

Sellosophy

I naturally expected a frost when I called on an ice cream company to sell them paint; but I didn't get it. I got an order for a good bill of Special Lustral Enamel for the shipping and packing tubs and Aluminum Paint for the cream containers.

Honest, those chaps were glad to find a paint specially adapted for their business.

I'll bet the ice cream consumed in America in a year would make a tolerable sized hill, be gosh!

The Little Paint Man



N23409

The Chameleon.

Published on the Twentieth day of each month at 601 Canal Road, N. W., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff

Vol. XI. AUGUST, 1908 No. 6

THE SUCCESS OF OUR GREATEST CAMPAIGN.

London, July 20, 1908.

AS OUR Panic Campaign draws to a close I cannot help but reflect on the immense amount of ground we have covered and the splendid achievements we have accomplished in the face of many obstinate difficulties, since we took up the fight on January 6th last.

I will never forget the great start we made on that date, and the magnificent response of the men in the field to my bulletin, "Marching Orders" I well remember how eager and anxious we were for the fray —how ready to make the fight of our lives. We were *positive* we could make good and every man, I believe, was delighted with the opportunity to show by deeds our great pride in the institution we have all worked so hard to establish on a sound and creditable basis. It was a grand occasion and a great opportunity for a fighting force like ours, and we went at it with that "do or die" spirit which always wins.

As I look back at it all now I feel proud of our organization, and I can truthfully say, that notwithstanding many difficulties, some disappointments and considerable anxiety, I have enjoyed it *immensely* and am thankful to say at the finish of it, I never felt better in my life.

I want to sincerely thank the men in the field and the staff at home for their splendid work. With all my heart I say, *well done*, *well done*. You've made good and we're proud of you.

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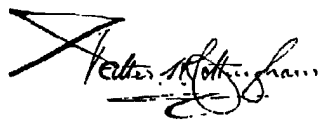
I have never seen anything like such application, such perseverence, courage and loyalty in all my business experience, and I want to tell you that what you have done and *the way you did it* has raised the reputation and the general standing of our grand old Company immeasurably. The fine record we have made in these difficult times has justified the confidence of our friends and supporters and has called forth the admiration of all who know us. Our position in the world of commerce, because of our plucky and successful fight, is stronger and surer than ever it was, and we are going to do bigger and greater things in the near future than we have done in the past.

I am happy to think we have been able to keep the staff practically unbroken, and I am glad now that the prospects are so much brighter; we can look forward to more favorable conditions and the return of the good days of prosperity; and I am sure we will never be unmindful of the magnificent service so willingly and enthusiastically rendered.

The old campaign is over and plans for a new one are already made. I leave it to others to outline them to you, feeling sure in this case, as always, that you will respond with the best that is in you, and that new and larger success will crown our further efforts.

With best wishes, and looking forward with great pleasure and high expectations to joining the campaign on my return to headquarters in the Fall.



Vice Pres. & Gen'l Mgr.

THE Brighten Up number of THE S. W. P. will be issued on August 20th. It is to be a special edition printed in two colors, fully describing the new Brighten Up line and our method of advertising it. Look for this issue.

Advance Information on the Fall Campaign.

FINISHING a strenuous year's work in the warmest summer season, the staff may not be inclined to anticipate now the work of the coming year. The burden of the present battle takes all your strength and attention, so you may feel that advance information on the Fall Campaign at this time is inapropos.

But this is our last opportunity to tell you through THE CHAMELEON of our plans for next year—of our departure into the country of the enemy with new arms and new tactics.

We are not going to fight the same old battles with the same old weapons this Fall. The Fall work of the representative with the retailer is largely on shelf goods lines, until the season opens up, when the trade is interested in stock orders for next year's business. *We believe that our Brighten Up Campaign, which starts Sept. 1st, will solve the problem of securing a much larger output for our shelf goods lines.*

We have never undertaken a campaign with as much enthusiasm and confidence as this one. It is radically different from any we have ever undertaken before.

