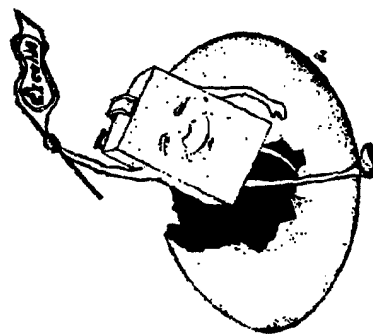


# The Chameleon

MAY 1901  
VOLUME FOUR  
NUMBER FIVE



# The Chameleon.

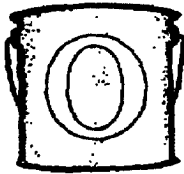
Published on the Fifteenth day of each month by  
THE SHERWIN-WILLIAMS PRESS, 31 Michigan St.,  
Cleveland, for the interest and benefit of  
THE SHERWIN-WILLIAMS Co.'s loyal staff.

VOL. IV.

MAY, 1901.

No. 5

## HALF YEAR ENDED.



On the thirtieth of April we finished the first six months of our year.

I want to express on behalf of the management our best thanks and appreciation for the splendid efforts put forth in all divisions and all departments of the business during that time. The extraordinary energy displayed, the hard work and the many extra hours so willingly given have not passed unnoticed. The strain on all parts of the business consequent on our continued rapid growth has been heavy and has been met with such cheerfulness and ability that we feel very grateful and are prouder than ever of our staff.

The first six months last year our gains were the largest we had ever had, so it was no easy task to surpass this good showing, yet we have gone far ahead of it and the increase on top of last year's figures is not far behind the increase we made a year ago over a much smaller business.

The estimate looks safe. In fact, our chief difficulty at present is in turning out the goods fast enough. The manufacturing department have had a hard proposition to meet promptly the large demands made upon them and are entitled to special credit for the splendid work they have done in face of the many disadvantages they have had to contend with in the additions and alterations to our plant which have been in progress so long. Few of us realize how great their task has been to keep the plant in full operation during a time when our factory organization has been so much upset. Had it not been for the efficiency of our mechanical department, we would have been compelled to shut down for a time at least, but our indefatigable Master Mechanic would not hear of such a thing. We are now looking to Newark for relief and hope to be in operation there next month.

Our manufacturing facilities will soon be abreast of the situation, and our aim is to keep all departments of the business apace with its growth.

We only have three more months to the end of the new year, and we would like to see the nine months of this year equal the twelve of last. We are going to try to make it.

General Manager.

## Louis Clark Webber.



ON Friday evening, May 3rd, Louis Clark Webber died at the Deaconess' Hospital, Indianapolis, Ind.

Since 1890 Mr. Webber had been representing the Company in Western Michigan and Indiana, and had won for himself a place in the esteem of the entire staff that makes his death a very keen sorrow to us all. Both as a salesman and as a man he held high

a stroke of paralysis, from which he never fully recovered. He continued to grow weaker, and on the last day had a hemorrhage that took what little strength he had left.

His sister, Mrs. Henry F. Smith, of Ravenna, Ohio, was at his side when the end came.

Mr. Martin, Manager of the Western Division, went to Indianapolis as soon as he received news of the death, and was there at the time of the funeral.

The funeral services at Indianapolis were held at the home of Mr. Thos. Alford. Mr. Webber's warm personal friend, and executor of the estate. His circle of friends in the city was very large and consisted of many of the most prominent persons in Indianapolis. The room in which the body lay was filled with flowers, one of the most beautiful pieces being sent by the servants and employes of the Grand Hotel, where Mr. Webber made his home. The Western Division sent a large wreath.

The burial was at Atwater, Ohio, his early boyhood home, Monday, May 6th. Our Mr. Parks was present at the services. The body arrived at the well-cared-for little cemetery at 10 o'clock, when a brief burial service was held in the presence of the many sorrowing relatives and friends. His last "trip" has been made. His body rests beside the graves of his father and his mother.

Mr. Webber was born at New Albany, Indiana, September 4th, 1857. He was the oldest child of Hiram B. and Frances E. Webber. In 1874 he graduated from the Frankfort Military Institute, Farmdale, Ky.

After leaving his studies he became a traveling salesman, and continued in this vocation without interruption.



Louis Clark Webber.  
Died May 3rd, 1901.

rank. His life was a success—in all that the term implies.

