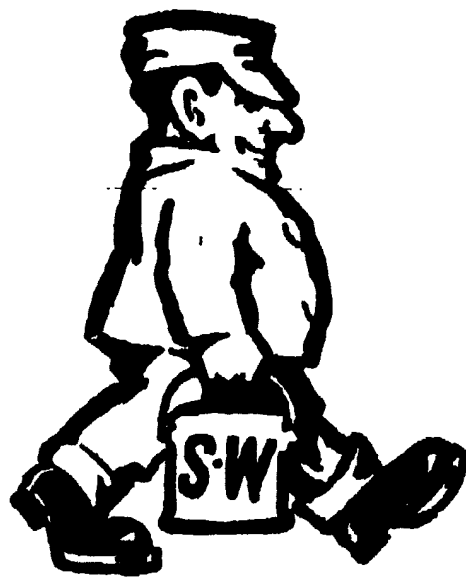




“Spreadin’ in society
and spreadin’ on the
side of a house is some
different, but I calcu-
late the paint man has
the best of it after all.”

The Cha



FEBRUARY

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VOL. X.

FEBRUARY.

IMPORTANCE OF HEALTH



FOR a long time I have wanted to emphasize the importance of health, and in the hurry and rush of our modern life, we do not appreciate how great a factor health is in our careers.

Many of us are burning the candle at both ends. If we don't look out, the candle will soon be out, and that is not the only danger. When health is sacrificed, we get the best results in our work, nor enjoy the best of life.

To work right we must feel right.

Snap and vim, which have in them a tremendous amount of energy, are generated by the enthusiasm that is generated by the things that make work a delight, and life a joy.

That tired, jaded, depressed, worn-out man, who makes every effort a trying exertion, and who makes life a burden for himself—and for those around him—will never reach the highest development of our powers. The mind generates ideas, and ideas are the mainspring of action.

"As a man thinketh so is he," the proverb says. The qualifications of the mind are chiefly in the body. A man can't think high and mighty with his spirit broken. It surely behooves us to take care of our bodies, and the health of our minds will be keyed up to the highest pitch. It's by far the best way.

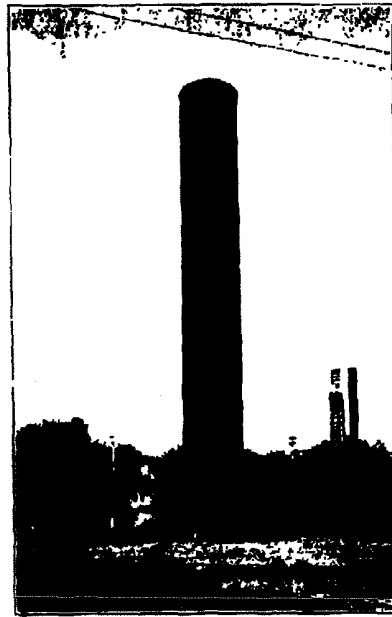
The first rule of health is *know thyself*. Know your limitations in all things, and work and live within them. Eat and drink properly. Take sufficient rest as the engineer treats his engine, or as a car driver prepares for the race, for we need the efficiency of the race horse, if we are to be prize winners in the successful life.

When we have learned the first lesson, *control thyself*. And this is the hardest. In the face of self-indulgence, it is so much pleasanter to follow our natural inclinations, than to follow the dictates of reason.

judgment, that we generally sacrifice sound sense to the pleasures of the moment.

Napoleon was asked by his physician at St. Helena if he could undergo a certain severe treatment, which had become necessary to the preservation of his health, and he quickly replied that he could do so without trouble, as all his life he had made it a rule to make his body subject to his will. That's the important thing—to make our bodies subject to our wills. The man who can do it is *master* of himself. He is a real conqueror, trained and capable for other victories.

John D. Lee
 First Pres. & Gen'l Mgr.



The Accompanying Cut Shows the Water Tower at Phoenix, Arizona, Which was Later Painted with S.W. Pure Archeson Graphite Paint. Comparison with surrounding trees and chimneys will give some idea of the great height of this structure.

How to Ascertain the Cubic

WRITTEN BY MR. J. F. HOMMEL

EXCELLENT opportunities for meeting competition are frequently offered in showing up the "filling" or actual contents of packages of competitive lines. This point was touched on at our recent convention, but it is such a splendid one that we wish to enlarge upon it here. Many lines will be found to have a material shortage and perhaps nothing appeals more quickly to the average dealer than proof that he himself is being taken advantage of through short measure (which really amounts to a raise in price) or is unwillingly made to stand sponsor for a fraud upon his trade.