The greatest difficulty of the sales staff in selling shelf goods lines is the competition of the houses which manufacture one product exploited as serviceable for practically all purposes. By advertising and pushing the sale of this one product they offer competition which is difficult to meet with several individual specialties. It is much easier to sell one piece of goods than ten or fifteen or twenty-five, and our representatives have been obliged to practically make ten sales where the competitors' salesmen make one.

We could not change our policy and make one piece of goods for all purposes to get on an equal basis with such competition. The most satisfactory goods can only be made by specializing, and this principle has developed our present shelf goods line. Instead of dividing our fire, however, and pushing the sale of a large number of shelf goods products individually, we are going to concentrate our efforts and

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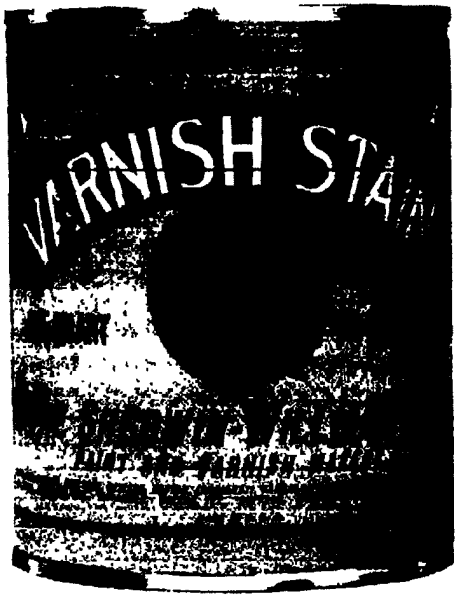

Above cut shows one side of a Brighten Up Specialty —Varnish Stain—under the old label. On the following page is shown the opposite side of the same can bearing the Brighten Up label. While the new labels are all similar in design, they are printed in colors to harmonize with the old labels. To avoid any possibility of confusion that might arise among dealers and consumers by reason of the change, we have gone to the additional expense of placing two labels on the cans—

group our various household specialties as one line under one name—*Brighten Up Finishes*.

This line includes Family Paint, Varnish Stain, Enamel, Bath Enamel, Porch and Lawn Furniture Enamel, Stove Pipe and Iron Enamel, Radiator Enamel, Screen Enamel, Aluminum Paint, Empress Liquid Gold and Imperial Gold Enamel, Flat Black, Durable Household Varnish—everything the housewife and householder may need in finishing and brightening up articles and surfaces about the home. These are labeled, advertised and to be sold as *Brighten Up Finishes*.



the old familiar ones and the new. While the dealer will of course have the option of displaying either label on his shelves, he should be urged to put the Brighten Up label out, as they will thus be more readily connected with our national magazine advertising and dealers' window displays. In addition to this the Brighten Up labels are, if anything, more striking and attractive than the old style and make a better and more noticeable showing in stock.

Every power at our command will be used to educate the public to ask for and use *Brighten Up Finishes*. We propose to send the housewife into the dealer's store, not for our individual shelf goods lines but for *Brighten Up Finishes*. We are then putting it up to the dealer to be posted on the line and give her the one best adapted for her purpose when he learns what that purpose is. While we are advertising Brighten Up Finishes for the home, we will also give wide publicity to the fact that the S-W. dealer is the best posted paint and varnish man in the locality and that he can give the housewife the specialty that is made particu-

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larly for the work she wants to do. The consumers, however, need only remember the name *Brighten Up Finishes*. This simplifies our advertising and will simplify the work of the salesman. He will not have to sell Family Paint, Varnish Stain, Enamel, etc., but will simply sell the dealer a stock of *Brighten Up Finishes*. This is "going the other fellow one better" at his own game and should be a means of strengthening ourselves immeasurably with the dealer.

As explained elsewhere in this number, Brighten Up Finishes will bear two labels—the old familiar Sherwin-Williams label on one side and the new Brighten Up Finish label on the other. The Brighten Up Finish labels are all of a similar design, varying in color to correspond with the old label on the reverse side. This double labeling does away with confusion or doubt, helps to introduce the line, and gives the dealer the option of displaying either the old familiar shelf goods line or the new Brighten Up Finishes.

The goods bearing both labels will be ready for the trade in all factories and warehouses Sept. 1st.