Mr. Webber's health had not been good for some two years, and his condition was such that a cold contracted last January rapidly developed into pneumonia and prostrated him at Indianapolis. On February 2d he was removed from his rooms at the Grand Hotel to the hospital. Later he had

He had been associated with Brainard & Armstrong, sewing silks, New York City; Kaiser & Van Gunter Woolen Manufacturing Co., of Pittsburg; J. R. Keim & Co., manufacturers of woollens, Philadelphia, and The Sherwin-Williams Co.

Mr. Webber was unmarried and for several years had made Indianapolis his home. As an indication of the hold he had on his Indianapolis friends we reprint part of the death notice appearing in the *Journal* of that city:

Mr. Webber was a very well known and popular man, and was one of the most familiar figures about the Grand Hotel for many years.

About seven years ago he came into considerable prominence by bringing Vsaye, the

## Give Us Your Best A



are acknowledged to be the best paint advertisers in the world. We are looked upon as one of the great advertising concerns of this great advertising country. Such a reputation is in itself a valuable advertisement.

We want to *keep* this reputation and insure the permanence of the advertisement.

Our advertising should not only keep pace with the growth of the business, but should be in advance of it, for advertising is one of the factors we depend upon for growth.

Our advertising policy for next year will be largely determined at our advertising meeting in June. That meeting will be greatly influenced by the suggestions we obtain on the suggestion blanks furnished our representatives and others a short time ago.

We look on our salesmen as part of our advertising department. A good deal of the salesman's success depends

## Some Promoting Department Results.



THE Promoting Department is bringing in business and lots of it. Although it is too early in the season to get a complete report of the work that is being done, the results that we see from day to day prove the value of the Department and show that it is going to be responsible for a big share of this year's increase.

The work with possible agents is being handled very thoroughly and many new men have been landed as a result of the half year's efforts.

In estimating the results of the Department's work we figure in only those agencies landed in which the original inquiry was started by our circulars and letters. Some of the orders in such cases are placed directly through the mail, but most of them come through the salesmen, for after the Promoting Department has gotten hold of an inquiry and worked the man up to the buying point, the salesman is sent to clinch the order.

In addition to these agencies there are many for which the P. D. gets no credit, but in which it has helped materially by its "between-trips letters".

The Department has also been systematically working lists of painters and property owners, sent in by the agents, with splendid success. It is hard to trace the direct results of this work, but we frequently receive letters that show we're hitting the mark and selling many gallons of S. W. P. that would probably have gone to our agent's competitor if it hadn't been for the persistence of the P. D.

Here are a few of these instances:

Shishewanna, Ind.

During the last few days we have sold S.W.P. to J. M. Atwater, Jacob Diller,

Herman Auris and James Schrock, whose names may be taken from the list. Please keep at it with the others. SMITH BROS.

A letter from the P. D. landed a 62 gallon order of S. W. P. from the school board of Hiltman, Mich., for W. M. Levyn. With the order Mr. Levyn wrote, "I understand that there will be considerable painting on our school houses in this township this spring, and as the fellows say, I am Johnnie on the spot."

Durand, Mich.

The following persons have purchased paint, therefore it will be unnecessary to send them any further paint matter: A. S. Thomas and G. D. Wright. H. HUTCHINSON,

Troy, Pa.

Please freight at once to H. S. Sweet, Troy, Pa.,

135 gallons S. W. P. No. 360 in 5s.

15 gallons S. W. P. No. 475 in 5s.

If he says these letters don't pay?

CARPENTER & PIERCE

Gloversville, N. Y.

We hand you three more names for personal letters and in this connection say, you need not write any of them more than once. We land so many of these people you write to that we think once will do for you. We thank you for your co operation.

E. L. DURKEE & CO.

The Eastern Division secured an order for fifty-five gallons of varnish for use on the residence of Joseph Jefferson, the actor, at West Palm Beach, Fla. The Promoting Department sent letters to Mr. Jefferson every few weeks, beginning the first of the year, telling how well our paint "acts" under the brush and covers "the boards". He didn't need paint but came to us for varnish.

The April number of "The S.W.P." has proved another success for the Department. Many letters were received from agents expressing their appreciation, and nearly 200 sent for

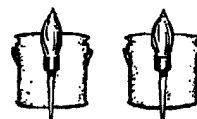


A window that brought business for Cleveland.

the set of electrotypes we offered them for printing postals to follow up the "E" work. We have never made a suggestion that was so well received.

Montreal sent us good encouragement for our efforts in "The S.W.P." in a letter of April 6th, from which we quote:

"We cannot tell you how highly we appreciate all the good live suggestions that 'The S. W. P.' for April contains. The writer believes that without the aid of 'The S. W. P.' and



## Newark Factory Appointments.

BY W. R. BIEPLEIN.



