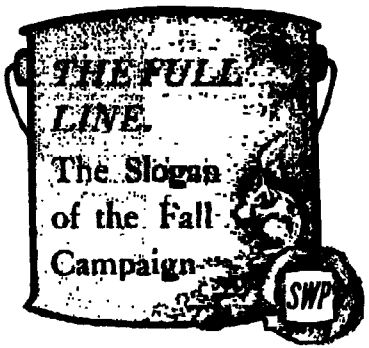


The Chameleon

AUGUST, 1903

Vol. VI Number 8

N23576

The Chameleon.

Published on the Fifteenth day of each month by
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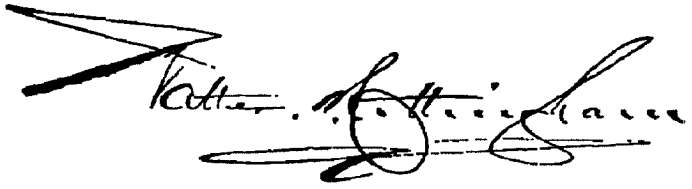
THE WARFARE OF BUSINESS.

BUSINESS is warfare. It's a hard, constant fight to the finish. The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He must *fight* to live. He must *conquer* to succeed.

So it is that a man of business is like a soldier of the regiment. And like the well-trained soldier who delights in the clamor of battle the enterprising business man is eager for the struggle of competition. He likes the excitement of contending for supremacy. He delights to overcome those who oppose him and he finds genuine pleasure in outwitting his rivals. It is this spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in his line, he can never hope to carry the day, he will never succeed in the fight.

Profit, which is the reward of industry and ability in business, is not the sole object and consideration that actuates the really successful man. The love of gain cannot inspire him to the highest endeavor. There must be something greater, something more *enduring* to call forth his supreme efforts and satisfy his ambition. And that something is the same spirit that is possessed by the men of war who go into battle to do or die—who fight to win and forget all else.

It is this spirit—I do not hesitate to say it—that has made this Company great, and that will carry us successfully through all our campaigns and win for us new laurels in the field of commerce. Long may it prevail.



Vice President and Gen'l Mgr.

0007-SWP-000131665

The Fall Campaign is Booming.

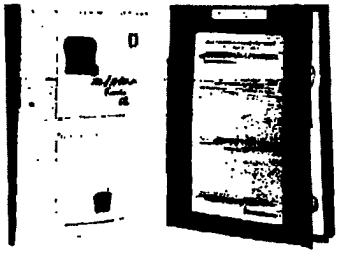
WE are very much encouraged by the success that has attended our initial efforts to make this fall season the largest and best we have yet experienced.

As far as our own organization is concerned we hear nothing but words of enthusiasm on every side. Particularly are we pleased with the spirit with which the representatives are entering upon the campaign. On them depends in the largest measure the success of the season and their hearty support is therefore very gratifying.

The agents have also taken hold of the fall idea with marked enthusiasm. Though the season is young, prospecttive order blanks well filled out with names of property owners and painters are pouring into the offices and from the way inquiries regarding our plans are being received it seems that more than usual interest attends the campaign.

We shall strive mightily to maintain the interest of the agents and to secure from them during the month of August and September more active co-operation. "The S.W.P." for September will give added impetus to the campaign. In it we shall give in fuller detail the many helps we have to make the season successful. It will be known as the fall campaign number and will be a most enthusiastic issue.

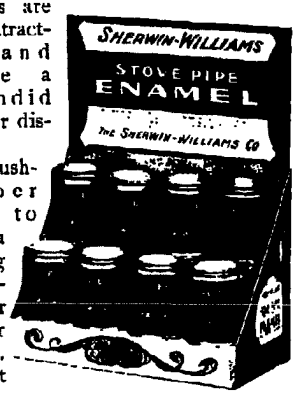
We are glad to be able to illustrate in this issue the special counter cartons for Aluminum Paint, Stove Pipe Enamel, Empress Gold Paint, and Imperial Gold Enamel. These lines are slated for extra push during the fall season, and the new cartons for the two first mentioned ought to prove very helpful to both agents and representatives in making record sales on the lines. The cartons are very attractive and make a splendid counter display. The brush-keeper ought to be a big sale-maker for S.W.V. That it appeals strongly to the painter is evidenced by two good orders landed by Mr. S. H. Robinson of the Central Division traveling force while on his vacation. As soon as he received the July number of THE CHAMELEON he made it a point to show the article on the brush-keeper to two painters on whom he had been calling and, as he says. "the minute the matter was brought to their attention they placed good big orders for S.W.V. so they could get the brush-keeper, saying 'it's just what we want.'" Combined with the special terms the varnish brush-keeper will be a potent factor in piling up big varnish sales.



