

The Chamelcon

Volume 1, Number 1
August, 1900

THE WEEK ENDING
JUNE 16 1900
SHOWS THE LARG-
EST GAIN IN THE
HISTORY OF THE
C O M P A N Y

N23548

The Chameleon.

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THE SHREWIN-WILLIAMS CO.'s loyal staff.

VOL. III.

AUGUST, 1900.

NO. 8

THE ROUND-UP.

WE have now entered upon the last quarter of our present business year. Less than three months remain, but much can be accomplished in that time. We'll have to work hard to pull the last quarter up to the phenomenal showing made in the first three, but we can do it, notwithstanding some adverse conditions.

As a rule we don't look upon the last three months of our year as being as valuable as earlier periods. Yet it is a most important time, both for what may be obtained in immediate results and in the important work of preparation for another year.

There is going to be a good business done this Fall—by us anyway. There has been so much good, hard work done so far, and properly followed up it can't fail to bear fruit, so that the round-up is sure to be a good one. It should be thorough. The slow agents should be punched up and new life and vigor put into their work. The wavering B. P. A's we have been working on should have attention and be brought into line if possible this Fall. A little experience with our goods and methods before the season closes will help them make a greater success in the busy Spring. Let us work them hard and don't figure the Fall as a poor time for new agents work. It's a good time, next Spring may be too late—land him now and then we're sure of him.

There's another important reason for our wanting a good, hard push this Fall. The only way the Company can hope to make a profitable showing at the close of the year is by a tremendous increase in sales, for our profits have been greatly narrowed by the high costs of our raw materials. We probably never worked on so close a margin before, and the only thing that will save us is the big increase in sales. We must therefore continue to strain every effort to keep up the splendid gains that have been made up to now.

Perhaps we can beat the other three quarters—presidential election notwithstanding. It's up to the Sales Department.



General Manager.

TWENTIETH ANNUAL OUTING CENTRAL DIVISION

NO bad weather philosophy was needed this year to make Cleveland's outing a success. The day was ideal, and you only needed to breathe the good, fresh air and realize your freedom from work in order to get into the proper picnic spirit.

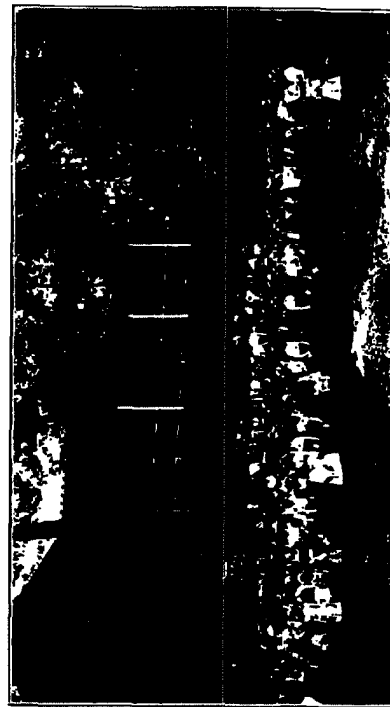
Everything went off with a dash and enthusiasm that showed that our ability to play well is quite up to our ability to work well, and that when it comes to describing any event in which The S-W. Co. takes part nothing short of superlatives will do.

The picnic was the largest the Company has ever held. Over 500 passengers were carried in the nine coaches. From the start you could tell that everything would go well and eclipse the nineteen previous outings in pleasure as well as attendance.

Silver Lake had again been chosen for the outing by a vote of the employees. The date was the Saturday corresponding to the picnic of last year, July fourteenth.

Half an hour after reaching the grounds the sports began. The program of games was somewhat shorter than usual and more interesting. The races were well contested and watched with unusual eagerness by the picnickers.

The base ball match proved the finest picnic match we have ever had, with the fewest errors and the least kicking. To the surprise of all, the office



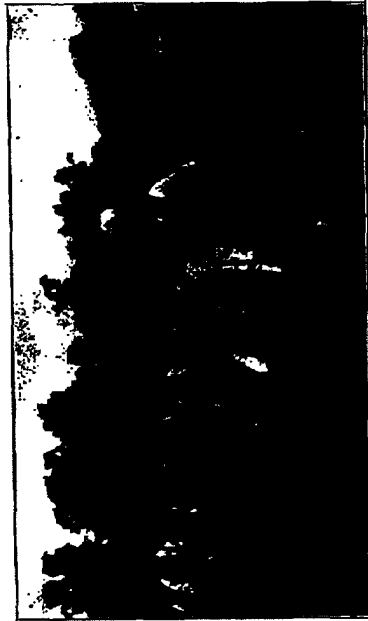
Central Division group of picnickers near dining pavilion, Silver Lake.

team won handily, making the star play of the day by a double play with the bases full and one man out.