To ascertain the exact contents of a round can is so simple that when the principle is once understood it takes but a moment to figure it out.

The rule is, square the diameter, i. e., multiply it by itself—then multiply by .7854—then multiply by the height in inches.

For instance, to find the cubic capacity of a gallon can, the inside measurements of which are, diameter 6 3/4 inches and height 6 7/8 inches. Reduce your common fractions to decimals, multiply 6.625 (6 3/4) by itself, which gives 43.98 inches; then multiply this result by .7854, which gives 34.463 as the plane surface of the squared diameter. Then multiply this by the height, 6.875 (6 7/8), which gives the actual capacity of the can—236.9 cubic inches.

If there happens to be a vacant space or air chamber of 1/2 inch in depth at the top, to ascertain the

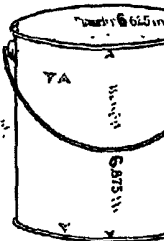


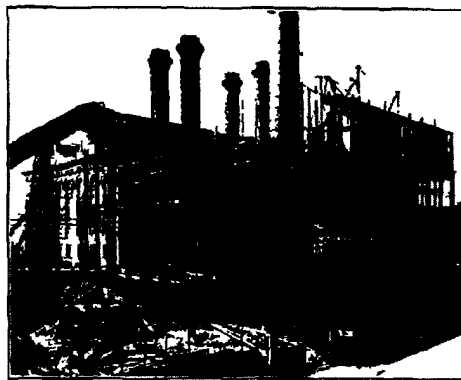
Diagram of Can for Which Specifications are Given in This Article

It might be of further value to representatives to know that the excess of clear oil which had raised to the top of the paint to the depth of 1 1/2 inches in this last named can (showing an improper proportion of pigment and vehicle) would mean 22 1/2 per cent. of the entire contents of the package. If sold at \$1.50 per wine gallon, the paint manufacturer would realize 29 cents for it as against 9 cents, its actual value based upon a

market price of 40 cents for linseed oil.

If this method of measuring contents of cans is not entirely clear to anyone, the writer will be glad to go into it still further. The rule applies to all round cans of any size.

This department will appreciate full data from representatives who discover discrepancies in the "filling" of any goods which they have occasion to examine on their territories.



This Photograph Shows the Waterside Power House During Course of Construction at Newark, N. J. Metalastic Buck was Used on the Steel Work of This Building. Post & McCord are the Building Contractors.

A Magnificent New Steamer Products Have Been Us

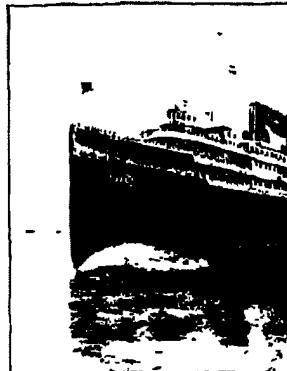


HIS is a cut of Detroit & Cleveland Navigation Company's new steamer, "City of Cleveland," launched

January 5th at Detroit. She takes rank as probably the finest equipped and most modern steamer on the Great Lakes.

When she goes into commission in the spring she will have cost \$1,250,000; is 444

feet long, 96 feet 6 inches wide, and has seven decks. Engines developing 8,000 horse power will drive her through the water at a speed of 25 miles an hour.



New Detroit & Cleveland Line Steamer



A Letter That Points a Moral.

A dealer in Pawnee City, Neb., requested Mr. Byron, Territory 613, to write in to the "firm" to stop personal letters we were sending him. Here is Mr. Byron's letter:—

"Strimmon Painting Co., Pawnee City, request that I write you to desist in writing about Metalastic, and promises as a compromise to use same if they succeed in landing contract from county. They will have 27 bridges to paint."

The Value of "A Special."

BY MR. L. J. FASQUELLE



ONE successful salesman that I know always makes it a point to have something of special interest up his sleeve. He has an enthusiastic manner and by always having something out of the ordinary staple lines to show his customers, they have come to anticipate his visits, knowing that he has a keen interest in their individual welfare, and this is now a large and important part of his stock in trade.

Now, why cannot this principle be applied to a retail store? If a special table were always known to contain an exhibit—"Special for this day only," and was continually changed so that it got to be known that every week or day as the case might be, a

genuine bargain could be found there, it would soon come to be an institution in the neighborhood.

