

The Chameleon

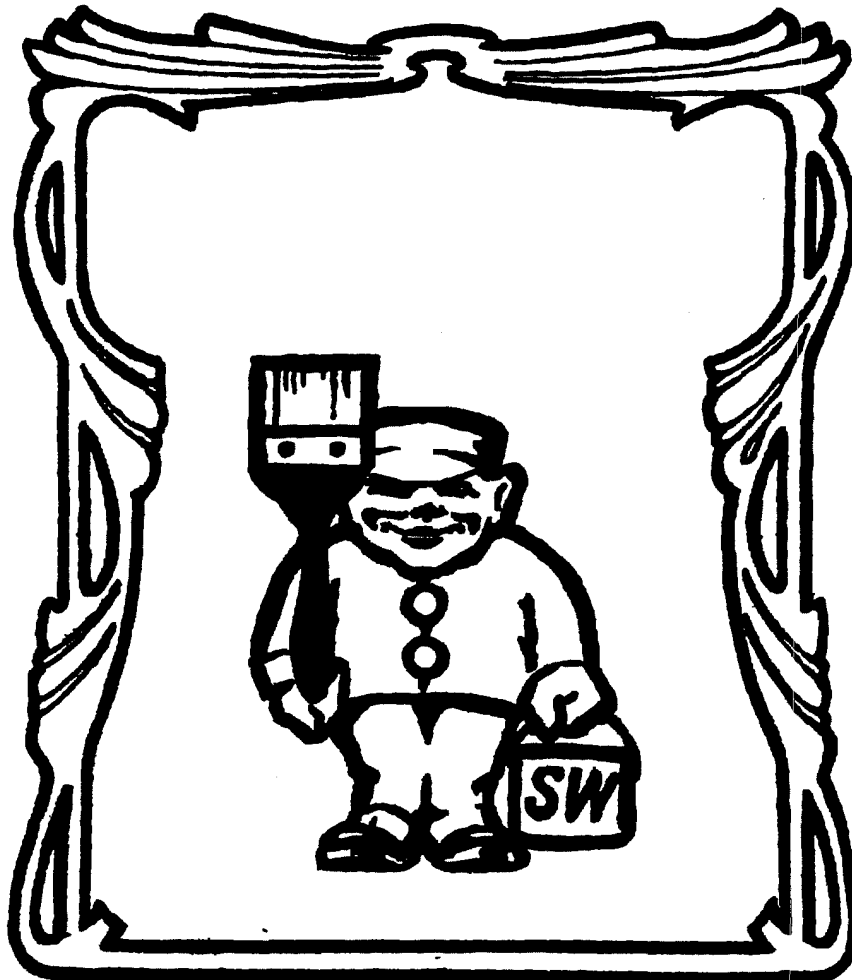
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The Chameleon

January 1907



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The Chameleon.

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The SHERWIN-WILLIAMS Co.'s loyal staff.

VOL. X.

JANUARY, 1907

No. 1

THE OUTLOOK.



NINETEEN HUNDRED AND SEVEN opens up in a most encouraging manner for us. Prospects for the continuance of our splendid development and progress never looked brighter. Since convention time I have had the pleasure of visiting most of our branches and have seen and heard nothing but the most cheerful and encouraging news from our managers and representatives. While our gains to date this year are rather behind our expectations and our estimates, I have been impressed by the firm confidence that all our managers feel in the present situation and outlook for the future. Stock orders are reported larger and more plentiful, and there seems to be an earnest desire and intention on the part of our representatives and agents to roll up a larger volume of sales than ever before. And I want to say this sort of effort was never so greatly appreciated as right now, for volume is the only thing that can save us, in this year of the closest margins I have seen since my connection with the Company. When we see this special energy that is being put into the sales, it makes us feel we have made no mistake in holding off the advance in S. W. P. we have felt almost compelled to make. It makes us feel, too, we have a staff that responds readily and without urging to our interests, and so we feel we want to stand behind you and support your every effort to make the new estimates we have fixed for your aim.

We want to see every man come up to the convention next year with his estimate made, and I believe it can be done. It's all a matter of determination and work, and I hope every man in the organization has taken his resolution to make good, and with this done we will await with confident assurance the results.