After lunch the picnickers were grouped near the dining pavilion and a photograph taken. It is the first group of the sort that has ever been made at the Cleveland picnics and should prove most interesting.

Picnicking was not as popular as last year by any means, the out-door attractions, the boating, bathing and the fields being much more enticing.

There was pleasure of all sorts for everybody and no one seemed to have even the suspicion of a dull time. It was a day's recreation that would have done you good if you had simply looked on without entering into things. The man who recently visited the factory and went away with his principal impression one that made us seem to him like a big family, would have felt he had been adopted into the circle if he had been at Silver Lake that day.



Pipe Race, Central Division.

The outing committee consisted of Gibbons; 2nd. Marie Gibbons; 3rd. John Bradley, chairman; A. E. Oldham, secretary; J. Myers, H. E. Galloway, J. P. Gibbons, E. W. Jones, W. R. Piper, W. J. Lawson, W. R. Piper, Jr. 100 yards race for boys—1st. R. Gibbons; 2nd. Edw. Neary; 3rd. W. R. Piper, Jr.

The results of the games were as follows:
Donkey race—1st. Mamie Hrett; 2nd. Wallie Sleyer, Jr.; 3rd. Florence Oldham.

Hall game:
100 yards dash—1st. R. B. Myers; 2nd. E. R. Seward; 3rd. W. J. Sohlinger.

100 yards pipe race—1st. John Vorel; 2nd. Wm. Peters; 3rd. Joe Doyle.
50 yards dash for girls—1st. Julia Rogers.
The prize waltz was won by Mrs. Schultz, wife of our Mr. Schultz of the P. & A. Department, and Mr. I. R. Rogers.



Canadian Division Picnicers.

2nd Annual Canadian Division Outing.

CANADA'S second annual outing was an assured success over a year ago for the enjoyment of the first picnic showed plainly the advantages of the day's recreation and everybody looked forward to this year's excursion with the eagerness that always means a good time.

The outing was held at Isle Gros Bois on Wednesday, July 11. There were over two hundred employees, their relatives and friends in attendance. Among those present were Mr. and Mrs. Misson from Port Hope, Mr. and Mrs. Klippert from Toronto, and Mr. J. P. Green from the Chicago house.

Outing Committee—C. C. Ballantyne, chairman; J. H. Gordon, Bert S. Lates, J. Benson, W. R. Sieplein, W. A. Farmer, J. H. Hawkins, W. J. Chambers, B. C. Nelson, F. A. Scott, Geo. Flanagan.

On arrival at the grounds the sports were started, the prizes being awarded as follows:

100 yards dash—1st. John Ellard; 2nd. George Fletcher; 3rd. B. McGerrige.

50 yards dash, ladies—1st. Miss

Agnew; 2nd. Miss Prendergast; 3rd. Miss Whitehead.

Sack race—1st. B. McGerrige; 2nd. D. McLaren; 3rd. Edgar Budge.

Hop, step and jump—1st. John Ellard, 36.10; 2nd. R. H. McMaster, 35.4; 3rd. G. Fletcher, 34.7.

Sorting boots—1st. J. Barker; 2nd. H. C. Schofield; 3rd. H. Brown.

220 yards run—1st. J. Ellard; 2nd. S. Gray, Jr.; 3rd. K. H. McMaster.

1st Annual Eastern Division Outing.

THE First Annual Outing of the Eastern Division, on Saturday, July 21st, was a decided success. The weather (there is always weather on occasions of this kind) was in a fitful mood. It started in with a fit of weeping, but before the time of starting, 8-45, the clouds broke and the sun shone on a lot of happy faces at the Ferry.

Arriving at Jersey City we boarded a special car on the Erie. Each side of the car had a banner running the full length to let the Jerseyites know The S-W. Co. was en route.

The party left the lake about seven o'clock, after a good, old fashioned farm house supper, reaching New York in the cool of the evening.

There was the same genuine S-W. Co. spirit and enthusiasm that have made the Cleveland picnics so successful for twenty years and it seems assured that New York will hereafter take its annual outing with untailing regularity.

Mr. Hector M. Gordon, manager of the New England Division, was with us, as was also Mr. J. W. Ward.

The outing committee consisted of J. W. Clark, chairman, E. S. Kildler, August Mann, Alex. McEwen and Henry Wendt.

The results of the games was as follows:

100 yards dash—1st. J. Cowen; 2nd. Harry Miller; 3rd. Wm. Dickson.

30 yards dash for girls—1st. Mrs.

Sack Race, Eastern Division.

After a ride of two hours through the Jersey hills we reached the shores of Greenwood Lake, 1000 feet above the level of the sea (no height is too great for The S-W. Co., either in pleasure or business.)

This spot must have been built by nature when business was dull, for nothing is wanting to make it an ideal outing place: a beautiful lake of soft water surrounded by sugar loaf mountains, covered with thick woods, here and there a bare spot by way of change.