The September magazines will contain attractive advertisements on Brighten Up Finishes. These will appear commencing August 20th. Our keynote for the campaign is "Brighten Up Finishes for the Home—an old established line of paints and varnishes under a new name for the convenience of the purchaser."

A splendid line of advertising features has been prepared and is now ready for the trade. You will agree that the Brighten Up advertising is a little better than anything that has ever been turned out by the Advertising Department before. The efforts of the Sales Department are going to be splendidly supported. See that you get samples of all this advertising and be thoroughly posted on all details of the campaign.

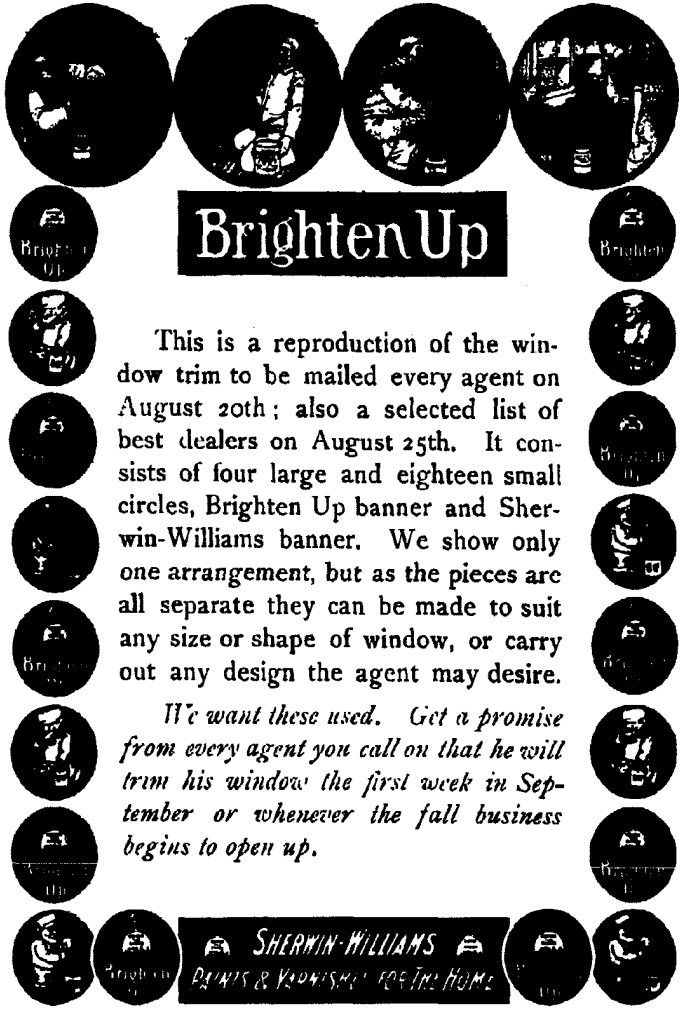
It is not intended to overlook the shelf goods not in the Brighten Up line—floor finishes, varnishes, etc., should be largely sold—but push first *Brighten Up Finishes*.

Go after the dealer's business Talk the quality of Brighten Up Finishes—the advertising, their already wide sale and reputation.

We are now in a position to take a big lead and keep it.

Advertising for the Dealer.

On this and the following pages will be found a complete description of the various features we are supplying agents with which to advertise the Brighten Up Finishes.



This is a reproduction of the window trim to be mailed every agent on August 20th; also a selected list of best dealers on August 25th. It consists of four large and eighteen small circles, Brighten Up banner and Sherwin-Williams banner. We show only one arrangement, but as the pieces are all separate they can be made to suit any size or shape of window, or carry out any design the agent may desire.

We want these used. Get a promise from every agent you call on that he will trim his window the first week in September or whenever the fall business begins to open up.