Vice Pres. & Gen'l Mgr.

Sparks of Inspiration for Salesmen.

FROM MR. W. B. ALBRIGHT, MGR. N.Y. SALES DEPT., EAST.

IT is not so much the difference in opportunity as the difference in earnestness, application, self-denial and concentration of purpose.

The successful salesman does not ask, "What kind of competition is there in this territory?" He satisfies himself that there is, or can be created, a demand for the product he sells, and then goes after business. All he wants is *possibilities*.

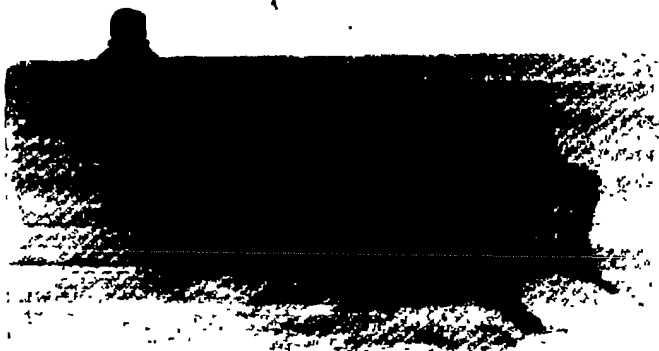
Your time is your capital. The successful salesman hoards time as the miser hoards gold. The spendthrift of time is a sure candidate for failure.

The secret of salesmanship is—work to the limit of your capacity without thought of failure, and with the one thing in view—*results—for eight consecutive hours a day.*

The only way the salesman can hope to catch a glimpse of opportunity is to get outside the door and do a lot of active searching for her up and down the street.

Sell yourself what you sell to others. Think over its value; realize it; burn it into your mind. Sweep out of your mind, like so many cobwebs, any apologetic feeling regarding it. You are not trying to persuade the business man to *waste* money. You are selling him something he *needs*. You are helping him to *increase his profits*. You are doing him as great a favor as he does you.

Keep a-going and don't worry.



A Clever Advertising Stunt Worked Out By Williams Bros., Our Agents at Plumas, Manitoba, Canada.

A Change of Location



Our offices and warehouse at Boston have been moved from 186 Purchase Street to 11-13-15 Stillings Street, near Congress, where a new building has just been completed for us that gives greatly increased space and facilities. Our old location proved inadequate for our purposes some time ago and we were compelled to work under unsatisfactory conditions in both our offices and warehouse.

This change comes as the direct result of the increased business we have been doing in New England, and the need we have felt for improving our service to customers through larger offices and larger and more conveniently arranged warehouse space. We are now prepared for growth for some time in the future.

We are proud of our success in New England and appreciate the loyal support of our staff and our custom-

ers that facilities prove a push ahead to be the increased house quicken advantage heretofore switch railroad receipt a have also varnish. With facilities house a together of advice we feel feel sad 1907. this term



The S.W. Offices and Warehouse at 11-13-15 Stillings Street, Near Congress, Boston.

Recent Changes in Our Western and Pacific Coast Districts.



THE following bulletin was issued by the Executive Department on December 18th:

The increase in the business of the Western District has made it desirable that it should be divided into two districts, in



Mr. A. D. Joyce.

order that closer supervision may be given the various depots and the larger number of territories that are now operated in this district.

I therefore take pleasure in announcing that a new district has been created to be known as the Southwestern District, to include the Southwestern Division offices and warehouse at Kansas City, the Dallas Depot and the Omaha Depot. Mr. A. D. Joyce has been appointed manager of the new district. The change becomes effective at once.

Yours very truly,
WALTER H. CORTINGHAM,
Vice Pres. & Gen'l Mgr.

It can also be definitely announced at this time that a new depot will be established at St. Louis about April 1st. We expect that this location will prove a very large distributing point, as the territory is prosperous and extensive. We have been supply-

ing our trade in this section through Chicago and Kansas City, but these facilities have proved inadequate to care for the rapidly increasing business we are enjoying and the change will be made to give the greater efficiency of service for which The Sherwin-Williams Co. is constantly striving.