Today's "Special" won't interest Jones perhaps, but he will come in tomorrow to see what's offering and before long will get the habit which will convert him into a regular customer.

This idea is a good one and should be suggested to your customers. Many of them will have some article in stock they would be willing to part with at cost, or slightly over cost, and this might go on the "Special" table. Have it given prominence; have a card directing attention to it. Have them try it for a month, say. We are confident it will prove a success.

Be Loyal.

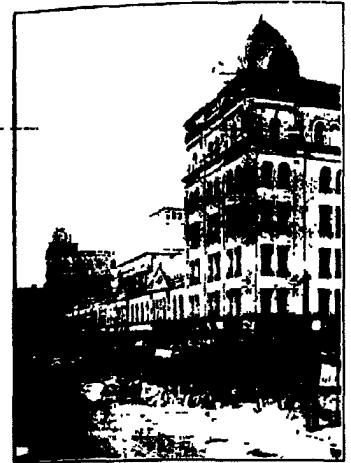
If you work for a man, in heaven's name work for him. If he pays you wages which supply you your bread and butter, work for him, speak well of him, think well of him, stand by the institution he represents.

I think if I worked for a man I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none.

If put to a pinch an ounce of loyalty is worth a pound of cleverness.

If you must vilify, condemn and eternally discourage, why, resign your position, and when you are outside damn to your heart's content. But I pray you, so long as you are a part of an institution do not condemn it. Not that you will injure the institution, not that, but when you disparage the concern of which you are a part you disparage yourself.—ELBERT HUBBARD.

A Modern Market.



The Sheriff St. Market, Cleveland, is one of the largest and most modern buildings of its kind in that part of the country. It covers an entire block, contains a refrigerating plant, and the upper stories are devoted to offices for those having dealings with the farmers, grain buyers, stockmen, etc.

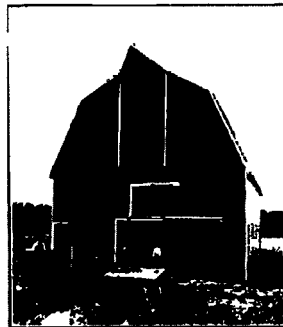
Steamer "Augustus B. Wolvin"



The Above is a Cut of the Steamer "Augustus B. Wolvin," owned by the Steamer Company and is a Splendid Plying on the Great Lakes. She is lately been Painted in new and Out w This boat, when launched, was painted the entire satisfaction they gave to the

S. W. P. on One of the Largest Barns in Kansas.

The largest barn in Jackson county, Kansas, is that owned by Mr. William Donally, near Mayetta. The building is 40 x 60 feet and has a capacity of 50 tons of hay in the mow. It was recently painted with S-W. Commonwealth Barn Red, 15 gallons being used for the job. Mr. J. H. Spence, Mayetta, a good friend and earnest advocate of S. W. P., was the painter



The Largest Barn in Jackson County, Kansas. Recently Painted with S-W Commonwealth Barn Red.

employed. He writes us that everyone who has seen the barn since he finished it speaks highly of the rich color and fine gloss of the paint. Mr. Spence was so enthusiastic over the appearance of the job that he took the trouble to photograph the building and send us the picture, a reproduction of which we show above.

A Change for the Better at Dallas.

We are in receipt of a bouquet from Dallas, Texas.

The Art Wall Paper Mills Co. of that city, which recently secured our agency, will in the future handle S. W. P. only. The lines it sold in the past have politely but firmly been shown the door.

The initial order for S. W. P. filled two entire cars and comprised our entire Trade Sales Line.

This we feel to be a distinct compliment to our goods, as The Art Wall Paper Mills Co. is widely known throughout the country as authority in the paint business.

The home office of this firm is in Chicago, and it has branch establishments in many of the large cities in the country.

We are confident that our newly established agency in Dallas will derive more revenue and satisfaction from its paint department than ever before.

Busy.



"Excuse me, please, but I'm in such a rush

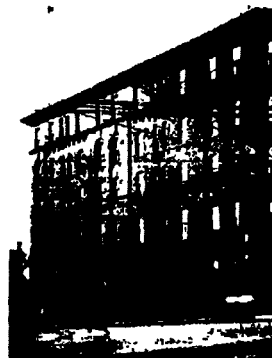
To meet demands this paint has made upon my brush."

Do not excuse yourself for lack of preparation when you speak on any subject. It is a waste of words. If you are not prepared the audience will know it.