**R. W. J. LAWSON** has been appointed superintendent of the Newark factory, the appointment to take effect at once.

He began his new duties about May 1st and is giving his entire time and attention to pushing forward the work of installation to completion. The delays have been many and from various causes but we now hope to see speedy results. The time of really beginning manufacturing is as yet indeterminate but we are trying to make it as soon after May 15th as possible, and every effort is now being made to this end.

Mr. Lawson is particularly well fitted for the position, as during his entire connection with the Company, dating back to February, 1892, he has been one of the staff of the Cleveland factory. For about a year and a half he

was assistant to the shipping clerk and stock keeper and ever since has been in the factory office. He has worked himself up to his present position by hard and conscientious work and by doing so has acquired a thorough knowledge of the manufacturing end of the business.

This new and up-to-date plant offers a fine opportunity and Mr. Lawson is just the man to take advantage of it. His sterling worth of character and pleasant disposition have won for him a host of friends in Cleveland, who wish him every success in his new field.

On the eve of his departure, his associates in the factory office gave him a dinner. It was served in the lunch room by Mr. Lucas, our chef. After dinner the party adjourned to the club room, where coffee and cigars were served.

While sitting about the tables here Mr. Lawson was the recipient of a bachelor's shower, and upon his recovery from this Mr. Beardslee presented him with a handsome watch fob on behalf of those with whom he had been associated for so long. Mr. Lawson was quite effected and found some difficulty in expressing his sincere thanks and his deep regret in leaving Cleveland. Music and speeches filled up the evening and about 9:30 the party gathered around the piano and sang "Auld Lang Syne."

Other employees who have received appointments at Newark are as follows:

Mr. Fred Rettker, general foreman, gained his experience in the Calumet factory and was its oldest employee. His services date from November,



Employees who are  
Fred Rettker. Harry Bradley. John

1891, when the Calumet factory came under the Company's management. He was then an ambitious boy of fifteen and his first duties were to watch mills and do factory chores. He was promoted by several steps until he reached the position of head foreman of the factory. It was from this position that he was promoted to that of foreman of the Newark factory. For the past four months he has been at Cleveland making preparations for his new duties at Newark.

Mr. John Martin, engineer, also graduated from the Calumet factory. He began his services with the Company as engineer, in January of 1894. About the first of this month he left for Cleveland to study the electrical appliances and other up-to-date machinery to be installed at the Newark factory.

Mr. Harry Bradley, foreman of the oil works, began working with the Company in 1878: he was away for a while and came back in October, 1893, since then he has been in the oil works at Cleveland and has been second in charge for some time. He

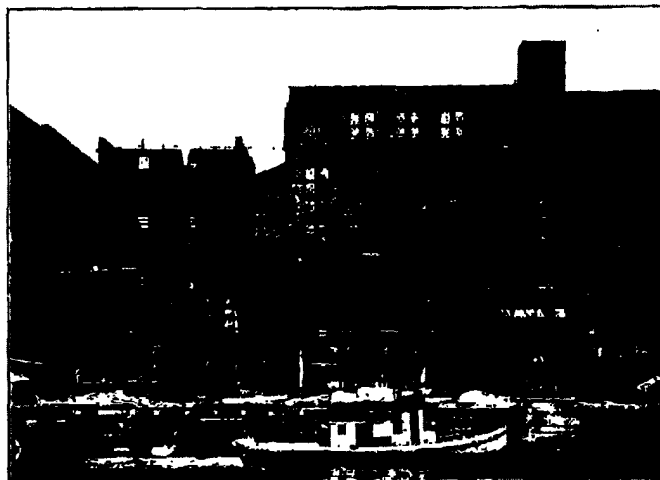


W. J. Lawson,  
Superintendent Newark Factory.

### Cleveland's New Boiler House.

**F**OR some months the Company has been erecting a new boiler house on the river front at Cleveland, extending the entire distance back of "A" and "C" buildings. The work has now progressed far enough to

than the old one and will greatly increase our boiler capacity. It embraces a number of interesting features, some of them original with us, and when the work is completed, some six weeks or two months from now, we shall give a detailed descrip-



Iron frame of the new boiler house at Cleveland. The photograph from which this illustration was made was taken May 4th.

enable us to present an illustration of the building that will convey some idea of the extent of the plans that are being carried out.

The new house will be much larger

tion of the new facilities.

One very unique arrangement that may be mentioned now, will allow the coal cars to run into the boiler house.