Another evidence of expansion in the Western District is the appointment of Mr. J. P. Coleman as Sales Manager at Minneapolis, and a change in the handling of the Northwest territories, by which the representatives on territories 107, 108, 116, 117, 120, 130 and 138 will report to Minneapolis instead of Chicago. It is expected that the change in our organization will enable us to develop still further the great Northwest.



Mr. J. P. Coleman.

Mr. R. W. Sample will continue as Sales Manager of the Chicago house, with better opportunity to develop the large and important business tributary to it.

Our Western District now includes

the Middle West Division offices and factory at Pullman Station, the Chicago city offices, the Northwestern Depot offices and warehouse at Minneapolis, and the new depot to be established at St. Louis. It is as large as the entire district was a few years ago, despite the subtraction of Southwestern District. Through Mr. Myers, as District Manager, we can expect to see the great opportunities and possibilities for development taken advantage of to the fullest extent. By this concentration of the facilities and business of the district to a more limited area, Mr. Myers will be able to give the offices and depots under him the advantages of the closest supervision.

Mr. J. P. Coleman, the new Sales Manager of the Northwestern Depot, formerly represented us on Territory 117. The success of Mr. Coleman in winning this important recognition is the outcome of continuous and successful effort in the intelligent handling of his territory, which so well fits him to take charge of the sales end as well as the inside detail work of his new position. He started his business career in 1898 with the Great Northern R. R. Two years later he entered the employ of the Burlington R. R. and later became Contracting Freight Agent for the Great Northern R. R. in Minneapolis. He joined forces with The Sherwin-Williams Co. in February 1904, covering a territory which embraced St. Paul and Minneapolis.

All will join in congratulating Mr. Joyce on his new position and its greater opportunities. He was appointed Manager of the Southwestern Division in 1905, being at that time a special representative of the Central Division, looking principally after the large city work. He has done par-

ticularly brilliant work with his division, securing the top-notch trophy last year.

Mr. Joyce is an energetic man, full of action and determination. He believes heartily in the possibilities of the Southwest, and backed by the enthusiastic spirit of his staff as shown at the last convention, we confidently believe his optimistic views of the future are well founded.

In the new Southwestern District, Mr. J. H. Payne, formerly Promoting Manager at Kansas City and top-notch for two years, has been promoted to Superintendent of our Texas Depot at Dallas, Tex. Mr. F. P. Thornton remains in charge of our Omaha offices and warehouse.

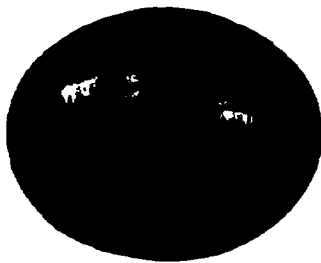


Mr. E. T. Parsons.

In the Pacific Coast District, Mr. E. T. Parsons has been appointed Manager of the Railway, Street Railway and Marine sales for the entire district. Mr. Parsons has been identified with the Pacific Coast development of our business for a number of years, coming out first to the Coast as the pioneer salesman from our Chicago house. He has always been a staunch supporter of the Company's

policy of high class methods and quality.

Mr. Geo. G. Mowat, appointed Sales Manager of our Northern Pacific Depot at Portland, Oregon, also came



Mr. G. G. Mowat.

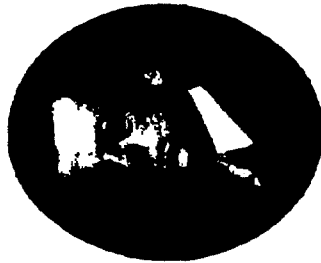
to the Pacific Coast from the Chicago house, where he had done effective work on a Dakota territory. Mr. Mowat had paint experience before coming to us, being identified with the Canadian branch of a well known English concern, and we feel that he has a splendid opportunity to give a good account of himself in his new position.

Mr. Sidney W. Smith has been ap-

Noyes Bros. & Cutler Hold Convention for Salesmen.

A convention for the benefit of their salesmen was held by Noyes Bros. & Cutler, our distributors at St. Paul, Minn., at the Ryan Hotel, St. Paul, on Saturday, Dec. 1st. About twenty employees of the firm were present, together with Messrs. F. F.

pointed Sales Manager of the Central Pacific Division. He came with us in 1899, and by his persistent and well aimed efforts brought us the best agents obtainable in almost every town entrusted to his care. Before coming with us, Mr. Smith was with the Murphy Varnish Co. for 16 years. As a boy part of his duties consisted in taking checks from the office of the Murphy-Sherwin Co. to Mr. H. A. Sherwin for his signature, as Mr. Sher-



Mr. S. W. Smith.

win was at that time the Vice President of the Cleveland office of the Company.