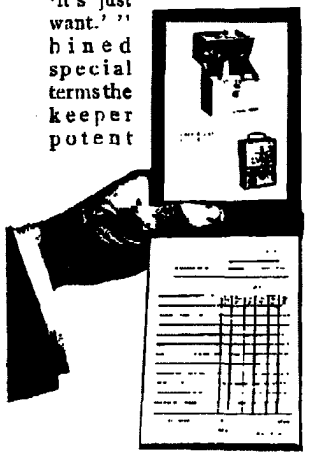
The Fall Portfolio.
Opened at page showing circular to painters.



Counter display of Empress Gold Paint.



The new carton for Stove Pipe Enamel.

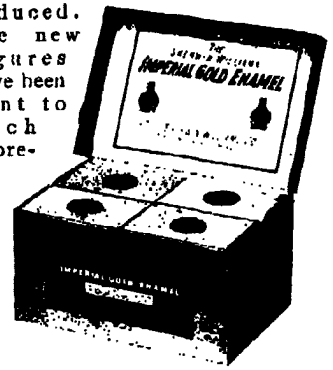


The brush-keeper order book.

There are so many good features in the fall campaign that we scarcely know where to stop in describing them. With the special fall portfolio, the new plan of interesting the painters, the splendid newspaper electrotypes, the fall reading notice, and the good work the P. D. is prepared to do, we ought to make this campaign the liveliest and most profitable we have yet known.

New Prices on Stove Pipe Enamel.

In order to stimulate the sale of Stove Pipe Enamel the price has been reduced. The new figures have been sent to each representative by his Division Manager, and a special enclosing slip advising the agents of the change was enclosed in "The S. W. P." for August.



A winning display of Imperial Gold Ename.

We want to see Stove Pipe Enamel pushed vigorously during the fall campaign. It is essentially a product for fall sale and if taken hold of properly can be brought to the front rapidly. It's good stuff—none better—and is worthy of your attention.

Push it! It will prove a winner for you and for the dealers. It's a trade builder. Push it *now*.



Aluminum Paint Counter Display.

0007-SWP-00013166

Resignation of Mr. Geo. W. Ford.

IT is with very keen regret that we announce the resignation of Mr. Geo. W. Ford as Manager of the Printing and Advertising Department.

Mr. Ford's resignation takes effect on September first, at which time he will engage on his own account in the manufacture of machinery. He leaves with the heartiest good wishes of every member of the staff who has ever known him in any way. His sixteen years with the Company have made him many strong friends and not a single enemy.



Mr. Geo. W. Ford.

Mr. Ford's record of service with the Company is one which should hold peculiar interest for those who are at the bottom and striving to forge ahead. Early in 1887 he entered the Sales Department of the Central Division when the Company was in the early stages of its advancement. He held this place for a few months, being promoted later on to the position of private clerk to Mr. Sherwin, in which capacity he served for two years.

Early in 1890 he was transferred to the P. and A. Department as Assistant Manager, and inside of a year was appointed to the managership of the department.

In this last position he displayed conspicuous talent. In addition to his ability as a writer he is an artist of no mean degree, and many of our present day and earlier color and counter display cards owe their existence to him. He is the originator of the "cover the earth" design.

Mr. Ford has always been one of the hardest workers in the Company, and for years he has given his best thought to the maintenance of the high standard of advertising which the Company upholds. He is a man of very good taste and that our advertising has come to be looked upon as of the best type is due very largely to that fact.

Those in the Company who have had the pleasure of intimate acquaintance with Mr. Ford will miss him. He is of a genial disposition and has always had the faculty of making and keeping friends.

Following Mr. Ford's resignation the P. and A. and Promoting Departments have been consolidated into one department to be known as the Department of Publicity. Mr. Harry Dwight Smith, formerly manager Promoting Department, has been made manager.

The consolidation has made it necessary to reorganize somewhat the work heretofore handled by the two departments. This has been done by dividing the work into three branches under the following superintendents:

Printing and Sampling work, Mr. L. R. Greene, Superintendent.