### Lead Sickness in the Dry Color Department.

BY H. M. ASHBY, SUPT. DRY COLOR DEPARTMENT

**T**HE dry color business, like most other branches of the paint industry, presents many difficulties, perhaps the most serious of which is that of sickness among the workmen.

Wherever lead, chromates and

cyanides are handled dry in large bulk, the danger of poisoning is very large.

In the present condition of the dry color business, where competition is keen and the margin of profits small, we recognize that the only sure road

to success is by the improvement of the quality of output and cutting the cost of production in every possible way.

This means that each chemical operation must be under scientific control, and every mechanical operation performed by the most efficient machinery.

This, again, requires a much higher order of intelligence among the workmen than the old methods, and precisely here is where humanitarian and business reasons coincide to make it desirable to obviate all chance of lead poisoning.

The lead dust may get into a man in three ways: It may be inhaled as a fine powder and work into the lungs; it may be taken into the stomach direct by swallowing; or it may be taken in through the pores of the skin.

We have acted on the theory that the last is far and away the greatest danger, and so have directed our chief efforts to keeping our bodies clean.

Of course we have used every known device for handling material dustlessly and collecting what little dust is made, but we still find it impossible to avoid actual contact with the lead. Therefore the following rules have been enforced:

On coming to work in the morning, each man puts on special underwear, which is worn only at the factory, and then two clean suits of white canvas, one over the other.

At the end of the day's work he strips and takes a good shower bath.

### Two New

BY A. C.

**Salamander Smoke Stack Paint.**

Following out the well established policy of the Company of making a

metal surfaces, such as smoke stacks, moulding sheds, blast furnaces, etc., which are subjected to high temperatures and yet demand good paint protection. The line will be known as Salamander Smoke Stack Paint.

We have made exhaustive tests with the goods, subjecting pieces of sheet iron painted with them to a flame until the metal became red hot, and the paint did not burn off, lose its color, nor entirely lose its lustre.

They are limpid and free working, and dry with a fair though not a full gloss. Owing to the consistency of the goods, they are put up in one gallon pails only.

To get best results they should be applied to surfaces that are warm, or the surface should be heated moderately soon after painting. Made in Black—Red—Yellow, Light, Medium and Dark—and Blue.

The manager of your division can give you prices and furnish you with a sample on metal, a part of which has been burned to a red heat.

#### **Premier Non-Fading Red (Fast Color.)**

This is a newly completed and perfected product destined to largely supersede the use of Eosine and other vermilion for agricultural implement,

thresher, wagon and other painting, demanding the use of a fast color.

It's a good, bright red, similar in shade to a medium vermilion, fine texture, good covering and working quality and suitable for both dipping and brush work.

Exposure tests show that when properly protected with varnish these goods are stable in color for a period ranging from two to three years, while Eosine and English vermilion will only bear exposure and retain their original brilliancy for a few months at best.

Premier Non-Fading also does not attack and destroy varnish coats as do all other vermilion except English.

Our new dry color plant has been especially equipped for making these goods accurately and well, and we are certain we now have them perfected to a point far in advance of any other makers, of which, by the way, there are only a very few in the world.

Now is the time to interest the trade while we are early in the field and lead in method of making and quality.

Exposed samples can be seen when you are in your respective division headquarters, and your manager can give you full information regarding prices, etc.

### **Get Them to Visit the Cleveland Plant.**

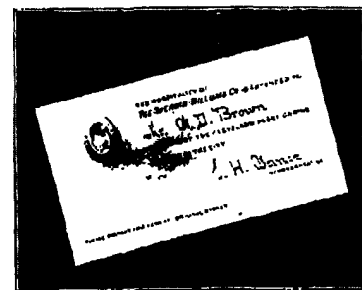
**I**N the May number of "The S. W. P." we have urged our agents to visit Cleveland when they go to the Pan-American Exposition, and to take a trip through the factory.

It will pay them to do so, and we would suggest that the salesmen make a point of finding out whether any agents in their territories contemplate a trip to Buffalo. If any do, see that they are given one of the

passes, and explain the advantages to them of seeing exactly how S. W. P. is made. If you are out of passes write for a supply immediately.

It always pays us to take agents or prospective agents through the factory. We know of no better way to make them enthusiastic and staunch friends of S. W. P. A recent instance shows what it will do.

For two years we had been making special efforts to place an agency at



Use this engraved pass every chance you get

### **Points on Inside F**



**T**HE manufacture of a satisfactory factory floor paint is one of the hardest propositions for a paint manufacturer. The requirements are so many and so diverse, that in order to make a paint which will most nearly meet them all it must at best be a compromise.