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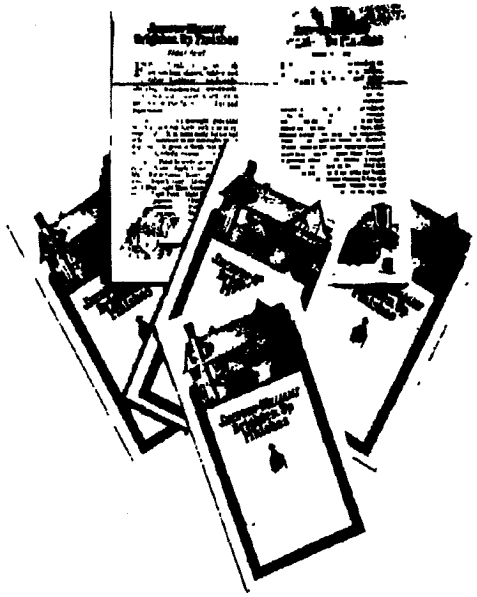
The Brighten Up Booklet.



BRIGHTEN UP BOOKLET. (Form No. B68) A 32-page booklet, the cover printed in two colors, to be distributed to the agents and dealers who handle the Brighten Up line. From the following summary of contents you will see what a complete feature this is: It starts by telling what Brighten Up Finishes will do for the home. Then comes an illustration of the Brighten Up line; then description of the double labeling of the packages, and on the succeeding 12 pages are described adaptability, colors and size packages of Family Paint, Varnish Stain, Enamel, Bath Enamel, Stove Pipe and Iron Enamel, Porch and Lawn Furniture Enamel, Aluminum Paint, Empress Liquid Gold, Imperial Gold Enamel, Flat Black, Special Radiator Enamel, Screen Enamel, Durable Household Varnish. S-W. Modern Floor Finishes are described, and under the head of "Paints and Varnishes for the Farm" Buggy Paint, Wagon and Imple-



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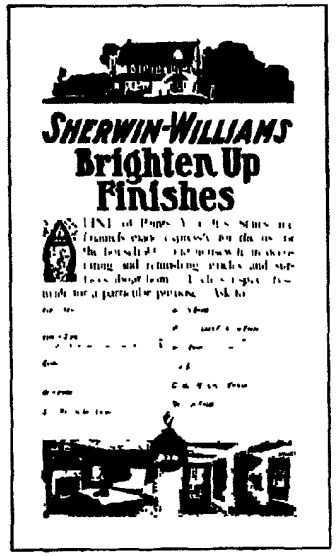
ment Paint and Enamel Leather Dressing are listed. The next page tells how to remove paint and varnish with Taxite. There are nine pages of expert advice on decorating the hall, the living room, the dining room, the kitchen, the bath room, bed chambers, the porch and miscellaneous information on details. A word about the selection and use of brushes, some sage advice from The Little Paint Man, a description of our various factories and a list of S-W. Paints and Varnishes and Brighten Up Products on the back cover, makes this feature the last word on Brighten Up Finishes.

When imprinted with the agent's name on the front cover this booklet has exceptional advertising value, both for the Brighten Up Finishes and for the agent that handles them.

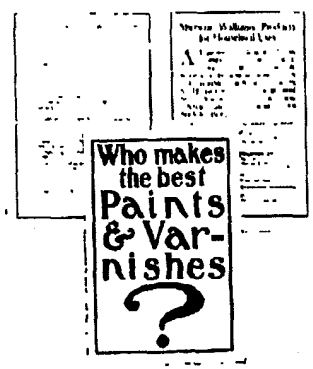


Brighten Up Finish Hanger. This new hanger is as handsome a feature as we have ever issued. Every agent dealer should have one displayed in his store. (Form No. H15).

Eye Catcher for Store and Window Display.

THE two essential features of an advertisement, viz., attractiveness and information on the goods, are fully represented in the new Brighten Up hanger. In the first place it is handsomely printed in colors, so that it will attract attention and scrutiny from customers. In the second place it shows the exterior of a house in colors and a well finished interior. These illustrations are suggestive. This hanger also tells briefly just what the Brighten Up Finishes are and what they will do.

They will be supplied with orders for the goods.



Who Makes the Best Paints and Varnishes (B65) is a 32-page booklet printed most attractively throughout in red and black. As announced on the fly leaf it gives a brief answer to a large question. It is a series of short arguments claiming supremacy for S-W. Products, backed up with facts and figures.