Editorial and Promoting work, Mr. John Cogan, Superintendent.

Binding and Forwarding work, Mr. Frank E. Davis, Superintendent.

Getting in the Full Line.

BY SIDNEY W. SMITH, PACIFIC DIVISION.

MANY a customer is won or lost by what's in a small can. That's the keynote of my talk in endeavoring to have an agent put in the full line. I have been fairly successful in getting full representation on my territory by keeping that idea constantly before me.

Perhaps I could not take a better way of describing how I work out the idea, than by mentioning briefly the line of argument I follow in making a dealer a full line agent:

"If you are after a man's house paint trade why destroy his confidence by selling him some small article that drives him away from your store? People do not always discriminate in labels. 'I bought it at So-and-So's—paid fifty cents for it—it wasn't any good. Next time I'll try some other place.' The man who has been disappointed in some small can of paint takes it for granted that your house paint is of like quality—no good. He condemns your whole line because of one small can of paint.

"The fact that the other salesman's paint costs less than mine indicates that it's inferior. That you never have any complaints indicates nothing. People do not complain over twenty-five or fifty cents worth of paint—they go elsewhere.

"Some dealers fail to build up a house paint trade because their shelves are full of small goods, every can of which scares away a customer—goods on which the customer, perhaps, saves two or three cents a can, but which do not give him satisfaction. That is why we don't believe in trash—buggy paint thin as water or full of benzine—varnish stains the same, etc. A can of small stuff, the best that can be made, brings a customer back after floor paint and other paints, and finally house paint.

"We make only paints that win friends and get business, and they are advertised properly, by methods that create a general demand for paint. We do not believe in advertising other brands and we want you to handle our full line. We feel that we are entitled to a trial order and we are ready to take our chances for future business after you have sold a few cans of our small goods and learn how they please the user. If you like the smell of benzine open a can of your 'sold on price not on quality' brand and you'll get it. Who ever heard of putting a benzine varnish on a buggy? That's what you do in a sense when you sell cheap buggy paint. Try some of The S-W. Buggy Paint and let us show you what good paint will do.

"As you know, the firm expects me to sell these lines to some one in your town and as you are handling S.W.P. we of course prefer that you should have them."

So it goes. I try to make my agent see that he is not doing justice to the Company if he sells shelf goods made by other manufacturers while expecting us to protect him in the sale of our goods.

The Full Line.

Get it on Every Agent's Shelves.

0007-SWP-00013166?

Twenty-third Annual Outing of the Central Division.

IF good weather and good company measure the success of a picnic, then a perfect day and a Sherwin-Williams crowd should mean the best of jolly times. Such the twenty-third annual picnic of the Central Division is voted to have been. Silver Lake has seen many gay crowds and many S-W. crowds, but none happier and none more typical than the one which captured it on the seventeenth of July.



Fourteen Pennsylvania coaches were required for the excursion, and the eight hundred passengers had little room to spare at that. All were comfortable, however, and the ride either way was enjoyable. A definite program of festivities was well arranged and as well carried out. Upon reaching the grove at ten-thirty the various races were called, and a ball game between the factory and office began. The latter resulted in a victory for the factory team. While well-played the game was not spectacular enough to detract attention from the more novel contests, and it was in these that the interest of the crowd centred. The sack and wheel-barrow races were particularly entertaining.

Lunch followed. The athletic feature of the afternoon was a ball game between two boys' teams, one recruited from general departments, the other from the tin-shop. The greater part of the crowd drifted toward the water, however, and shortly after one o'clock the Prom Concert began in the pavilion. The new floor at Silver Lake is the largest in the state, and the four hours' program was delightful in every respect. The various dances were so designated as to be full of suggestion to those familiar with S-W. tradition.



All this for the land lubbers. Meanwhile those who enjoyed the water took on enviable coats of tan. All afternoon the lake was dotted with row-boats and all afternoon the shouts of bathers could be heard above the music in the pavilion. Picturesque surroundings made boating doubly pleasant. Good fishing also proved a magnet to many.

Nothing in the way of water attractions was so thoroughly enjoyed as the toboggan, however. It furnished exhilarating sport for those who slid and an abundance of amusement for those who watched.

As six o'clock drew near the crowd filed wearily to the train. A ride of an hour and a half brought the excursionists once more to the city, and another day was written in the book of happy Sherwin-Williams memories.