Our present formula for Inside Floor Paint is the result of a vast amount of study and research and we believe it is the most satisfactory floor paint that it's possible to produce. To secure this scientific theory has been modified by practical experience and good judgment.

It has now been on the market for a year and a half without a solitary complaint.

We must nevertheless face the fact that some of the tests to which floor paint is unknowingly subjected are too severe for any product of this kind. Under certain unfavorable conditions satisfactory results cannot be expected, and it is the purpose of this article to call attention to three of the leading causes for dissatisfaction.

Many floors are scrubbed with soft-

## BRUSH MARKS

### Central Division Notes.

More stenographers and additional help seems to be the continual cry from our Promoting Department, and the actual results thus far with future plans and prospects seem to widen the scope of this work as well as increase its value as a paying investment.

Number of new agents landed in all territories to May 1st shows a gain of more than 132 per cent. over last year and though the average stock orders were somewhat less, we believe the output through them would be proportionately greater even up to date as the number of new agents landed have sent liberal additional calls in many cases even before the first shipment was made.

Miss Johnston will soon leave the Promoting Department for continuous work in Mr. Parks' office, and Miss Sadie E. Nicholls, formerly in Mr. Ford's office, has been engaged to take her place.

In the press room of the P. & A. Department three men have recently been married, George Emerson, Chas. Merrick, and Peter Schwarz. We wish them joy and a long life of happiness.

C. & M. trade is booming away ahead in all lines, old lines like Q. D., Gloss Colors, etc., taking their share of the increase, notwithstanding the large increase in P. M., which is getting more than ever into custom and repair shops. Premier Non-Fading Red already looks like a big hit and indications are for a large business on it. Our line of Lustral Colors has proven a decided success.

Mr. H. A. Sherwin has presented the Club Room with four large volumes of photographs collected by himself while traveling in England and on the Continent. The collection is very interesting and makes a splendid addition to the reading tables.

### Cleveland Factory Notes.

Mr. George Pim, our electrician, is at Newark looking after the installation of the electrical apparatus, wiring, etc., in the new factory.

The new pavement on Lime St., which was laid a couple of weeks ago, is now proving quite a help to our factory work. During the time it was being put down, though, it caused us no end of trouble, as for about a week we were not able to unload cars, with the result that there was a regular blockade and we were all "tied up" for several days.

### Western Division Notes.

All members of this Division sincerely mourn the loss of their good friend and associate, Mr. Louis C. Webber, who died on Friday night, May 3rd.

We regret to report Messrs. Billau and Donnelly on the sick list. Mr. Hommell after an illness of many months has fully recovered and is now in the territory again.

Mr. Chester De Long, who was for many years associated with the National Cash Register Company, of Dayton, Ohio, has been appointed superintendent of the Chicago office and warehouse. It is our hope that he will find his new field of labor one of interest and pleasure, and his asso-

ciates promise him assistance to that end.

At the time this goes to press, we have ten representatives in the Division with over twenty-five new agents each to their credit. Messrs. Walton, Stewart, Donnelly, Walcott and Myers have each landed over thirty-three new agents.

The average number of gallons of S.W.P. to the first orders this year is much higher than for last year. The increase in new agents for the Division at the close of the month of April is 93 per cent. The number of gallons on the first order shows a gain of 111 1/4 per cent over the same period for last year.

While business keeps up, the weather conditions have somewhat retarded the consumers' demands in some territories. Reports from representatives in all territories, however, are most promising and the sales department can see a hard finish for the manufacturing end of our business, which is "also running".

A pleasant surprise was arranged for Jack Martin, who left the Chicago factory Thursday for Cleveland, preparatory to his new position as engineer at Newark. On the evening of the 28th he was called into the office under pretext, and was greeted by all of the employees.

After he had recovered from the shock, the spokesman voiced the sentiment of all present by telling him how his sterling qualities were admired and all his favors appreciated, and wishing him success in his new position. He was presented with a gold chain and locket as a token of their esteem.

of the Promoting Department, spent a week with us the early part of April in the interests of the P. D. work.

Mr. W. J. Lawson reached New York April 28th and received a cordial welcome on the part of our entire staff. He has the best wishes for every success in taking up his new duties.

Regular shipments were resumed May 4th, only in a limited way, however. Our shipments are now going forward with some regularity, and we hope within the next ten days to be well caught up on all orders.