After lunch we went to one of nature's ball grounds, with the pitcher's box in a hollow and cobble stones for bases, and here the games were

Boys Race, Central Division.

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Boys Race, Central Division.

Boys Race, Central Division.



Toboggan Slide, Silver Lake.

Waterman: 2nd. Miss Carrie Kidder:
3rd. Mrs. George.

100 yards pipe race—1st. Harry
Miller; 2nd. J. Cowen.

Standing jump—1st. Harry Meyer;
2nd. Wm. Dickson; 3rd. Augustus
Meyer.

Potato race—1st. Harry Meyer;
2nd. J. Cowen.

Sack race—1st. Harry Meyer;
2nd. Harry Miller.

Running Broad Jump—1st. Wm.
Dickson; 2nd. Harry Meyer.

Three-legged race—1st. J. Cowen
and Harry Miller; 2nd. Theo. Guil-
laudeu and Fred George.

Baseball game—Office 22; Ware-
house 11.

An S. W. P. Yacht.

S. W. P. is covering the sea and
lakes as well as the earth. Another
evidence of the fact has come to light
in the fact that the trim yacht "Gypsy"
shown below is painted in true S-W.
style from stem to stern, finished as
below:

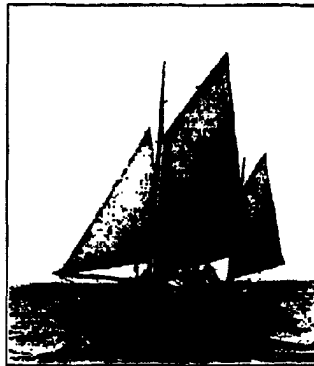
Hull, G. W.

Decks, 365.

Inside Cabin, 464.

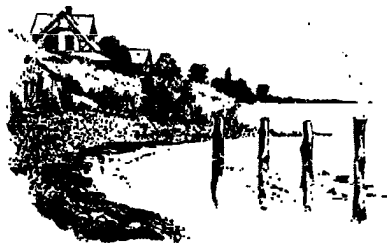
Spars, Durable Spar Varnish.

Outside Cabin, Kopal.



"Gypsy."

The "Gypsy" belongs to Messrs.
Geo. A. Clark, J. R. Rodgers and W.
J. Soblinger, all of the Central Division
office, and is anchored for convenience
at Rocky River, a few miles west of
this city.



Winning Michigan's Ha



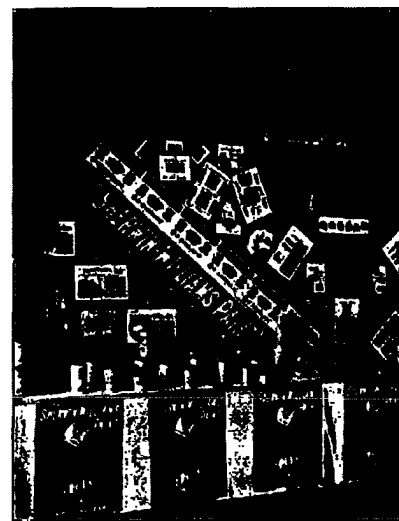
OUR success at
last year's con-
vention of the
Michigan State
Hardware As-
sociation led
us to try the
work again.
Our efforts
brought even
better results
than last year

when "Jack", the chameleon, held
convention on his own hook and ma-
terially interfered with the progress of
the sessions.

The convention was held in Detroit
at the Cadillac Hotel on July 11 and
12, with a larger attendance than
ever. The Company was represented
by Mr. L. J. Fasquelle of the Central
Division and Mr. W. F. Gallinger of

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The S. W. Co. display at Hotel Cadillac during

Mr. Gallinger were fortunate enough to secure the only photograph of the delegates that was taken during the convention. Although it was taken indoors under rather poor conditions, it makes good advertising for The S.W. Co. with an AAA prominently displayed.

The Company was in the front all the time and our representatives saw many things that assure them of the effectiveness of the work. Michigan will grow for S.W. P. as a result of those two days.



Delegates to Michigan State Hardware Association Convention.

The New Factory at Newark, N. J.

THE most tangible proof of the expansion of The S.W. Co. is shown in the frequent additions constantly being made to the various factories in order to keep abreast of the demand for all products of the Company.

The recent addition to Montreal, the opening of the Kansas City warehouse, the installation of the new Pacific Division headquarters, the new buildings in Cleveland, the changes to be made at the Calumet factory, all are contributing their part toward the better meeting of the demands for more goods and more prompt shipments.

The growth of the Eastern and New England Divisions has made it necessary to obtain a source of supply nearer to those territories and the brand new factory at Newark will attend to that work.