Nothing too good can be said of Silver Lake and its management. It is an ideal spot, perfectly appointed, and seemed to welcome the S-W. spirit as one of kin. May coming years see the kinship strengthened.

Results of Contests.

Base Ball Game—Factory 6, Office 2.

Boys' Base Ball Game—S-W. Colts 10, Tin Shop 7.

100 yd. Dash—C. L. Howells, Manager; Heinrich 1st, Dalton 2nd, Harper 3rd. Time 12¼ seconds.

Sack Race—C. M. Watson, Manager; Dalton 1st, Greene 2nd, Heinrich 3rd.

Boys' Race—A. P. Russell, Manager; Pfister 1st, W. Piper 2nd, W. Wener 3rd.



Ladies' Potato Race—Adam Stein, Manager; Mrs. Doyle 1st, Miss Moran 2nd, Miss Peets 3rd.

Blindfold Race—W. J. Critchley, Manager; Ralph Oldham.

Wheel-barrow Race—J. E. Bradley, Manager; Heinrich-Pyle 1st, Redusky-Cudney 2nd, Cogan-Kirkoski 3rd.

Tug-of-War—Lester Davis, Manager; P. and A. team 1st heat; P. and A. team 2nd heat.

Prize Waltz—Mr. Schultz and Mrs. Wennering.

Second Annual Outing of the Western Division.

BY A. M. PARKS

THE Second Annual Outing of the Western Division was held at Cedar Lake, Indiana, on Saturday July 25th. About 400 employees and their friends were in attendance.

The day was ideal, and everyone entered heartily into the spirit of making the most of it. Our picnic train was composed of six coaches. After a short ride, taking us away from the hot city, the happy crowd reached the picnic grounds and a fine program of games was started.

There was an unusually large number of entries for the various events.

The first race, the 100 yd. dash for men, was won by Walter Moran. Time, 11 1-5 seconds.

The boys' race, 50 yards, was won by Ben Nelson.



Views of Western Division Outing.
Top picture shows Sack Race; middle one the girls race: and the lower one the 100 yard dash for men.

The running broad jump was won by P. O'Hare.

The next event, the girls' race, was voted by everyone to be the prize feature of the whole program. There were many entries and the race was won after a spirited contest by Miss Katherine Caryl, Miss Wolf taking second prize, and Miss Lawrence third.



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In the shoe race Mr. Chas. Cowles succeeded in distancing all competitors.



The three-legged race was won by John Vandermeyd and J. Hasper.

One of the most interesting events on the program was the tug-of-war between the office force and the factory. After a long pull, a strong pull, and a pull altogether the factory won.

After this event the crowd gathered at the tables and many good things were disposed of with a relish such as none but the true picnicker understands.

The base ball game in the afternoon between the office force and the factory was, as the boys say, "a hot one" from start to finish. Both teams had put in some very hard practice preparing for the match and the playing would have done credit to professionals. It was nobody's game up to the last inning, when, with the score tied, a splendid hit brought in a run which gave the game to the office by a score of 8 to 7.

We were pleased to have with us at the picnic our S. W. P. agents of Crown Point and Hammond, Indiana —our Crown Point agents not only coming themselves but bringing their entire force of employees. We were also pleased to have with us our representatives Messrs. Wheeler, Harris Stemm, Fapp, and Williams. Some of our Kansas City people, including Mr. Harvey of Harvey & Stebbings, agents in Kansas City, who have been spending the summer in Chicago, were also with us. We wish to extend our thanks to them personally for the excellent assistance they gave us in carrying out our program during the day.



Just prior to taking the train for home the boat race was pulled off and this proved to be of more than usual interest. It was won by Carroll Quinlan, who was heartily congratulated on the very excellent manner in which he handled his boat.

On the trip home there were many expressions as to the enjoyable features of the outing and on every hand were heard, "finest picnic I ever attended," "could not have been better," "what a splendid time we had." The day is one which will be remembered by all as one of the pleasantest in the experience of the employees of The Sherwin-Williams Company.

Fifth Annual Outing of the Canadian Division.

BY J. D. BARKER.

THE Fifth Annual Picnic of the Canadian Division was held on the 31st of July at Otterburn Park, a pretty spot on the Richelieu River, about 25 miles from Montreal. The event was pronounced to be the best picnic we have had.

The morning was occupied by athletic events, which were hotly contested. The egg rolling and the tossing tournament especially provided much



amusement for the spectators.