Paints and Varnishes for the Home (B60) is a 60-page booklet, printed on good paper and having numerous artistic illustrations. It contains full and explicit directions for finishing the many things in and about the house. It is a housewife's handbook, with a solution for many paint and varnish problems which confront the householder.

Two Attractive Booklets that we will send Agents to Get Business.

ALL representatives are doubtless familiar with these two features, as we have been using them for some time in answer to our magazine advertisements. We are now prepared to send a few of these booklets to those agents who, in the opinion of our representatives, are entitled to this assistance.

Representatives should bear in mind when exploiting these two booklets to their trade to lay stress upon the fact that they are not cheap features. Agents should not leave them in a pile on their general counter to be carried off by every chance customer attracted by their handsome appearance. They should be given out with care. Every recipient should be a possible paint or varnish customer. Our supply is limited, so that we want the trade to use them judiciously.

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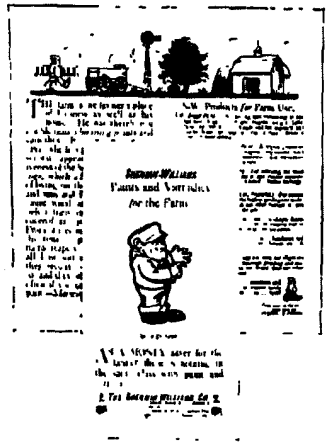
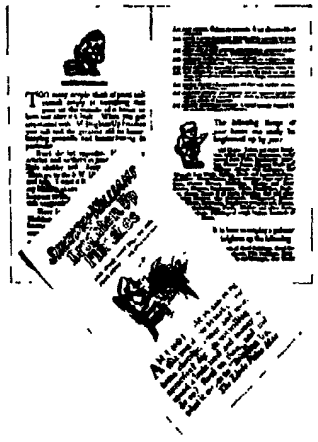
Two useful Enclosing Slips. See that your Agents have a Supply and use them.



Paints and Varnishes for the Farm. This is a 4-page enclosing slip, printed in colors. They are to be supplied agents and dealers to put in their letters and wrap up in the parcels going to the farmers. A full list of S-W. Products for the farm is given, together with a list of Brighten Up Finishes. (Form No. E-234).



S-W. Brighten Up Finishes.—A 4-page enclosing slip printed in colors to be supplied agents for enclosing in letters and packages going to their trade—housewives especially. A full list of the Brighten Up line is given—a list of things which can be finished. A full line of products on the back. (Form No. E-222).

WE derive great advantage by having our products constantly before the customers of our agents. In no way can this be done to better advantage than by the use of enclosing slips. These two features are educational and will create a lot of business of themselves.

And our agents should be given to understand that when they use these enclosing slips they do not simply advertise paint and varnish (although that is plenty in itself), but they also convey the impression that they are enterprising merchants and keen for business.



The New Price List. (Form No. B-69).

The Jobbers' Price List on the Brighten Up Line.

THIS is a 52-page book, vest pocket size, containing full information on the new line for the use of jobbers and their representatives. It includes a general introduction, fully describing the line and the double labeling system, with cuts of same. Then follow some selling points on the new line, which will prove valuable in presenting it. Also description and color samples of all Brighten Up specialties. Six pages are devoted to similar information regarding Sherwin-Williams Paints and Varnishes for the Farm. Then follows description of the $25, $50, $100 and $250 assortments, with advertising supplied with each. Finally, Brighten Up advertising is fully described and illustrated.

This price list is complete in every particular and will enable the jobbers' salesmen to understand the goods, their selling points and how they may be sold in assortments. In other words, a salesman does not necessarily need previous paint experience to sell Brighten Up Finishes if he uses this price list.



This is the tube that will be used to mail out the window display shown on page No. 99 on August 20th to agents and 25th to list of dealers. It is addressed on an attractive red and black label which reads "A Fall Campaign for ...."