The site for the new buildings is about half way between Jersey City and Newark, easily accessible to the various trolley lines, convenient to New York and faces the Passaic River with a frontage of some 225 feet. On the opposite bank of the river are the trunk lines of the Penn. and Erie R. R. and several others, which send past several hundred trains a day each way. The situation will afford an excellent opportunity for Mr. Ward to place one of those colossal "Cover the Earths" that we have heard about to enlighten the people at some of the approaches to Greater New York.

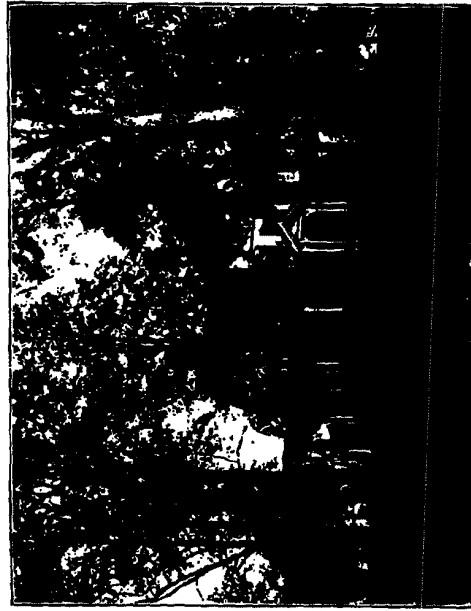
The plans for the building are not yet definitely decided upon but it is intended to include in the list a factory, an office, oil house and power building, four in number, and these will no doubt be added to as the more exact needs are better worked out.

Get the Whole Line In.

IN the last number of "The S.W. P." come more closely identified with us in pushing the entire paint business of their store. We can afford to do more for them when they do more with us. Every gallon of S.W. P. they sell opens the way for every product that bears our name.

The agent who stocks all our goods gets greater returns from our advertising and his own efforts than he can do when he only handles S.W. P. and some other side lines. The quality, package and advertising that go with our specialties carry all the advantages over competitors that S.W. P. does.

There is a good field for us to increase sales by giving special attention to this work, and the management will appreciate all efforts in this direction.



An S.W. P. House.
Summer residence of the Edwin McNeil family, Elm Ridge, Litchfield, Conn. Painted for the first time in 1888, second 1897, in good condition all the time. Body 457, trimmed with Gloss White. Roof 370, Blinds 484, Sash and Doors very dark green.

EDITORIAL

Vacation Lessons.

A summer's outing may furnish us a good many sound business lessons even though we try hard to dodge them. We carry our business minds into the woods, out on the streams or up the mountains, and in spite of ourselves draw parallels from the common-places of vacation life, and fit them to our work.

If we are paddling against the current, in the face of a strong wind, it is easy to see in our efforts something of the persistence and determination needed in business. A bad stroke of the paddle that puts us at the mercy of the wind and turns us from our course shows how necessary it is to avoid wrong moves in business if we don't want to double the force of the obstacles we're fighting. If we think to escape the wind and current by paddling down the stream, we find we must battle our way back, and are reminded that it doesn't pay to pick the easiest work first: it only makes us less fresh and fit for the hard work.

The man who fishes at a certain rock on Monday and Tuesday without luck, and at the same rock makes a good haul on Wednesday, teaches us the old lessons of patience and stick-to-itiveness. If he tells a story about a large fish that he all but landed we may, if credulous, be reminded that there are opportunities in business, missed by others, that we ought to go after.

When the young lady, whose hook we have baited and whose line we have cast, holds up a string of fish, each one of which we have taken from the hook for her, and exclaims, "See the fish I caught," we remember that much of the work in business life goes without honor. But when these same

fish come on for breakfast we may learn that even unhonored work brings its reward.

In sailing the skiff, the calms typify dull seasons in trade through which some men are content to drift, while others get out the oars and put in extra effort to make headway: we are taught that if conditions are not favorable to take them without complaining. When a storm comes we see again that it is worth not worry that brings us safely to shore.

Climbing up a mountain side shows us the value of caution—we must be sure of our footing before we reach higher, and in reaching we must not be too venturesome. Rotten branches, like unsound business principles, often look safe enough, but if we try to ascend by them we're apt to find ourselves at the bottom, with small chance of getting up again. We learn that moss that lies on the face of the rock doesn't make a good foothold, and that "surface work"—doing well only those things that our superiors see—is a risky way to climb toward success.

Business a Moral Teacher.

Rightly regarded, there are few schools of unselfishness better than a large business organization. The success of the concern, and the advancement of the individual, alike demand consideration for others. The manager must have regard for the interest and welfare of his subordinates, if the business is to succeed. The foreman must see that those under him are working under the best possible conditions, if he wishes to maintain the credit of his department. The clerk must take pains to teach his assistant how to fill his position, if he hopes for promotion. The sales and

manufacturing departments must be mutually helpful and considerate, if orders are to be filled promptly.