Mr. Alex. Schater continues as Manager of the Pacific Coast District.

Myers, J. F. Hommel, J. P. Coleman, S. H. Stewart, V. P. Bennett, C. F. Bennett, Otto Mannerud, Carl Mueller, P. H. O'Neill and T. M. Brude of the S-W. Co. Interesting sales talks were given by Messrs. Myers and Hommel and the convention proved a success in every way. A banquet was held in the evening.

"The true philosopher is the one who makes the best of it when he gets the worst of it."

S-W. Exhibits at Two Recent Conventions.



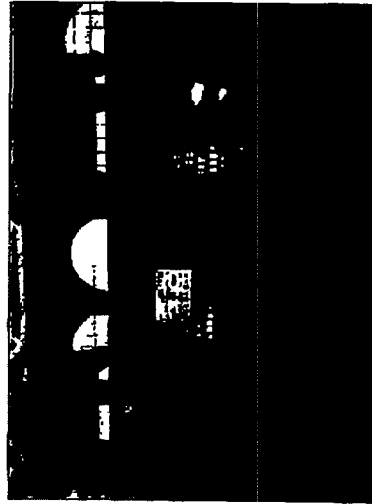
VERY interesting exhibit represented us at the annual convention of the Carriage Builder's National Association held at Atlanta, Ga., during the week of Oct. 22nd.

The display was planned and prepared by the Advertising Department at Cleveland and shipped to Atlanta ready to be put together. Mr. Schater and Mr. Schlinger were in charge of the exhibit, assisted by Messrs. Wise, Branham, Moore, and Hanson.

At the convention of the American Street and Interurban Railway Association at Columbus, O., held the week of Oct. 15th, we were represented to excellent advantage.

Our Exhibit at the Annual Convention of the Carriage Builder's National Association, Held at Atlanta, Ga.

Especially interesting was shown in this convention and during the week over 3500 supply men, railway officials, purchasing agents, superintendents, master mechanics and other business and technical men were in attendance. About 160 manufacturers and dealers were represented at the show. Our new line of Ajax Insulating Varnishes and Impregnating Compounds was displayed. A prominent feature of the show was our unique electric sign, showing the word "Ajax" with a peculiar sparkling, sputtering effect which attracted people from all parts of the hall. Our booth was in charge of Mr. E. M. Williams, assisted by Representatives C. P. Jarden, H. E. Billau and E. A. Jacobs.



The S-W Exhibit at the Columbus Convention of the American Street and Interurban Railway Association.

Turpentine.

ITS PROPERTIES AND USE IN PAINT AND VARNISH MANUFACTURE.
No. 2.

CHEMICALLY considered, turpentine is a compound of hydrogen and carbon, and its special use in paint and varnish comes in its use as a diluent, solvent and thinner.

It is an excellent solvent for most gums, oils, fats and resins, although insoluble itself in water. It evaporates slowly, making the grinding easier and smoother.

In the spreading and drying of the paint the peculiar excellence of turpentine seems to lie in what might be called its *insatiable* character, i. e. it has the power of saturating or taking up oxygen from the air rapidly, and in quantity very far more than any other commercial solvent.

In this process the oil of turpentine does not evaporate completely like benzine, but is changed itself from a very thin penetrating liquid to a thicker consistency and finally to a smooth, resinous substance almost as clear and hard as glass.

Spread thinner, as in paint work, there is less oxidation, as a larger proportion of the turpentine evaporates and the residue hardens more rapidly and thoroughly. This hard residue acts as a binding agent to fix or fasten the pigment on the surface over which it is spread. It makes the paint lie down closer to the surface and level itself more uniformly. Turpentine will also give up a part of the oxygen which it dissolves to aid in the proper drying of the oil with which it may be mixed.