We wish to thank our representatives for the thorough manner in which they have taken up these details with their customers, and in addition to this good work our customers have been very courteous in their treatment of the unusual delays on their orders.

Mr. Walton H. Price has been engaged for the Northern Tennessee and Alabama territory, which divides the area of Mr. A. P. Lower's territory. We wish Mr. Price every success in his new field of work and give him a hearty and cordial welcome into The S-W. Co. ranks.

Mr. W. S. Woodrow has been suffering from a very severe attack of the grippe and fever, although at the present writing we anticipate that it will not prove serious.

#### Canadian Division Notes.

Our General Superintendent spent a few days with us this month. We were glad to see him looking so well after his Southern trip. He must have brought some of the Southern sunshine with him, for the weather was not fine until he arrived, but all through his visit and since then we have had

delightful weather, which has given quite an impetus to the paint trade.

We were pleased to receive a visit for the first time from the Manager of the Promoting Department, Mr. Harry Dwight Smith. His altogether too short visit was most helpful and we have already made some changes in our Promoting Department which will greatly increase its usefulness. We have added a French stenographer, Miss Laura Renaud, to this department, so that we are now able to correspond in French with our numerous French customers and property owners to much greater advantage.

Our General Manager was with us for four days this month, and left for New York on the evening of the 29th. He brings words of good cheer from all along the line, which serve as a good business tonic every visit.

This month we have received enquiries for our goods from Yokohama, Japan, and from Belfast, Ireland. These enquiries we turned over to our Export Department at Newark.

We had a visit this month from James A. Brown and C. A. Thomas—their first visit to headquarters this year. They were both looking none the worse for their vigorous campaign with high prices this year. Business on Mr. Thomas's territory is remarkably good, and Mr. Brown reports that his territory will show better results a little later on.

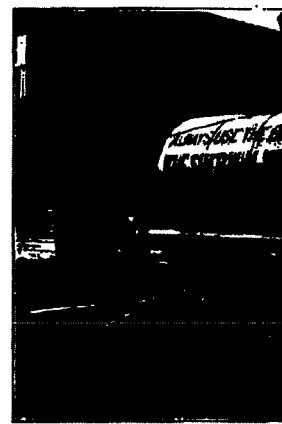
Mr. Lacasse was in for a few days after a two months' trip down the I. C. R. Joe was looking hale and hearty, and reports good business all over his territory. Joe's sales this year are far in excess of what they

were last year, notwithstanding that his territory was reduced. Mr. Vincent and Mr. Johnson have both also been in for a short time.

We have received a very nice batch of orders from Mr. W. S. Fallis from St. John's, Newfoundland. Mr. Fallis sold our agent there 162 gallons S. W. P., also a good line of Varnishes and other goods. He also sold four or five other dealers, as well as the Newfoundland Railway, all good big bills.

Mr. Fallis states that the duty on S. W. P. into Newfoundland is 40 and 10 per cent., and this makes a laid down price of \$2.20 per gallon on S. W. P., but the Newfoundlanders, like all others, must have S. W. P. Mr. Fallis reports that we are making good headway in Newfoundland.

Mr. Fallis has not been back to headquarters since he started out in November last. He has kept right



One of the ways G. T. Chamberlain town know he se

display. We feel sure that this will be a great assistance to our force on the road in presenting the paint advertising to new agents while in the office.

We had the pleasure of entertaining Mr. W. H. Cottingham, our General Manager, for two days this last week. These visits are looked forward to by our entire office force, as they keep us in closer touch with the central office and the improved methods of handling the advertising goods, etc.

We were also pleased to receive visits from Mr. W. H. Burbank, of Barnet, Vt., and Mr. Bigelow, of Bigelow & McCool, Northboro, Mass., both energetic S.W.P. agents.

We were pleased to receive a visit from Mr. Harry Dwight Smith, Manager of the Promoting Department, who went over the work with us, suggesting improved methods of handling the work of this department.

#### Pacific Division Notes.

One of our agents telegraphed us an order for thirty-six gallons Slate Floor Paint to be shipped to Mexico. The Mexicans are getting up-to-date. They will want annexation next.

"What's in a name?" Something after all. In the March CHAMELEON you were told that The S-W. Co.'s flags would go up in Los Angeles, April 1st. They went up on time, and every day since the sales have increased largely. That's what's in The S-W. Co.'s name. Hoist the flag where you please, you will find it has friends to support it. Friends it has won, because they have had their brushes in S. W. P. North, South, East or West they are ready to stand by the flag wherever it appears.