Examples might be multiplied, but there is no need. Pure selfishness in business relations means business ruin and personal failure.

MONTREAL.

True wisdom and greatness of mind raise a man above the need of using little tricks and devices. Sincerity and honesty carry one through many difficulties which all the acts he can invent would never help him through. For nothing doth a man more real mischief in the world than to be sus-

However unpleasant a duty may be, shirking will be more unpleasant still. Do it now!

Every man's powers are sufficiently limited by nature, without curtailing them any further by laziness or lack of care. One's best is never too good.

THE trouble with the man who has had too much experience is that he knows so many things that can't be done.

The young man comes along with the comparatively short term of experience. He doesn't know enough to know that a thing can't be done.

He goes ahead and takes a back at it. He attempts the thing which the old fellow knows is impossible—and he accomplishes it—he does it.

It is the experience and the facts of the present that are valuable.—CHARLES AUSTIN BATES.

BRUSH MARKS

Central Division Notes.

Messrs. Walter H. Cottingham, W. B. Albright, E. M. Richardson, Thos. Madill, and A. W. Stevenson, of Montreal, make up a fishing party that is spending the greater part of August in the wilds of Quebec Province, Canada. They are back country from Three Rivers, a hundred miles from any post office, on the St. Maurice River, with headquarters at the St. Maurice Fishing Club. The fishing is for trout and will give these gentlemen a much needed rest and recreation and supply them with a wide field of anecdote.

We have been favored with calls during the past month from the following good friends of S. W. P.: Mr. W. R. Hay, of The J. S. Hay Hardware Co., Sturgeon Bay, Wis.

Mr. Zach Potter, of Potter & Bros., Delaware, O.

Mr. W. P. Wells, of Zanesville, O.

Mr. Frank, of Reehlin & Frank, Bay City, Mich.

Mr. A. N. Patriarche, of Marlette, Mich.

Mr. Carpenter, of Carpenter & Hannon, Northville, Mich.

We had the pleasure of a good, hearty hand-shake with each one of these gentlemen and congratulations on increasing business.

Mr. G. A. Clark, from the Accounts Department, sailed for Europe on Saturday last with Mr. H. D. Whittlesey, Manager of the Eastern Division. We wish them a royal trip and successful return, with lots of pleasant memories of the exposition and otherwise.

Mr. H. B. Pruden has been engaged to represent us from Aug. 1st,

to relieve Mr. Vance on a portion of Territory No. 4. Increasing orders demand more representatives and closer work, and each one must add not only a numerical increase, but his own individual share of spirit, enthusiasm and push.

Mr. E. M. Williams is happy in the possession of a new Rex—we should say Regina—and is receiving the best congratulations of his numerous friends.

Western Division Notes.

In a report of a recent meeting of the Arkansas Association of Pharmacists held at Little Rock, we note with interest that our representative, Mr. Walton, had opportunity to say a word or two with regard to our products to a number of leading pharmacists of Arkansas. The printed notice reads as follows:

"W. W. Walton, travelling representative of The Sherwin-Williams Co., made a 10 minutes talk on side lines. He has a splendid display of his samples on exhibition at the hall."

"The paint trade in Arkansas is handled largely by druggists, and Mr. Walton is to be congratulated on the high compliment paid him by the Arkansas Association."

Our salesmen have all resumed their work, after having enjoyed their annual vacation. Their holidays were all well spent.

Fourteen new S. W. P. agents for July.

Probably the most interesting fact in connection with our S. W. P. agency at Cushing, O. T., is that the dealer is an *Indian*. Friend Donnelly seems

able to impress all, aborigines not excepted.

Mr. Wehber returned August 5th from a short European trip, including the Paris Exposition, but failed to see wherein it equalled or surpassed the World's Fair of 1893.

Mr. Beartisee visited us in August.

We were favored with calls recently by the following S. W. P. agents: Wm. G. Vandyke, Holland, Mich.; Vance & Son, Mt. Pleasant, Ia.; Ed. J. Steidl, Crete, Nebr.

The C. & M. Department recently sold through Chicago house to Williams & Baxter, Billings, Mont., some dry Vermilion, which we have called Indian Vermilion on account of being wanted by the noble red men, wherewith to make themselves beautiful and we presume more impressive with their fair (?) dannels.

Calumet Factory Notes.

We recently purchased the Calumet factory and adjacent property, this property includes the entire block bounded by 114th, 115th, Fulton and Stephenson Streets. The purchase was made from the Pullman Co. and is part of their "Model Town".

Messrs. Beardslee and Martin were with us to arrange for the erection of our new storage building and many other improvements.

Mr. H. J. Hain enjoyed a vacation at Sault Ste Marie and Mackinac Island.

Eastern Division Notes.