The afternoon was spent in dancing, boating, driving, and similar pastimes.

The events and prizes were as follows:

1. 50 yards dash, boys 12 years—Clements 1st, Flanagan 2nd, Lockerby 3rd.

2. 50 yards dash, girls 12 years—Miss Jessie Howard 1st, Miss Gertrude Flanagan 2nd, Miss Jennie Smith 3rd.

3. 100 yard dash—S. Gray 1st, J. Ellard 2nd, G. Ritchie 3rd.

4. 50 yard dash, ladies—Miss I. C. Thierry 1st, Miss A. Gilson 2nd, Miss Love 3rd.

5. Hop-step-jump—J. Ellard 1st, P. Raymond 2nd, G. Ritchie 3rd.

6. Egg Rolling—Miss Mabel Whitehead 1st, Miss Clements 2nd, Miss Townsend 3rd.



7. Three-legged race—Quinn-Walsh 1st, McGillivray-Gray 2nd.

8. Tossing tournament—E. C. Budge 1st, M. Donnelly 2nd.

9. Sack race—S. Gray 1st, E. O'Brien 2nd, D. Sheehy 3rd.

10. Tug-of-war—Shipping room.

Prize waltz—Mr. J. Stacey and partner.

We greatly missed our manager, Mr. Ballantyne, who was called away on short notice, and Mr. Gordon, who was not well enough to attend.

Fourth Annual Outing of the Eastern Division.

THE Fourth Annual Outing of the Eastern Division was held July 24th at Cranberry Lake, a delightful resort about sixty miles from Newark, in the Orange Mountains. The day was delightful—ideal for real picnic enjoyment—and the outing was by far the most successful yet given.

The run to the lake was full of fun. The trainmen said that they never traveled with a jollier crowd.

Upon arrival at the grounds, the athletic games were first on the program. They were pulled off in a most enthusiastic manner, the various races being run in record time.

Luncheon was next, and it seemed the most important item on the entire program. Sandwiches were piled high, cakes and delicacies temptingly arrayed—a fine display for eyes and "innards". And the way the boys pitched into the good things was a compliment to the good cooking of the girls.

After luncheon the office and factory base ball teams filed out into the diamond to battle for honors. The game was amusing and exciting, the factory getting the worst of the argument.

The remainder of the afternoon was given over to dancing, boating, fishing, and "pleasant rambles through the brambles." The dancing program was a fine one, and the music exceptionally good.

The home going while not as mirthful as the journey out, was characteristic of a healthful, well spent day. Everyone enjoyed the outing thoroughly.

0007-SWP-00013166

Special Ad Service Opportunities.

USE the Special Ad Service. Use it now and use it for all it's worth. We cannot speak too strongly of it—it will work mightily to the profit of the representative, of the agent, and of ourselves.

You cannot tell the agent about the value of advertising nowadays—he knows it as well as you do. But you can help him reap that value. Your store-keeper is a busy man—busy buying and selling, managing and planning, receiving and paying. He believes he hasn't time to write ads. Therein is your opportunity.

Agents who have used the Special Ad Service praise it. It has increased their returns in paint and in every other line. It encourages the habit of advertising, and of advertising S. W. P. Patrons of the Special Ad Service almost invariably become users of our regular XYs. Stop and think of the field thus opened. Thousands of agents, from Maine to California and from Alaska to the Gulf—get them all using strong S. W. P. electros—then imagine the circulation and advertising power. It's a high mark, but we aim at it nevertheless, and with your help we'll reach it some day.

Words of appreciation are continually coming from those who have learned the value of the service. W. C. Landon, of Rutland, Vermont, says: "We are very much pleased with the copies of the advertisements sent to us, and they will no doubt prove of value. We welcome your suggestion in regard to 'Store News' and will adopt same in our weekly announcements." R. J. Shattuck, Litchfield, Mich., writes: "We have just received your written advertisements, which we wish you to know we appreciate. It takes a good man in a small town to be an expert in all the lines of a retail merchant. He must attend to buying, paying bills, marking goods, and selling, consequently his advertising is usually neglected. Thus an old ad often stays in the paper two or three weeks at a time without being changed. We wish to thank you for matter so well written to help us along in our advertising."

Give the Special Ad booklet a prominent place in your grip. It's a boon to old agents and a mighty talking point in securing new ones. Flood the P. D. with Special Ad orders. We're ready for it.