#### Two Copper Paint Tests.

March 13th, 1901.  
The Sherwin-Williams Co.,  
New York City.

Gentlemen:—We have used your Copper Paint on several of our boats and find that its anti-fouling properties are equal to any other Copper Paint on the market. Its spreading and wearing qualities are superior to any bottom paint we have ever used.

Yours truly,

HENRY CREW,  
Pres. White Star Towing Co.

NEWPORT NEWS, VA.,  
April 10th, 1901.  
Mr. W. F. LABONTE, P. A.,  
C. & O. R. R. Co.,  
Richmond, Va.

My dear Sir:

You may remember last spring when you filled my requisition for copper paint with The Sherwin-Williams Copper Paint instead of Woolsey's Best which I had requested: I took the matter up with you in personal conversation and expressed my doubt as to the quality of the paint.

I write this to say that I have given this paint a severe test on the bottoms of our wooden vessels and will say that I have found it to be the best that I have ever used in my long experience.

I have taken our wooden tugs, "Alice" and "Helen," out on the railway this week, after over nine months service, and found their bottoms extraordinarily clean. I shall forward a requisition for some of the same quality paint to be applied in our spring overhauling.

Yours truly,

W. N. COOKSEY.

#### Record of New S. W. P. Agents.

The increase in the number of new agents keeps up wonderfully. Last

month was even better than the splendid record of March.

We stated last month that there would likely be some changes in the standing of the representatives this month. This has occurred. We find the old leader of last year in the Western Division, E. S. Donnelly, again takes first place in that Division. There are several, however, close behind him, and another month a new name may be at the top.

Mr. S. H. Robinson, one of the new recruits, has taken the place so long held by Mr. Pasquelle in the Central Division, and it looks as if he were going to hold it. Mr. Mowat, of the Pacific Division, is making a bid to head the list of all divisions before the end of the year. We would not be surprised to see him do it.

Mr. Minetree, Mr. Wasgatt and Mr. Brown hold on to their old positions and seem to mean to keep them—but who knows? We are delighted with the splendid progress this report shows.

The increase in the new agents to date compared with the number secured up to same time last year is just a little short of 50 per cent. The Central Division has more than doubled and the Western almost doubled. Keep it up. Let no B. P. A. escape.

|                       |                |
|-----------------------|----------------|
| Central Division.     |                |
| S. H. Robinson,       | 35 new agents. |
| Western Division.     |                |
| E. S. Donnelly,       | 35 new agents. |
| Pacific Division,     |                |
| G. G. Mowat,          | 33 new agents. |
| Eastern Division.     |                |
| J. P. Minetree, Jr.,  | 27 new agents. |
| New England Division. |                |
| G. L. Wasgatt,        | 23 new agents. |
| Canadian Division.    |                |
| J. A. Brown,          | 21 new agents. |
| R. Vincent,           | 21 .. ..       |

conceded that 25 lbs. of lead was not more than  $\frac{5}{8}$  of a gallon, but he is the only painter with whom I ever talked that would acknowledge this fact.

--In this talk, Mr. Hamilton said it was not necessary for me to talk quality of S. W. P. He was satisfied that it was all right in that respect, the only reason he could not use it was because it was so much more expensive, and he was correspondingly surprised at the showing we made.

#### Leaders in Floor Finishes.

Eastern Division.  
H. T. Sheldon.  
Canadian Division.  
W. S. Fallis.  
Central Division.  
L. J. Fasquelle.  
Western Division.  
J. P. Greene.  
New England Division.  
F. B. Hare.  
Pacific Division.  
G. G. Mowat.

#### Leaders in Varnish Sales.

Canadian Division.  
A. E. Klippert.  
Central Division.  
L. J. Fasquelle.  
Western Division.  
J. P. Greene.  
New England Division.  
L. W. Barney.  
Eastern Division.  
E. E. Lewis.  
Pacific Division.  
E. T. Parsons.

#### A Puzzle for New York Suburbanites.

In the face of the main building at Newark is a large terra cotta sign, built into the wall, reading, **THE SHERWIN-WILLIAMS CO.** The letters are about six feet high and are made in three sections, so that as the build-

ing was going up, the bottom of the letters appeared first and grew into their final shape during the next three or four days of construction.

About 600 passenger trains pass the factory every day, on the opposite shore of the Passaic, the majority of them suburban trains carrying people to and from New York. These suburbanites became interested in the development of the lettering and watched its progress from day to day. It was a puzzle to them and a good ad for us.