The representatives of the Eastern Division will be gratified to learn that S. W. P. is being used on the New

York State Fair Buildings, at Syracuse, Shade No. 387.

In spite of the extreme heat which we have been experiencing in this section we have received some very nice orders, one in particular being for 1600 gallons of Roof and Bridge Paint in barrels.

Canadian Division Notes.

We were pleased to receive calls this month from Mr. J. P. Green and Mr. George Mowatt of the Western Division. Both were looking well, and reported that business on their territories had been very encouraging.

Mr. Richardson was with us for two days, and left again for New York.

Although July is always a quiet month with us, as many of our employees are away on their vacations, still we are glad to state that business is showing a steady increase over last year.

New England Division Notes.

Mr. Gordon is spending a few days at York Beach, Me. He reports having an enjoyable time.

Those of our employees, who have returned from their vacations, have been benefited by the rest and are in fine form for the Fall campaign.

Most every mail brings to us testimonials of the merits of S. W. P. They all tell the same story, that everywhere everybody is more than satisfied and will use no other paint.

A painter of 45 years experience says that our Durable Floor Varnish is the finest he ever used. It is hard to tell which receives the most compliments, our Kopal or our Durable Floor Varnish.

Another "W. D." Instance.

An interesting report of the results of "Window Dressing" is sent in by our Mr. Ward. An agent dressed a window with the design "These colors don't run", and followed it in a few days with the "leaking can" design. These two windows one following after the other made a good advertising combination. Several people came into the store and remarked, "How is it, Mr. Wiggins, that first you tell us that your paint wont run; then you put some in the window which is running all over." S. W. P. windows attract attention. Our agents should be continually urged to take advantage of our helps in this direction, as this is one of the important factors in our advertising combination.

Record of New S.W.P. Agents.

There are no changes in leaders in each Division, but the steady gains even during the "off" season show that all are pegging away with good results.

Western Division, E. S. Donnelly,	<i>54 new agents.</i>
Canadian Division, Jos. Lacasse,	<i>40 new agents.</i>
Eastern Division, M. B. Millsbaugh,	<i>25 new agents.</i>
Pacific Division, E. T. Parsons,	<i>25 new agents.</i>
New England Division, E. H. Webster,	<i>23 new agents.</i>
Central Division, L. J. Fasquelle,	<i>21 new agents.</i>

The First Stone in the New "A" Building.

IN the July issue of THE CHAMELEON was shown just as the work of destruction commenced.



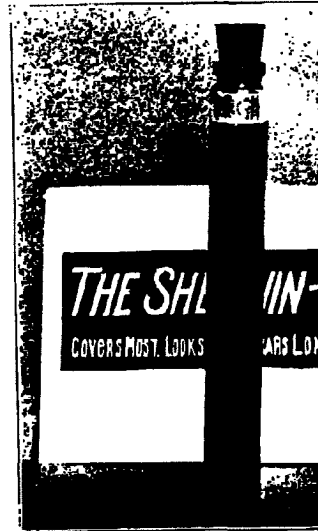
Today we are pleased to show a picture of the first stone laid in the reconstruction and also a very good view of the excavation, which will afford some idea as to the size of the new structure.

The large footing stone in the center

The Transparency of

ONE of the questions that has often been asked since the issuing of our varnish list is the exact difference between Extra White Damar Varnish and Crystal Paper Varnish.

These varnishes are similar in many



A graphic illustration of difference between Crystal

essential respects, in that they are both Damar varnishes and are both pure. In the Crystal Paper Varnish, however, by a special and extra manipulation, we are able to secure something absolutely transparent. The relation of these

International Advertising.

BY JAS. W. WARD.



THE Sherwin-Williams Paints cover the earth." That is the phrase that we are getting before the people.

There is no sign displayed anywhere that is better than our "Covers the Earth" design. It is telling its short and easily remembered story to thousands. People whom we least expect to be interested in paint, say: "Saw your sign way up in — on my vacation. You must be doing a very large business."

In buying paint as well as in doing many other things, people "go with the crowd." What everybody buys must have merit, and that in a measure is true, it is certainly true of S.W.P. On this account we are systematically undertaking to get our "Cover the Earth" signs before the people of the United States and Canada, and already have made good progress in some of the places which are most frequently visited by sight-seers. The tourist, the vacation traveler and the excursionist will have little difficulty in seeing one or more of our signs this summer, and the design is so unique that we are convinced it will be remembered.

Its "reach" cannot be definitely estimated, but no one doubts it is a distinct help to the agents who handle our paints everywhere, and to our representatives.

Hill board advertising is now being used by so many advertisers that it requires skill in location as well as originality of design to attract particular attention to *your* sign. Some of the illustrations shown here will indicate our success in that direction. In a large number of places we have fortunately secured space on the tops of hill boards, which give our signs a prominence equalled by no others on the board. In all out-door advertising (generally known as display advertising) location is to be considered first, last, and all the time, and our traveling representatives cannot impress this important feature too strongly upon all agents who undertake to display our out-door advertisements.