Remember: You don't show the little book to the agents—you pick out the ads yourself.

Special Fall Competitions.

In order to give added interest to the fall campaign two competitions have been started for the fall months. One will be based upon the total sales of each representative during the months of August, September, and October: the other upon the percentage of agents in each territory who have taken advantage of our personal letter work during the same three months.

There will be no prizes offered for winners in these competitions. They are, however, very interesting of themselves and we hope to see some lively scrambling for honor places.

Boost your sales and work hard on your agents to take hold of the personal letter work. Be one of the honor men.

Results of the competitions will be announced in THE CHAMELEON.

The Full Line.

Get it on Every Agent's Shelves.

A Chance for Orders.

Now is the time to sell Blackboard Slating. After the general school cleaning has been finished and just prior to the opening of the winter term, the blackboards are re-finished, so it will pay you to look up *now* the school trustees in your territory, and promote for B. B. S. Bring the matter to the attention of the agents.

"There is no manhood mill which takes in boys and turns out men. What you call 'no chance' may be your 'only chance'. Don't wait for your place to be made for you; make it yourself. Don't wait for somebody to give you a lift; lift yourself."

No man's success or health will ever reach beyond his own confidence—as a rule we excel our own barriers.

Latest Results in Top-notchers' Competition.

WE take pleasure in publishing below the results of the top-notchers competition to June first. A comparison of the present report with the last one will disclose a number of changes.

We congratulate those who have won the prominent places in these results and thank all for their splendid work which has enabled us to continue our old time progress, notwithstanding a little slackening in general trade conditions.

We look forward with special interest to our next report of the "Top Notchers" competition which will be the final one for our present business year. There is only a slight difference between a large number of the contestants, and all have a chance of securing a place among the best of the successful.

THE S-W. ORDER OF TOP-NOTCHERS STANDING JUNE 1st, 1903.

	POINTS
Top Notcher Managers,	
Mr. A. E. Schafer, Mgr. Central Division, (tie with Mr. Ballantyne.)	287
Mr. C. C. Ballantyne, Mgr. Canadian Division, (tie with Mr. Schafer.)	287
Top Notcher Representative,	
Mr. H. C. Haight, Eastern Division.	266
Top Notcher Superintendent,	
Report not in.	
Top Notcher Promoting Dept. Manager,	
Mr. C. S. Baan, Mgr. Prom. Dept. Canadian Division.	52
Top Notcher Cashier,	
Report not in.	
Top Notcher, Railroad Department,	
Mr. W. B. Albright, Mgr. Railway Sales Dept., Eastern Division,	192
Top Notcher Traveling Representatives Trade Sales Department,	
Central Division,	
1—H. E. Fisher,	259
2—A. N. Merrill,	252
3—A. D. Joyce,	235
Western Division,	
1—W. H. Kane,	256
2—H. M. McDade,	232
3—C. T. Haich,	228
Southwestern Division,	
1—V. Patterson,	253
2—J. G. Welland,	252
3—J. W. Anderson and D. C. Jordan, each	241
Pacific Division,	
1—Otis G. Mowat,	275
Eastern Division,	
1—H. C. Haight,	261
2—J. P. Muncrief, Jr.	253
3—M. B. Millspaugh.	249
Canadian Division,	
1—J. J. Harkness,	271
2—C. A. Thomas,	269
New England Division,	
1—R. F. Ketchum.	273
Carriage and Manufacturers Sales Dept.,	
1—R. G. Misson, Canadian Division,	250
2—D. J. Moore, Central Division.	191

0007-SWP-00013167O

DIVISION NOTES.

Central Division.

Notes of the Club Room.

We have ordered for the Club Room a stereopticon with an intensely interesting lot of views illustrating a trip around the world. This list will include views of some of the most famous buildings in the world, also bits of the most interesting scenery anywhere to be found. If a special interest seems to be exhibited in this feature it is the idea to add views from time to time of other interesting parts of the world.

Foreman's Club.

Inasmuch as quite a number of the Foremen are spending their vacations this month, the regular monthly meeting has been postponed until September.

Western Division.

The local convention which was held in this division during the week of August 3rd, was very enthusiastic and will undoubtedly be the means of stimulating our sales greatly. All of the representatives except two were in attendance, besides Mr. A. M. Parks, Mr. G. A. Martin, Mr. L. J. Fasquelle, and Mr. Harry Dwight Smith.