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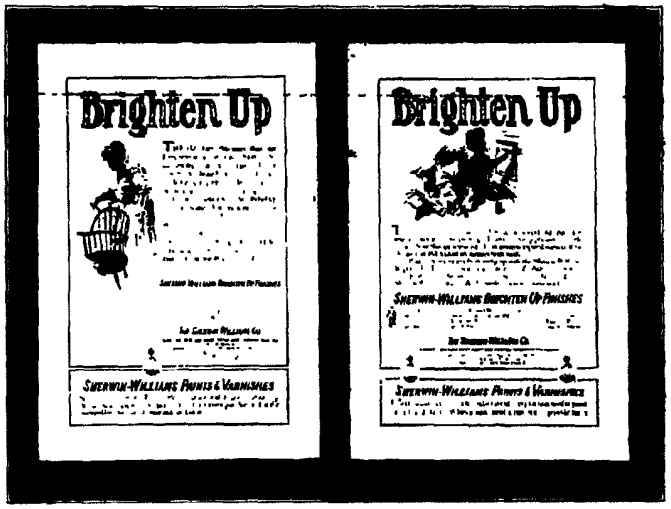
National Magazine Campaign



Reproductions of Ads which are appearing in the general magazines for September.

THE National Magazines start the Brighten Up Campaign August 20th when the first September magazines are mailed or placed on sale on the newstands. Space in the general publications, McClures, Everybodys, Saturday Evening Post, Sunset, World's Work, etc., and in the women's publications, The Ladies' Home Journal, The Women's Home Companion and Good Housekeeping, will be devoted to the beauty and economy of Brighten Up Finishes. This advertising is designed to do three things:

First. Show the public the way to get best results in household finishing by using high quality products for the purpose.

Second. Induce the consumer to ask the dealer for Brighten Up Finishes.

Third. Interest the dealer in Brighten Up Finishes so that he will carry the full line and be posted sufficiently to give the right product for any given surface.

Last year we carried on different campaigns in the

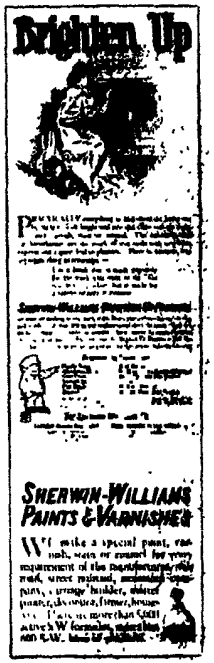
women's publications and in the general magazines. This year the campaign will be practically the same in all and we will have the advantage of a much larger circulation on the same line of goods with the same ads appearing at one time.

The following copy prepared for one of these ads will illustrate briefly the points we have mentioned above. It reads as follows:

Sherwin-Williams Brighten Up Finishes is a new name for an old line of household paints, varnishes, stains and enamels. We have grouped them all under the label "Brighten Up Finishes" for your convenience in buying and as your guide in getting the best for your needs. If you have a stove pipe, a piece of furniture, a picture frame, a door, a floor or any part of the house or its contents that need attention, there is in the Brighten Up line just the treatment to best beautify and preserve it. Just ask the dealer for Sherwin-Williams Brighten Up Finishes for the purpose you have in mind and you will get exactly what you ought to have—10 kinds, 77 colors. Write for booklet.

In order that this advertising will not give the public the idea that we make only household specialties, a phrase set in large type at the bottom of every ad describes some one point about the variety of our products, the different trades we serve, etc. This may be illustrated by the paragraph which appears at the bottom of the Ladies' Home Journal and Women's Home Companion ads for September as follows:

We make a special paint, varnish, stain or enamel for every requirement of the manufacturer, railroad, street railroad and steamship companies, the carriage builder, master painter, decorator, farmer and housewife. There are more than 5,000 active formulas and more than 600 S-W. lines of products.



The representative must make every possible use of this extensive national campaign. He should use the advance proofs that are supplied him so that he can interest BPA's and other prospective customers. Use copies of the magazines showing our ads in your calls on agents and dealers; interest them so they will trim their windows, use local newspaper XY's, which are similar in design to the magazine ads, and push out for business with us while this extensive advertising is being carried on.