It will be of interest to learn something of what has already been accom-

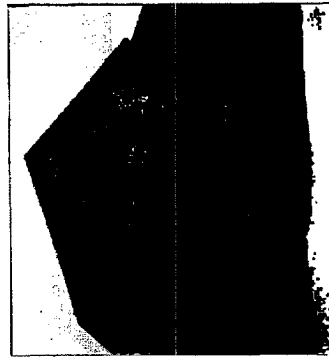


plished in the way of our "international advertising" plans. We trust it will serve to secure from our representatives suggestions regarding the best locations for future work in that direction. We give here a few illustrations and a brief description of some locations already secured.



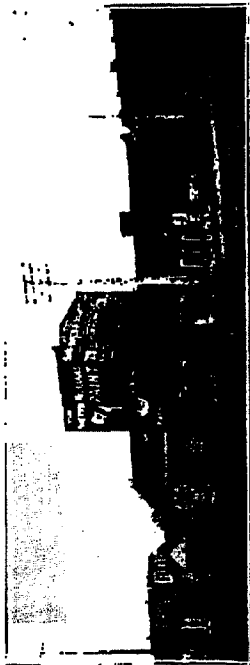
against placing any signs in a position to obstruct the view of the natural scenery at places like Niagara Falls, we have studiously avoided putting our signs in any such locations.

At Sarnia, Ont., which is directly across the river from Port Huron, Mich., we have a sign covering the front of the warehouse



The first large "Cover the Earth" signs which we had painted were for the Canadian Division in 1896. One of them is a very large one on a roof below the Dufferin Terrace, in the city of Quebec. There are three large ones in Montreal along the line of the Grand Trunk R. R., and in the city of Ottawa there are two more large ones. In addition to these we have at present a number of signs in very choice locations throughout the Dominion.

At Niagara Falls, where everybody goes, we have between thirty and forty signs. One of the most prominent ones is located on the side of the building occupied by our agents. Two large signs containing about 100 square feet can be seen from the trains crossing the railroad bridges either way. In addition to these large ones, there are over thirty 4 x 8 signs placed along the railroad tracks and street car lines and above the bill boards. On the Canadian side our agent at Niagara Falls, Ont., has put up in good locations several more of our "Cover the Earth" signs. It would be next to impossible for any one to go to Niagara Falls without seeing several of them. As there is a popular prejudice



owned by the S. W. P. agent in Sarnia. This sign is about 14 feet high by nearly 50 feet long. It is in full view of all passengers on boats passing up and down the St. Clair river. Our agents at Sarnia have ten 6 x 8 signs placed in and near the town.

We have shown in a former number of THE CHAMELEON the illustration of our sign on the Kansas City bluff. The sign is 12 x 25 feet, and in full view of the Union Depot where all trains stop. Above the bill boards in Kansas City we have seventy-five of our AA4s in good locations, one of them being opposite the new Convention Hall. From April 15th to July 15th we had displayed in Kansas City ten of our 24 sheet posters.

At Atlantic City, N. J., we have four of our AA4s and several 24 sheet posters. Some of them are in the best locations opposite Young's Pier.

At San Diego, Cal., we have a sign covering one side of the Opera House, an illustration of which is shown. A great many tour-

ists visit San Diego during the winter months. In the following cities we have placed AA4s above bill boards and posted 24 sheet posters: Toronto, Montreal, Buffalo, Cleveland, Boston, Detroit, Galena, Joplin, Webb City, Centerville, Lima, Banglaurton, Delaware, Columbus, etc., etc.

We have also painted "Cover the Earth" signs for agencies in Ohio, New York, Illinois, Missouri, Michigan, Massachusetts, Connecticut, Rhode Island, New Jersey, Long Island, Ontario, Quebec, New Brunswick, Nova Scotia and Manitoba. At present writing two large signs have been completed at Tarrytown-on-Hudson, which can be seen from all railroad trains and from boats plying on the Hudson river. Our plans for work in this direction in the immediate future include Virginia, North and South Carolina, Georgia, Florida, New Jersey and Delaware, and so this work will go on until everybody knows that The Sherwin-Williams Paints "Cover the Earth."



The B. P. A. Fall Campaign.

BY GEO. W. FORD.

AFTER the comparative quiet of campaign and lay plans for making the last few weeks, we are all the Spring business the largest ever ready to buckle down for the Fall known. The individual, constant

work on the part of each representative is the foundation upon which we must build, but in backing this up and opening new channels, the office has its share, which must not be overlooked, and especially at this time.