The situation in the division was thoroughly reviewed and the various lines of goods taken up in detail. The fall campaign was discussed, every representative present pledging his support to make it a decided success.

As a result of the convention, the boys are going on the road filled with enthusiasm and determined to out-do their best efforts of the past. May they be successful.

An account of our Second Annual Outing will be found on another page.

At no time in our history was the outlook for big business brighter than at present. Records are being broken every day and the end of the year will see us well within our estimates.

We wish to congratulate Mr. Hommel on being successful in landing the first varnish order on the new fall terms.

Eastern Division.

When the propelling forces of this Division fresh from their holidays go after the buyers it will be the *full line*, first, last and altogether.

We have told our agents often what would happen to their paint sales through the right use of the property owners blanks, and the same results are bound to follow the right use of the opportunities presented through our full line of shelf goods, including varnish. We shall prove to them the strength of our claims as surely as we are daily proving the value of the personal work. Agents without the full line can never know the meaning of the chorus, "In the good old painting time."

There will be no slippery rails this fall—there is too much grit.

S.W.P. never looks just right unless it has the right background made up of shelf goods.

We do not think the agents will say the boys are around too early this fall when the paint portfolio is opened up and they hear the way it is "up to them" to make good on the full line.

We want quality in our agents, and that, too, the kind of quality that wins. Good goods and poor agents make an unsatisfactory mixture. Get your label on the hustler with the right methods and the right location and the right sort of clerks.

For office use, kindly mention on the order blanks when filling them out the word "new" opposite or across the specifications for new lines of shelf goods and varnish secured.

Canadian Division.

Our Fifth Annual Picnic was held on July 31st at Otterburn Park. A special train was chartered and the trip was greatly enjoyed by all. The games were keenly contested, and although no world's records were established the running was done in very good time.

Judging from the remarks of our salesmen the brush-keeper to be supplied painters will prove a great help in pushing along our varnish sales.

We have had visits from Mr. Cottingham and Mr. Fenn during the month.

The salesmen may count on the P. D. in our Division for an extra strong push for this fall on each territory.

New England Division.

Vacations are practically over and we expect to find the entire force in excellent condition for a very strong fall campaign. Our plans are completed and the work begun with agents and property owners. The road force should keep the names of B.P.A.s coming along fast.

Can't we get the balance of workable towns in your territory cleaned up before September 1st? Look up those you have not called on this year; if they are "N.G." or should be reserved, let us know. Your showing will be much improved by attending to this matter now.

Let us finish up the remaining months of 1903 so that they may be indeed the "greatest ever", and start 1904 with a still larger goal ahead of us.

Don't forget our battle cry,—"The Full Line!"

Pacific Division.

We held a two days local salesmen's meeting here July 30th and 31st, in which Fall Campaign methods were given out and enthusiastically received. Each man was noticed to tighten his grip on his chances of winning the Varnish prize and we expect a hand to hand struggle for the remainder of the year in this competition.

The holidays being ended, camping outfits and other vacation paraphernalia were promptly put on the shelf and our salesmen left sharp on time to

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give evidence of the extra *go* gathered on hill side, mountain peak and seashore.

During our local meeting a number of samples of varnish made by our competitors' were examined and compared with our own and in every case S. W. V. more than held its own with the best known brands on the market.

The Canadians no longer own the whole north of the map as we made a good marine shipment to St. Michaels, Alaska, this month, and there will be more to follow.

South-Western Division.

We held a local convention of almost all of our representatives at the Baltimore Hotel, Kansas City, Mo., on July 31st and August 1st. Messrs. Geo. A. Martin, A. E. Schafer and L. J. Fasquelle took up the Trade Sales, C. & M. and Varnish Departments respectively, with the result that the representatives never before learned so much in so little time.

The representatives are much benefited by the long rest and are in good shape to tackle the hard work ahead. We anticipate an exceedingly heavy fall trade, and seeing we have had so many set-backs we feel sure the selling forces will not disappoint us.

This is going to be a *red-hot* campaign if there ever was one. With the material we have to work with we ought to keep it at *white heat* all the time.

Mr. W. W. Walton, who underwent an operation last month, is improving very nicely, and it is expected he will be able to leave the hospital by the end of this month.

DEPARTMENT NOTES.

Trade Sales Department.

Record of New S.W.P. Agents.