Paints and varnishes with a proper proportion of pure turpentine carefully adjusted, will spread farther, cover better and dry through more quickly, evenly and durably. It

should be understood, however, that any use of thinner in an oil paint should be regulated with extreme care as to quality and quantity, or it must prove detrimental to the life of the paint. If not properly managed, it had better be avoided.

The adding of any cheap of adulterated thinners, or reducing the amount of linseed oil below that necessary to give the paint its proper life, must be closely safeguarded. Mistakes in this direction are one of the chief causes for the very many unsatisfactory prepared paints offered in the market.

In varnish it is especially desirable that the volatile part should pass off slowly in order that the varnish coat may flow together easily and perfectly and all ridges and brush marks entirely disappear.

As with all other materials found of indispensable value in the higher grades of manufactured goods, the price of pure spirits of turpentine has largely increased, in fact almost doubled within the past few years.

This has led many inventive minds to offer substitutes of one kind or another, some of which have been exploited in very positive terms.

These substitutes have been produced sometimes by direct distillation of pine waste and in this case are necessarily contaminated with acids and other impurities. They are of course more or less attractive in price, but sometimes are disastrous and ruinous in their effects. Even benzine would be better than turpentine adulterated with coal oil mixtures.

The increasing cost and scarcity of turpentine is stimulating manufacturers to new sources of supply.

Experiments have been made in the gathering of crude gum from the Western Yellow Pine and some has been obtained from California trees which promise even more than a fair average yield.

The U. S. Department of Dendrology has the matter under investigation, and if the success hoped for is attained we shall have an additional source of turpentine, which today is badly needed.

Changes Made in Central Division's Accounts Department.

CON account of the increase in the work of the Accounts Department of Central Division, Mr. H. C. Nelson, formerly cashier of Southwestern Division, comes to Cleveland as cashier. Mr. C. L. Howells, who has had charge of this work, takes up a new line of work assisting Mr. Nelson and will continue actively in the department. Mr. R. H. Hornburgh has been appointed cashier of Southwestern Division and will assume Mr. Nelson's former duties.

Mr. Nelson has had ten years' experience in our Accounts Departments in Chicago and Kansas City and comes to Cleveland with a splendid record behind him. He is a top-notch of two years' standing. His work has been efficient at all times and this present promotion is but another evidence of the good things the Company has in store for those who demonstrate their capabilities in any line of work.

Mr. Hornburgh has been with the Company for seven years, during the past few years being Mr. Howell's assistant.

Sherwin-Williams Products Beautify a New Steamship.



This fine new steamship, the "Cayuga," has just been completed by the Canadian Shipbuilding Co., Toronto, for the Niagara Navigation Co. Handcraft Stains and Mission-lac were used largely for interior finishing.

How Some Representatives Increased Their Sales.

BY MR. J. F. HOBBS, GENERAL SUPERVISOR.

THE representative finds that he must be constantly alert for new ways of increasing the customer's order and adding new items and specialties. While it is true that no first-class salesman is content with entering in his order book only such items as are enumerated by the merchant, it is no easy proposition to overcome his objections. The excuses and arguments of the paint dealer are so many and varied that the representative must exercise his wits and invent new methods of presentation in order to successfully meet the merchant on his own ground. The following instances of ingenious plans and arguments it is believed will be interesting and valuable.

We have in mind one of our men who saw the necessity for some plan out of the ordinary if he were to make his estimate on Paris Green for 1906. He hit upon the idea of telling his trade that we had Paris Green in assortments of 100 lbs. and 50 lbs., the former consisting of 50 rs, 60 $\frac{1}{2}$ s and 80 $\frac{1}{4}$ s; the latter half that quantity. By calling on every dealer in a town handling Paris Green, he succeeded in placing 16 of the 50 lb. assortments during one week. This is real selling ability. To have asked these 16 merchants if they were ready to place orders for Paris Green would have invariably brought a negative reply, or at best a small, unsatisfactory order.

Another one of our men with whom the Mar-not assortment "D" had been discussed, believed he was already placing all the Mar-not his trade would buy. In order to test it, he took note of all orders for two and three gallons in the several sizes and

then talked "D" assortments. In practically every case he was able to place the 6 $\frac{1}{2}$ gallon assortment and we are pleased to acknowledge his admission that he had never fully appreciated the "D" before.