Last Spring several thousand booklets, B-12, "Do You Sell Paint?" were mailed to selected lists of names obtained from the Town Reports of the representatives, and to all sending favorable replies a B-13 booklet, "The Sherwin-Williams Co. Paints, What They Are and How They Are Sold," was sent. From this work in all Divisions over fifteen thousand gallons of S. W. P. besides other lines of goods have been sold up to this writing. We feel as if the work in this direction had hardly begun when we look over the field and see the possibilities that are before us if we will only go after the business persistently, as if we meant to get it.

All the representatives have shown a marked interest in this field and many have already seen such tangible results in their own territories that their efforts will be redoubled to gather into The S-W. Co. fold the most desirable agents, to further the more general distribution of our products.

Co-operation with the work of the offices is the keynote of success, as the mailing of booklets and circulars can in the majority of cases only familiarize the Prospective Customer with the name and character of the Company and a little something as to the goods, but it remains in many instances for the representative to clinch the whole matter by personal visits and careful work on the spot.

Since receiving the original lists of names they have all been carefully catalogued on the card index system, and in this way a complete record is

kept of the exact transactions had with each name, so that when the work is completed it will show a very interesting record of the possibilities of this kind of work.

On the first of August a letter and General Catalogue "U" was mailed to each name on the list, from which some replies have been received. Splendid work is being done by personal letters giving more detail information.

On the 15th of the month a second letter and No. 1 enclosing slip will be mailed to all from whom replies have not been received up to that time, and on September 1st another letter and lithograph of plant card will be forwarded. We look for good results from the work at this time, as tradesmen as a rule have more time to consider new propositions, the Spring and Summer work being out of the way, and many may doubtless be looking toward bettering their lines or changing their business relations. These are just the ones we wish to interest, for we know that we have all that can be desired in the way of goods, advertising and a fair, liberal business policy.

There are quite a number upon our lists that have never handled paint who will consider the subject this Fall, for there is more profit to them in handling The S-W. Co. Products than many lines which they now carry at little or no satisfaction to themselves.

With these, too, we must keep closely in touch, for all the good, earnest work done this Fall means just so much more time next Spring to devote to those who were slow in making up their minds to come with us. It also means that those who do join us this Fall will be all the better equipped to make a vigorous showing

in the Spring from their few months of association with this Company before the early business opens. And that means a great deal to any live, hustling agent. It is impossible to associate with The S-W. Co. any length of time and not catch their enthusiasm if there is one spark of the right sort to start with. And we are after agents that spark.

We want to thank all for the good preliminary work that has been done so far, and look for the usual good, hard work from each representative from now on till the end of the year, to make the showing from the B.P.A. lists all that it should be. A big business can be had if we go after it right. We have started, who will dare to predict where it will end?

Nuggets from the Advertising Suggestion Blanks.

S. W. P.

"Find goods giving best of satisfaction. Never so free from complaints since I have sold them as this year. Practically have not had a single complaint."—H. T. Sheldon.

"I do not know when I have had a complaint that was worth consideration."—E. E. Lewis.

"Have never had a single complaint. Believe we began buying your goods ten years ago."—J. W. Harris, Agent, Americus, Ga.

"The line seems as near perfect as it could be made. Had one complaint on S. W. P. gray. An old painter said we hadn't a warm gray. I told him we might be a trifle chilly on grays, but we were 'warm' every other way."—J. F. Hommel.

"The S. W. P."

"By no means discontinue. This is one of the very best things we do and it has stirred my dealers up to a point that has never before been attained by any of our work."—C. W. Soverel.

"It is a good sheet and helps to bring us more in touch with The S-W. Co."—Shotwell, Tucker & McGinn, Agents, Skaneateles, N. Y.

E Circular.

"The 'ad that made Sherwin-Williams famous.' It not only sells more S. W. P. than anything else, but is a

great factor in talking to a prospective agent."—F. C. Harris.

"F" Sign.

"Very necessary and we are sending out the best sets I have ever seen."—L. C. Webber.

S. I. C.

"Absolutely no complaint"—Matt. M. Smith.

E. P.

"There are no competitors with the nerve to say anything against them."—E. S. Donnelly.

B. P.

"Not any one making this line of goods comes anywhere near B. P. in quality, style of package or label."—H. T. Sheldon.

Varnish.

"The line as it is seems to be all sufficient at present. Kopal is a winner wherever introduced."—A. W. Ballard.

Promoting Department.

"The constant pounding has helped me land five new customers. It is a system that is effective and will win."—F. C. Harris.

"The work of this department has been the key to getting a great per cent of my new agents. Push it along, it's a good thing."—E. S. Donnelly. (Mr. Donnelly leads in number of new agents made this year.)



THE MONTH OF JULY, 1900, SHOWS LARGER SALES THAN
ANY OTHER JULY IN THE HISTORY OF THE COMPANY