in different divisions. \$10.00 covers the difference between the first and second place; \$7.00 covers the difference between the third and fourth place; and there are many representatives who follow so close to the top that the opportunities for the above honors are wide open. and the men that will try will surely be repaid for their efforts. There are thirteen prizes, any one of the above should certainly be a "cinch" for any man who will give this particular line his attention and efforts. The following are the leaders in total varnish sales for first, second and third money, according to the prizes allotted their respective divisions.

Central Division,
1st—L. J. Fausquelle.
2nd—H. B. Pruden.
Western Division,
1st—Joseph F. Hommel.
2nd—John P. Greene.
3rd—W. W. Walton.
Eastern Division,
1st—F. F. Lewis.
2nd—H. T. Sheldon.
Canadian Division,
1st—Robert Johnson.
2nd—W. S. Fallis.
New England Division,
1st—F. B. Hare.
Pacific Division,
1st—E. T. Parsons.

The leaders in Kopal sales are as follows:

Central Division.
J. J. Faquelle.
Western Division.
J. P. Greene.
Eastern Division.
H. T. Sheldon.
Canadian Division.
W. S. Fallis.
New England Division.
F. B. Hare.
Pacific Division.
E. T. Parsons.

Mr. J. J. Faquelle has the honor up to this writing of holding first place in Varnish sales for the entire Company, together with first place in Kopal sales for all Divisions.

Trade Sales Situation.

It is gratifying to note the quick responses and co-operation by the many representatives to our request made in the last issue of THE CHAMBERLAIN, covering certain lines, under the article, "The Trade Sales Situation."

Representatives whose gains were not up to the estimate of the figure placed on them, have taken hold and there is now a marked improvement in the lines which were reported weak opposite their respective territory reports.

To those that have not given this matter such attention as is necessary

or given reason, we ask that they put special effort into the work for the next thirty days. The monthly sales ticket together with advice given by the Division Manager will point out the item in question, and we look forward to the next report with much interest to note improvement.

Number of Employees.

The total number of employees in the Company on February 1st was 978. This is an increase of 49 over a month ago. We're nearer the thousand mark than ever before.

Copper Paint Still A Winner.

Philadelphia, Pa., Oct. 2, 1901.
The Sherwin-Williams Co., Newark.

Dear Sirs:—Last spring I used your Red Copper Paint on my launch, which was used all summer on and around Niantic Bay and Long Island Sound.

When the launch was taken out of the water this fall I was happily surprised to find the bottom perfectly free from barnacles and all fouling matter, a result that I have never been able to obtain with any other Copper Paint that I have used.

I shall continue to use only your paint in the future and predict an ever increasing demand for it.

Yours truly,

G. P. DARROW.