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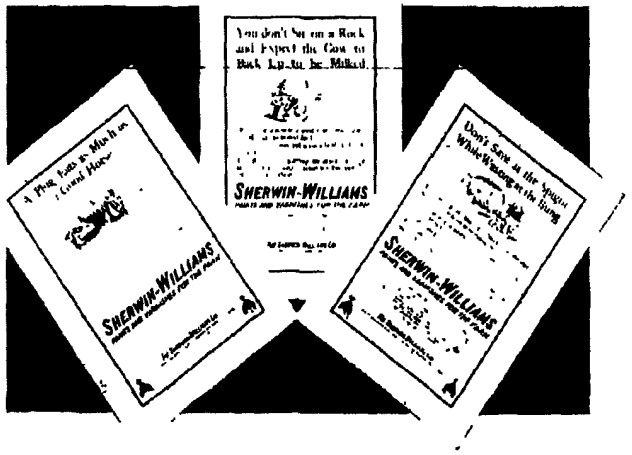
Agricultural Paper Advertising



Reproduction of three ads which will appear in farm journals in September next. This is the first shot in our new farm paper campaign

THE three ads shown here start a new campaign in a selected list of best farm publications. Advertising to the farmer through his farm paper has never been tried by this Company. To ascertain what influence it would have in increasing the sales of our agents and dealers we have undertaken this experimental campaign in The Orange Judd Farmer, The Ohio Farmer, The Rural New Yorker, Farm and Ranch, and The Farmers' Advocate (Canada).

The chief aim of these ads is to show the farmer the economy of frequent painting, and to induce him to write for our comprehensive booklet—"Sherwin-Williams Paints and Varnishes for the Farm." He should paint buildings, wagons, machinery, tools and other farm equipment. The booklet is so complete that it deserves to be kept for reference. If this agricultural advertising is as successful as we anticipate the list of publications will be materially increased and the campaign enlarged next year. Representatives should use this campaign to stock the trade.

The Brighten Up Portfolio.

THE representative will find it a pleasure to present the Brighten Up line to their agents and dealers. A very artistic, yet practical and complete portfolio has been prepared which covers practically everything that may be said of the line and its advertising.

The portfolio weighs about twelve ounces. It is made of very tough and pliable paper stock and can be carried easily under the arm. The cover is in reality a large envelope, the back half of which opens and provides a place for assortment sheets which illustrate $25.00, $50.00, $100.00 and $250.00 assortments of Brighten Up Finishes. In opening this portfolio you will note that brief talks are in large, clear type. The first page tells what Brighten Up Finishes are. On the three succeeding pages are six color cards showing the colors of Brighten Up Finishes that are described by means of color cards. On page five will be found a complete list of Brighten Up Finish lines. Pages six and seven describe and illustrate the two Brighten Up labels, the old and new, and describe the double method of labeling. Then follows a description of our agricultural paper advertising, with reproduction of ads opposite; our national magazine advertising, with reproduction of ads in full size; a description of the window displays, with reproduction of the Fall window trim; a description of the newspaper advertising, with illustration of the XY's for local newspaper work; description of the inside store advertising for Brighten Up Finishes, including the display cards, the Brighten Up booklet, copy of which is pasted in the portfolio, Brighten Up enclosing slips, etc. The following two pages are devoted to an insert which shows the Sherwin-Williams factories, where Brighten Up Finishes are made and how they are distributed to the trade by means of our warehouses. The last page shows a carton of Taxite, together with a photograph showing how Taxite removes old paint or varnish, and below this a TX, regular Taxite folder.

After describing the line the representative can open the back cover of the portfolio and take out a card illustrating