An Improvement



THE Walker House, Toronto, Canada, is one of the old, reliable hotels of that city. Recently its management decided that certain improvements should be made, and among other things done the building was entirely repainted. S. W. P. No. 497 was used for the body and No. 383 for the trimmer. The hotel now presents



The Walker House, Toronto. Recently Painted with S-W.

Presentation to Mr. Caffrey.



In recognition of 25 years of faithful service in the Company's employ, Mr. Hugh Caffrey, of the S. W. P. Filling Department, was on February 8th presented with a gold

watch and Certificate of Long Service. It is with pleasure we are able to present his photograph herewith.

Presentation was made in the Company's club rooms by Mr. Sherwin

It Pays to Investigate.



R. A. E. KYDD sends in an amusing account of a complaint of S. W. P. which occurred in Mr. A. D. Collins' territory. The methods of Sherlock Holmes were used with the following result:

"A few days ago I had a complaint from Syracuse on S. W. P. by the property owner who had built a new house and who has been doing the painting off and on all winter. He claimed that the paint would not dry, and that it was the rottenest smelling stuff that he ever ran up against. He also said that he did not believe we put an ounce of linseed oil in our paint. After looking over his house carefully I discovered the contractor and builder (who is a botch

at anything he undertakes to do) was doing the painting himself, and not employing any regular painters. I also found that the gloss on the paint was something other than a linseed oil gloss, and looked to me very much as though kerosene had been used instead of linseed oil for reducing. With that clue in mind, I started in to sift the thing to the bottom, and discovered that the contractor had already added two gallons of kerosene to the paint, and heaven knows how much more of the stuff he would have used had he not been caught in the act. To make a long story short, Mr. Contractor has got to repaint the house in the spring at his own expense and Mr. Property Owner has changed his mind in regard to S. W. P."

Conventions—Past and Future.



THE Annual Convention of the Pennsylvania State Master House Painters and Decorators' Association, held January 8th to 10th, at the Colonial Annex, Pittsburg, was the largest in its history, 160 delegates attending.

Mr. Fasquelle, assisted by Mr. C. P. Jarden and Mr. I. M. Benedict, had charge of headquarters, and their efforts to entertain delegates were ably seconded by Mr. F. E. Couse, General Manager of the United Paint Supply Co.

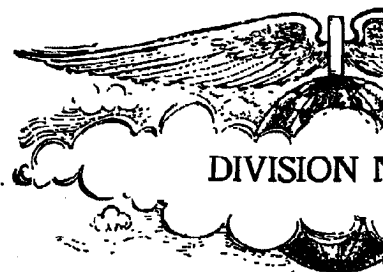
Our Headquarters at Elmira, N. Y., at the Annual Meeting of the Master Painters and Decorators' Association of New York, January 15th to 17th, was also in charge of Mr. Fasquelle, assisted by Mr. G. A. Dorwart, Eastern Division.

This meeting was also largely at-

tended, and the work done was of an intensely interesting character.

Indications are that the Convention of the International Association of Master House Painters and Decorators, Boston, February 12th to 15th, to be held in connection with Massachusetts Association, at which we will have a handsome exhibit, will be very largely attended.

The good work that is being done at these conventions should be of value to you, enabling you to call upon the Master Painters and explain the work we are doing, having them realize the fact that the makers of the highest grades of paint and varnish products feel they should support and be supported by the Master Painters, who as a rule appreciate the economy of quality.



Middle West

All the boys will be pleased to hear that Mr. Hinkson is rapidly recovering from a severe attack of typhoid fever, which came on in St. Louis, while he was returning to his territory after the holidays. Recent reports from J. W. Anderson, who is in close touch with him, are very encouraging and we anticipate that Mr. Hinkson will be around again by the time THE CHAMBERLAIN goes to press. We all most heartily hope so.

Representatives in the Northwest are having some unpleasant experiences on account of the heavy snow storms. Otto Mannerud was cut off from the world for two days in a two-by-four town. We understand he gave the B. P. A. the complete talk on our agency proposition, not omitting the "Spring" calendar.

We have engaged Mr. F. A. Bush to represent us on Territory No. 133—

Eastern Division

During February we will ship eight full carloads of paint and varnish to agents in the Eastern Division.