We believe those representatives who have not pushed this valuable item in swelling their sales of Mar-not will find it surprisingly attractive and valuable. The saying to a dealer is 53 cents or equal to one quart which usually sells for 85 cents. It is actually equivalent to an extra discount of 7 per cent., or in other words it reduces the cost 8 $\frac{1}{2}$ cents per gallon, making the net cost in rs \$1.75. The representative should, of course, present it from the most attractive standpoint in each case.

This Mar-not assortment is too easy of sale to be overlooked. The writer recalls an order for 18 rs, 24 $\frac{1}{2}$ s and 24 $\frac{1}{4}$ s, which he readily induced the customer to increase to eight "D" assortments, giving 24 rs, 32 $\frac{1}{2}$ s and 48 $\frac{1}{4}$ s, or increasing the order just 16 gallons. This saved the customer \$4.24 and at the same time provided against the purchase of any other floor varnish for some time.

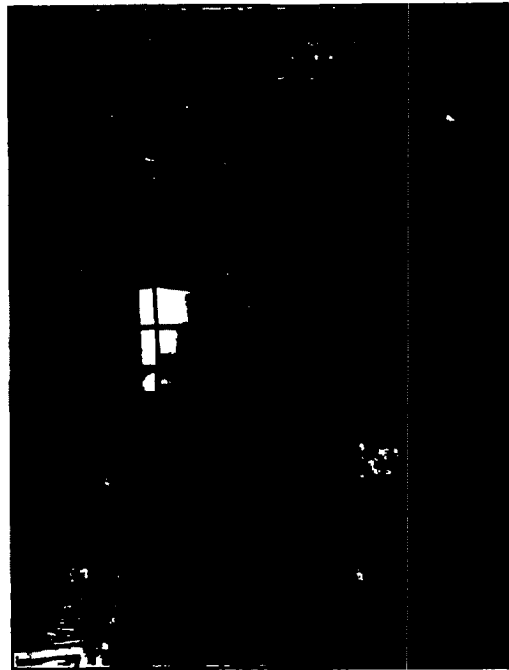
Another valuable suggestion, we believe, is for the representative to talk some new S. W. P. color combination each season. By using a "G," two shades that have not been generally stocked as body colors on the territory can be shown in combination and pushed to such an extent that every agent will enthrall over them as "the latest combination." In this connection the writer might add that during one season he placed 46a body and 486 trimmer with practically every agent on his territory

and thus created a good sale for both shades. The following season, 391 body and Gloss White were pushed with like results. These shades had previously enjoyed only a limited sale in this territory.

The essence of salesmanship is selling a man a thing he did not know he wanted until he heard your argument. Nearly every merchant when approached by the salesman and asked if he wants this or that, rarely, if ever, replies in the affirmative except in the case of staples which sell daily. This general tendency on the part of merchants can be traced largely to the fact that many of them when starting in are obliged to conduct their business

news on a limited capital. It follows that they must watch their purchases constantly to be able to meet their bills as they mature. This conservative buying often develops into a quality of pessimism and a business short-sightedness which is hard to shake off even when easy circumstances have been reached.

These suggestions are thrown out with the hope that some of our representatives may be benefited. A man's selling value must be measured largely by his sales which are in excess of what open mail orders would naturally bring, and what such sales produce in profit.



Interior of Store of the Wills Hardware Co., Aberdeen, S. D., Showing Paint Department.

A Delay in Mailing Our Large Calendars.

We expected to mail our large calendar on December 20th, but the lithographers' strike has delayed their delivery and it will be the last of this month before we can get them out. The calendar pad, therefore, will commence with February.

We believe our calendar this year is the handsomest and most effective advertisement of this kind we have ever gotten out. The general design is the same as that of our "E" calendar, but the "Cover the Earth" design is slightly changed to appeal to various classes of trade. We will

distribute the calendars to our agents, and the carriage and manufacturers, railway, street railway and marine trades. A few of the largest contracting painters will also be remembered.

The February issue of *The S.W.P.* will be a special number and will be mailed with the calendars to our agents, as the first shot in our spring campaign.

We are confident that our calendar this year will compare very favorably with that of any other manufacturer and give us splendid publicity among the important trades reached.