#### How it Looks in Canada.

In a letter of March 27th to the Montreal office, Carter Bros., Picton, Ont., tell the following incident:

--The writer had an amusing experience while seated at the hotel dinner table the other day. An old farmer came in and sat at a table at the far end of the room. Immediately on seeing me he roared out, "Hello Carter! How's The Sherwin-Williams Paint?"

I answered, "It covers the earth." To which he replied, "I'll be gol darned, if the paint don't, the advertising does, for a fellow can't stick his nose anywhere without seeing Sherwin-Williams Paint." It caused a big laugh at all the tables, and, of course, was another ad for S. W. P.

--S. W. P. is moving off nicely, in spite of the fact that one of our competitors is selling — at \$1.30 per gallon."

#### Number of Employees.

The total number of employees in the Company on May 1st was 845, a gain of 18 during the month.

Mr. A. M. Parks has been re-appointed a member of the Industrial Committee of the Cleveland Chamber of Commerce.



Advertising display used at the Minneapolis Hardware Dealers' Convention.

#### Two Early Season Conventions.

The Western Division was represented at two very successful hardware dealers' conventions during the early part of the season, one at Grand Forks, N. D., the other at Minneapolis. They both helped our North Western business relations in a very decided manner, and Messrs. Miller, Yearsley and Stewart, the salesmen who had charge of our interests, are to be congratulated on the results obtained.

We had planned a somewhat detailed account of the two exhibits but were unable to get the material together when it was more timely and appropriate. The Minneapolis display is reproduced on this page.

Then, too, it is a pleasure for me to sell S. W. P. Whenever I sell a bill of S. W. P. I feel like I am returning one of the many favors The Sherwin-Williams Co. and their representative, Mr. Haight, have done for me, as well as giving the man his money's worth and making a customer out of him for as long as I am in the business.

It does not make any difference what competition you have in Valdosta, a good hustling agent and The Sherwin-Williams Co. behind him make a combination that can't be beat.

Hoping you will secure the agency and have good success, I am,

Yours very truly,

Tifton, Ga., March 21, 1901. E. E. SLACK.

After sending this letter Mr. Slack wrote us as follows:

The Sherwin-Williams Co., New York City.

Gentlemen: The Harley Hardware Co. are going into business in Valdosta, Ga., and are anxious to sell S. W. P. along with hardware.

I am personally acquainted with Mr. Har-

ley and know him to be a gentleman whose word is as good as his bond, and if you have not yet secured an agent in Valdosta I am sure you would not make a mistake by letting him sell S. W. P. there for you.

He is a man that takes his coat off and goes after the business and does not stop until he gets it.

He is a member of the Watt Harley-Holmes Co., at Fitzgerald, Ga.

Hoping he can secure the agency, I am,

Very truly yours,

Tifton, Ga., March 21, 1901. E. E. SLACK.

P. S.—Mr. Harley wants to open up in about ten days and a prompt reply to his letter will greatly oblige. E. E. S.

We have since placed an agency with The Harley Hardware Co., who are doing a good business, and realizing, we believe, the truth of Mr. Slack's statements.

The two letters have been printed in attractive circular form and sent to all prospective customers in the South.

## Aluminum Paint Experience.

BY NORMAN E. HILLS.



I bought a new gas range some months ago, and it was in use only a few days when rust spots appeared on the top, from the boiling over of the kettle. Thinking to overcome this difficulty, I applied two coats of our Aluminum Paint all over the top, including the grates that extend into the blaze. We were so pleased with the result that we decided to paint the entire stove, and did not omit the polished nickel pipes, japanned sides, name plate, etc. In a few days a spot on one of the japanned sides of the stove blistered and I was obliged to scrape off a piece about 12x6 inches. Over this I put two coats of Gerstendorfer's aluminum paint, which, let me say right here, has a very disagreeable "smell" and almost suffocated me, while ours on the contrary has a good, sweet tur-

pentine odor.

In a few days the Gerstendorfer paint turned yellow from the heat and commenced to scale off. I then sandpapered it all off and put on two coats of our Aluminum Paint, and have had no further trouble.

I almost forgot to say that the Aluminum is still on the grates of the stove, although they are in the flame and get red hot every time the gas is lighted.

I had a little paint left over, so I gave the black registers two coats and also painted the gas and water pipes above the range and the big water boiler. So everything is as bright and shining as a new silver dollar. I did it all with a little over half a pint of The S-W. Co. Aluminum Paint.

I have almost an entire can of Gerstendorfer's paint to give or throw away, as it is not good enough for me.