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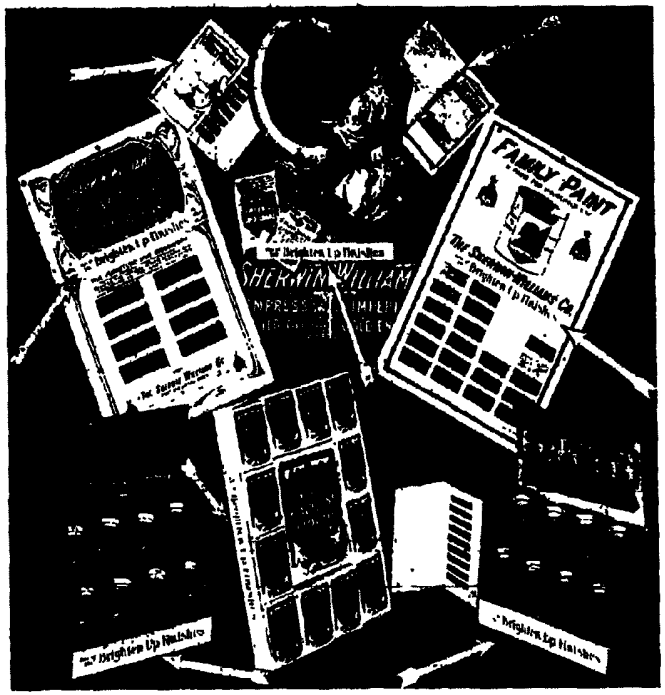
the $25 00, $50 00, $100.00 or $250.00 assortments, whichever he thinks the prospective customer should buy, and clinch the sale.

The whole is a mighty effective and practical book which should be in constant use.



This shows our method of making all Brighten Up Advertising in stock conform with the plans of the Brighten Up Campaign. We have a considerable supply of these features in stock which we are imprinting in this way in order to make them sell Brighten Up Finishes.

The Work of the Decorative Department—how it can be used to help you get Business.

FOR the benefit of those who are not entirely familiar with our Decorative Department and the work it is carrying on, the following account will be interesting and helpful:

The present Department is the growth of an idea. For a number of years we have been assisting architects, builders, decorators, householders, with their decorative problems, and while we have long appreciated the great opportunity such inquiries offered if properly handled, it is only since the organization of this Department upon the present basis that the best results have been obtained. We are now in a position to handle a great many inquiries of this nature. From some architects we receive blue prints of their entire buildings—private residences and public institutions. In such cases we go over the entire structure, giving color schemes for all the rooms, with suitable tapestries, rugs, furniture, etc., with the result that the house is harmonious throughout. This service is extended to those who have but a single room to finish or re-decorate as well as those who may be building new homes.

Commencing in September we will advertise our decorative service in such magazines as The Craftsman, House Beautiful, House and Garden, explaining fully the character of the work and stating that we will make suggestions and color sketches for the entire house. This is to catch the attention and interest of the builders of new houses. Our plan is to charge $2.00 to cover the cost of sketches, samples, etc., and this will be refunded when S-W. material is purchased. The service therefore in reality costs nothing. The architect, and all inquiries, except those resulting from our magazine advertising, will be taken care of without cost as heretofore.

Representatives should be familiar with this Department and how to use it to land new business, new agents and dealers. It should also be talked to our present trade. We do not want to be flooded with cheap jobs, although all applications will get the same attention. It is the medium and high class houses we want—those costing from $3,000 to $25,000 and upwards.

The systems we have of following up these specifications keep the representatives, the division office and the agent fully advised of all features of the transaction. The agent and the applicant are impressed with the thoroughness of our business methods. This service should be strongly presented to agents, prospective agents and architects. The representative who does not make capital of this service is neglecting his own and the Company's best interests.

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FRIENDS! Romans! Representatives! Lend me your ears for a page. I'm not only enthusiastic, I'm excited. This Brighten Up line of Finishes appeals to me more than anything I've heard of since they started the canal. It's great, men, and so far as our shelf goods are concerned, this is the tide which Bill Shakespeare tells us will lead on to fortune if taken by the forelock—or words to that effect.

No more will you have to go back to your hotel on a wet and soggy evening without signatures calling for shelf goods, simply because Skinnem & Soakem's man had sold 'em a supply of their well known "Dopetius—a specialty for everything from a wooden leg to a head of the same material."

When the idea was explained at the factory it was received with "general satisfaction," as they say in the press dispatches. At noon hour, John, the elevator man, avowed his willingness to bet four dollars to a wooden nickel, which you will admit is some odds, that the Brighten Up idea is going to be the most popular thing out this Fall, excepting Bill who's running for president. Take your choice—which one?

Jump in, men, when the hat drops, and start her swinging!

The Little Paint Man

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