Our Paint and Varnish Remover Brings a Strong Endorsement From One of the Largest Railroads in the Country.

Not long ago we supplied one of the prominent railway companies with a sample of our Paint and Varnish Remover for testing purposes. This letter from their Supt. of Tests is a splendid testimonial on the merits of our product, for their requirements were exceptionally severe.

"Regarding the small sample of Varnish Remover which you sent me by mail, I wish to say that I have made as thorough a test as possible with this small sample, and find it to be one of the very best Varnish Removers that I have ever tried. One application removed 5 or 6 coats of old varnish from a piece of interior wood finish taken from one of our old cars in about ten minutes, leaving the wood perfectly clean and in first-class condition for repainting. I would be glad, indeed, if we could be furnished with enough of this to remove

the varnish from the whole interior of one of our passenger cars. If you can furnish goods like this sample, I think you will have no trouble competing with anything on the market."

Mr. Cottingham Sails for Europe.

Mr. COTTINGHAM, accompanied by Mrs. Cottingham, sailed for Europe Wednesday, January 9th, on the S. S. "Tentonic," White Star Line. He expects to be abroad for several months and will devote the greater part of his time to the Company's interests in England and on the Continent. Mr. Cottingham left Cleveland Tuesday, January 1st, and spent the time prior to sailing at our Boston and New York offices.

"In this world a man must be either an anvil or a hammer."

"Self-reliance, self-knowledge, self-control—these three alone lead life to sovereign power."

Prizes Awarded to Winners of Factory Competition.

At a special meeting of the Foreman's Club held on the evening of December 28th, prizes were awarded to the winners of the Factory Competition for the year ending August 31, 1906. The first prize of \$100.00 went to Mr. Audrey A. Sims of the Tin Can Department received the second prize of \$50.00. Mr. Sims has won three of the prizes offered by the Company in previous contests.

The contest was decided upon the points of: 1st, Promptness; 2nd, Cost of Productive Service; 3d, Cost of Department Burden; 4th, Cost of Department Maintenance; 5th, Inspection. The award was based upon a percentage of points, the highest percentage of points, the highest promptness, etc.

During the course of the evening other practical talks on the competition were given by Mr. J. C. Beardslee, Mr. M. L. Sims, Mr. E. W. Latex, and Mr. F. W. Ballard.

S. W. P. and S. W. V. Were Used on This Hospital.



The above illustration shows a good view of the Heerna Surgical Hospital, San Diego, Cal., one of the foremost hospitals in the state. This institution, including the frame building at the right, which is part of it, was recently painted and finished throughout with S. W. P. and S. W. V.

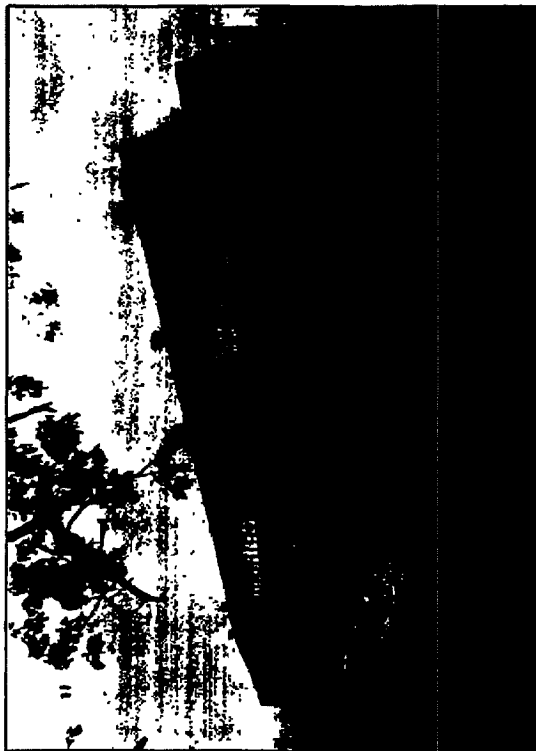
Another Triumph for S-W. Pure Acheson Graphite Paint.

THE illustration below is an exterior view of the Scranton Steam Pump Works at Scranton, Pa. The building is 150 x 400 feet and is devoted to foundry purposes. It was recently painted inside and outside with S-W. Pure Acheson Graphite Paint.