With the opening of the fall season we look forward to a very vigorous campaign for new agents on the part of each representative in the Company. We have a proposition this fall that ought to sweep the opposition off its feet, and we hope every representative will enter the fight with a determination to eclipse all his previous records for new agents.

Do not forget that special letters have been written for the Fall Campaign for use in following up B.P.A.'s. Give us a chance to use them by keeping your B. P. A. names coming in rapidly.

The record now stands:

Southwestern Division,
S. P. Moore, ***68 new agents.***

Western Division,
W. H. Kane, ***61 new agents.***

Central Division,
I. M. Benedict, ***28 new agents.***

Pacific Division,
G. G. Mowat, ***27 new agents.***

Canadian Division,
Geo. E. Boomer, ***26 new agents.***

New England Division,
G. L. Wasgatt, ***25 new agents.***
R. F. Ketchum, ***25 new agents.***

Eastern Division,
J. P. Minetree, Jr., ***24 new agents.***
M. B. Roberts, ***24 new agents.***

Leaders in Floor Finish Sales.

Eastern Division,
H. T. Sheldon.

Canadian Division,
D. G. White.

New England Division,
F. B. Hare.

Varnish Sales Dep

Leaders in General Varnish Sales.

We have never had anything that has struck the popular fancy as happily as have the new brush-keeper proposition and the special fall terms. The orders are simply rolling into every division office, and they're good big orders or they are not accepted. It has already become evident that the leaders move fast if they expect to keep their places. Several changes have taken place in the different divisions during the vacation period.

The leaders are:

Southwestern Division,
1st—J. W. Anderson,
2nd—S. P. Moore.

Western Division,
1st—Geo. E. L. Dyson,
2nd—R. E. Sonquist.

Canadian Division,
1st—J. J. Whalen,
2nd—D. G White.

Eastern Division,
1st—W. D. Peyton,
2nd—W. H. Price.

Central Division,
1st—J. H. Vance,
2nd—E. E. Swineford.

Pacific Division,
1st—C. E. Felch,
2nd—E. T. Parsons.

New England Division,
1st—R. F. Ketchum,
2nd—I. B. Wells.

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Canadian Division,
J. E. Auger.
Central Division,
A. D. Joyce.
Southwestern Division,
J. G. Welland.
Pacific Division,
G. G. Mowat.

Leaders in C. & M. Varnish Sales.

The relative positions are the same as last month but Mr. Hills has strengthened his position by the aid of some handsome Insulating Varnish business. The leaders are:

Central Division,
N. E. Hills.
Eastern Division,
L. R. Rogers.
Canadian Division,
R. C. Misson.
New England Division,
L. W. Barney.

The special order blanks should be used to good advantage on the Master Painters and we can see where many combinations can be made by which handsome orders can be secured and brush-keepers placed where they will do the most good.

It must be thoroughly understood that no make-shift orders will be accepted on fall terms, nothing but good stock orders according to the capacity of the customer should be taken on these terms.

Mr. Hommel has the honor of sending in the first fall varnish order in the Western Division he having sent in a well assorted 48 gallon order on Aug. 4th. We are going to watch the varnish work this fall closer than ever.

L. J. Fasquelle.
Mgr. Varnish Sales Dep't.

Manufacturing Department.

Plant Number One, Cleveland.

The changes which are being made in the Q. D. and Paste Color grinding department by taking out the machinery formerly used for shelf goods, will afford a much needed increase in our capacity in Q. D. Colors and Oil Paste.

We have been making good use of the present slack time by cleaning and painting the work rooms and are getting everything into good shape to handle the heavy fall business which we expect.

The preparations for taking inventory are completed and before the 1st of September everything will be in fine shape for the work. We hope to handle it very quickly this year and will be ready for the sheets from the branch houses on Wednesday the 2nd. We shall be interested to see which house will get its sheets in first. Kansas City may have to yield first place to some one else this year.

Work has just been started on the new varnish storage tanks to be installed on the fourth floor of the "S" building. Some of these tanks will be ready for use in a very short time. When completed they will increase our varnish storage capacity about 25%.

Plant Number Three, Montreal.

Our building operations have been somewhat delayed for want of lumber and by reason of unfavorable weather, but good progress is now being made, and there is still hope of completion within the specified time.

We never before had such a busy July as this has been. The rush of orders continued right through the month, and only now shows signs of slacking up.

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