Mr. Sheldon leads the van with five cars already booked for shipment in February, and there are more to fol-

er line of Dry Colors, etc., he will realize that by including this material in the car he can save perhaps 15 cents per hundred pounds on the entire car, or \$45.00 on a minimum car. Then when he gets in our carload of paint and varnish he will be so busy selling it that "our friend the enemy" will get but a scant reception.

We will ship in February a full carload of paint and varnish to one of Mr. Dorwart's agents. Some of the "old guard" had better look out or the "new men" may be saying something for the benefit of the men that are not new.

Mr. Sheldon gave us a new agent in January, and whose first order was a full carload. The population of the town where this order was landed is 3,834. The district is not closely settled, either. Get the habit.

Representative G. S. Spettigue is giving us a nice stock of dealers' and other accounts from his section of Pennsylvania.

If the way representative E. S. Wallace is selling Paris Green on Long Island is any criterion of his disposition, he certainly has a grudge against the potato bug. We do not mind.

Territory No. 206 is away up the line for new agents this year. Mr. Millsbaugh is bringing them into the fold regularly, and rattling good ones, too.

When we ship the new agency orders taken by Bart Longthorn, he will be leading some of you fellows who are holding up your heads now. Look out, he is coming.

We hope that all representatives will remember that the special terms for spring stock orders do not apply after February 28th. Most of you have been disappointed in places in getting spring orders on account of the agent's absence or sickness. These agency points should be re-visited in February if possible, for we want to have our agents all ready for the spring business with a full stock, and this is made easier of accomplishment by having the inducement of spring terms to offer.

We are pleased to see the Paris Green sales rounding up. Keep up the gait, boys, for the more missionary work we do this year the greater will be our victory later when we get out to capture the bulk of the business. We want Paris Green orders at long prices. Do not forget that, besides hardware dealers and druggists, the small grocers throughout the country handle Paris Green. The Promoting Department will be glad to join you in the war on bugs.

Representative A. D. Collins leads the van on new agents landed thus far. He has the Paris Green habit, too.

Southeastern Depot.

Former representative Mr. Edward Watson, who very successfully covered Territory No. 210 for us for four or five years, has entered into business at Gaffney, S. C. This change, Mr. Watson believes, will allow him to give more care and attention to his health, which of late has not been of the best. We wish Mr. Watson a bountiful measure of success and that his new efforts will be as well crowned with good results as was always apparent in his work. It is

hardly necessary to say this means a full line S. W. P. agency.

We extend a very hearty welcome to our new representative, Mr. E. H. Moyers, who has very recently taken up our line of work on Territory No. 220, embracing the splendid State of Florida. We wish Mr. Moyers a full measure of success and indications show there is already "something doing" in the good old State.

January was a good month, rolling up new carload records for the boys. We are pleased to do our hats to former representative Mr. Watson, Mr. Minetree and Mr. C. W. Wallace for carload business.

Do not overlook seeing that each agent on your territory sends us a better and larger "E" list than ever before. This is a regular little Paint order "getter" and we must have a hundred per cent. of "E" lists from each territory in this section. Get together, boys, on this and do not let your agent put you off. We want a list now.

We are pleased at the way Spring Stock Orders from most of our territories have been coming in, and especial mention is due representative Mr. Minetree, who is keeping them

Central Pacific

Mr. W. H. Lilley, our new representative on Territory No. 503, has sent in some very nice spring stock orders, and we are inclined to think competitors will soon take notice of his foot-prints.

Our Newark House having given us information in regard to goods sold by them for a large steamship

character—office buildings, hotels, etc., coming along as fast as foundation work and clearing up debris per-

mit. We have a keen eye out for that large job requiring five or ten barrels of Graphite.

Southwestern Division.

Mr. F. P. Thornton has been appointed Sales Manager of the Omaha Depot. Mr. Thornton is starting in on his new work with the determination to make the Omaha Depot a Division at the earliest possible moment.

We are glad to report that our superintendent of the Texas Depot, Mr. J. H. Payne, is rapidly developing the business handled from Dallas.

This Division is not suffering from the evils of race suicide—Mr. J. B. Craig reports the arrival of a daughter, and Mr. F. L. Britton proudly announces the birth of a son.

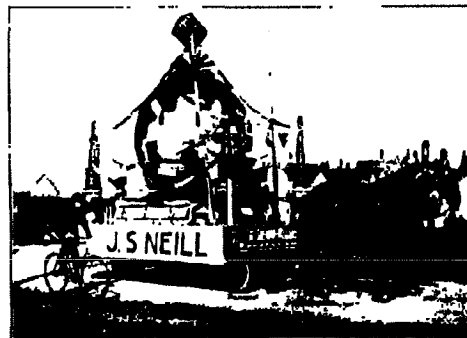
January was a banner month with us. The total business for the month

was larger than any previous January in the history of this Division.