The events leading up to the painting of this plant are interesting. About a year ago the Scranton Steam Pump Works painted their building with another metal paint in preference to our Pure Acheson Graphite Paint. The material they used was guaranteed for five years. In less than one year, however, it proved unsatisfactory. They then investigated the merits of all the well known metal paints on the

market and put them to a rigorous test. The dark space on the end of the building to the right shows where covering tests were made. One half gallon of Pure Acheson Graphite Paint covered 532 square feet, one coat.

It will be observed that the outside surface covered is corrugated iron, and, as the interior is exposed to the heavy volume of smoke and gases common to foundries, the requirements in this case were especially severe. The adoption of S-W. Pure Acheson Graphite Paint in this instance adds another decisive victory to its record and is a strong testimonial in favor of its superiority as a preservative paint for metal surfaces.



The Scranton Steam Pump Works, Scranton, Pa., Recently Painted With S-W. Pure Acheson Graphite Paint.

The Manufacture of Pure Linseed Oil in Canada.

WE are now manufacturing strictly pure linseed oil in our own mill in Montreal for our products and the Canadian trade. The mill began

crushing seed about December 7th. This

mark

another

step in

the pro-

duction of

the raw

materials

we use.

Our new

linseed oil

mill is a

part of our

manufac-

turing

plant at

Montreal,

and our

new facil-

ities are

complete

in every

way. We

Screw Press

Bleached or

Refined Lin-

seed Oil. We

are confident

that our

screw presses,

filter presses,

storage

tanks, etc.,

and have

built a large

elevator for

the handling

of the seed,

are understood.

It will appeal

strongly

to all who

appreciate the

importance

of high grade

linseed oil.



The New Linseed Oil Mill of The Sherwin-Williams Co. at Montreal.

ly Pure
Screw Press
Bleached or
Refined Lin-
seed Oil. We
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filter presses,
storage
tanks, etc.,
and have
built a large
elevator for
the handling
of the seed,
are understood.
It will appeal
strongly
to all who
appreciate the
importance
of high grade
linseed oil.

"I AM asked several times every day how it is that a country boy, without money or friends, can come to a big city like St. Louis, an entire stranger, and make a mark for himself.

"Well, it is a pretty hard question, but here is my receipt:

"Get up early; start with honesty and brains; pour in a heaping teaspoonful of energy, a little nerve, plenty of hard work, a gallon of commercial cordiality (priceless, yet costs nothing) and diplomacy galore. Mix well, and success will be yours. Not forgetting never to be too old to learn nor to respect the wishes, rights and regards of others. Mind your own business and never speculate."—RUSSELL E. GARDNER, manufacturer of "Banner" buggies, one of the largest buggy makers in the world.

DIVISION NOTES.

Central Pacific Division.

We are gratified to note a very handsome increase to date over last year's business and with the rainfall somewhat ahead of the average, look for a good season's business to come.

The holiday season has been made glad at this Division by the following order from the Santa Cruz Beach Co. of Santa Cruz, Cal., for use on a large pavilion and cottages:

1220 gallons Kopal (24 barrels), 300 gallons Excello, 50 gallons Spar Varnish, 10 gallons Mar-not, 5 gallons Bar Top Finishing, 210 gallons Liquid Wood Filler, 480 gallons S. W. P. 479, 20 gallons 463, 150 gallons Flat White, 150 gallons Gloss White, 20

gallons Shellac, 100 gallons I. F. P. Red, 10 gallons Radiator Enamel, 10 gallons Bath Enamel, Porcelain, 50 pounds Floor Wax and 200 pounds Graphite Paste.

The sale of this large quantity of Kopal, together with Excello and other Varnishes, was due to some good work done three years ago when the building committee for the pavilion recently destroyed by fire, was persuaded to change their specifications from a competitor's brand to our own. They were so well pleased with the wearing qualities of Kopal and S. W. P. that we were able to secure the above order for the new buildings now under way.



A Block of S. W. P. Houses.



This beautiful block of houses on Avon Ave., Newark, N. J., is painted with S. W. P. exclusively. The block was erected by the Union Building Co., Newark. Each house has 15 rooms and is arranged for two families.