December 4th shows us at the bottom of the list in the Top-Notcher Contest, but we are just "backing up for a start." Kindly note the record on September 1st. The Southwestern always comes in strong at the finish.

Mr. R. H. Horsburgh is taking care of the work in the Accounting Department like a veteran. He has been accorded a very cordial welcome by the entire staff.

Mr. W. W. Haynes is evidently trying to tie Mr. I. F. Watkins in the volume of carload business turned in this year. Both men are making great records.



Float Designed and Shown in Merchants Parade by Mr. Jas. S. Neill, S. W. P. Agent at Fredericton, N. B.

SALES DEPARTMENT

Competition

The lists this month are complete inasmuch as they represent all divisions, but owing to some of the divisions being unable to compile particulars of their Varnish Sales this feature of the report is omitted entirely.

This is the first time lists have been available for publication since September last, and are the first published showing progress of this year's competition.

Indications are that this year the race for supremacy will be closer than ever before—four divisions being tied for second place for new S.W.P. agents, but not so far in the lead that they cannot be caught. The race has just begun, and if conditions for heating all previous records were good last year they are better this.

A new field for effort and distinction is offered this year in the addition of "Shelf Goods Sales" and "Varnish Competitions" to the list.

Enthusiasm, energy and hard work will land someone ahead next September. See that you are among the leaders at the finish and that your last year's record suffers by comparison with this year's.

Record of New S. W. P. Agents.

The leaders of last year are maintaining their old positions, first and second.

The record to Feb. 1st is as follows:

Middle West Division,	17 New Agents
W. B. Ellis,	
Eastern Division,	11 New Agents
J. P. McIntire, Jr.	
Canadian Division,	11 New Agents
W. S. Fells,	
New England Division,	11 New Agents
D. H. Thompson,	
Southwestern Division,	11 New Agents
J. H. Riddle,	
Central Division,	10 New Agents each
S. H. Robinson,	
F. A. Douglas,	

Leaders in Total New Agents, New Dealers and Other New Accounts.

This department shows good results. The figures of Middle West will require "some beating."

List follows of standing to Feb. 1st:

Middle West Division,	
D. G. Craig,	70
New England Division,	
H. W. Putnam,	61
Eastern Division,	
C. C. Crann,	60
Southwestern Division,	
W. R. Ashcroft,	42
Canadian Division,	
C. F. Bower,	32
Central Division,	
S. H. Robinson,	29
Central Pacific Division,	
J. Thompson,	25 each
W. A. Latham,	
Southern Pacific Division,	
E. A. Bradley,	21

Leaders in Floor Finish Sales.

In an extremely close race Central Division has slightly the best of it so far.

Here is the record to Feb. 1st:

Central Division,	
1st—J. M. Brundage,	
and—E. A. Douglas	
Southern Pacific Division,	
1st—G. F. Wise,	
and—G. W. Burdell	
Canadian Division,	
1st—W. L. Alexander,	
and—H. H. Lacey	
New England Division,	
1st—H. W. Putnam,	
and—A. J. Horton	

Central Pacific Division,

1st—J. L. Lott,

and—W. H. Lott

Eastern Division,

1st—H. L. Sheldon,

and—M. B. Millsbaugh

Middle West Division,

1st—D. G. Craig,

and—W. F. Gallagher

Southwestern Division,

1st—L. S. Donnelly,

and—L. F. Watkins

Leaders in Shelf Goods Sales.

This is the first competition under this head.

Below is position of Districts to Feb. 1st:

Eastern Division,	
1st—F. C. Dennison,	
and—H. F. Suchman	
Central Division,	
1st—J. M. Brundage,	
and—E. A. Douglas	
Middle West Division,	
1st—C. S. Wheeler,	
and—D. G. Craig	
Southern Pacific Division,	
1st—G. F. Wise,	
and—E. A. Bradley	
Canadian Division,	
1st—J. E. Anzer,	
and—C. A. Thomas	
Southwestern Division,	
1st—L. F. Watkins,	
and—L. S. Donnelly	
Central Pacific Division,	
1st—W. H. Lott,	
and—J. L. Lott	
New England Division,	
1st—R. L. Ketchum,	
and—A. J. Horton	

