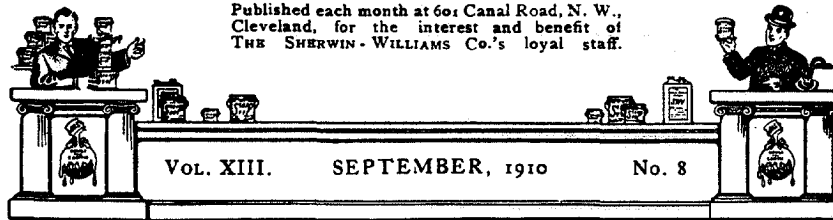


The Chameleon.

Published each month at 601 Canal Road, N. W.,
Cleveland, for the interest and benefit of
THE SHERWIN-WILLIAMS Co.'s loyal staff.



STARTING OUT FOR ANOTHER RECORD



WHEN you read this number of THE CHAMELEON we will be well started on the way to another record. The year just closed has been a phenomenal year for us in many respects. It has been the best ever in the total volume of business, the best ever in the total number of new agents and new dealers added to our books and the best ever in all-around satisfactory results.

Every loyal member of our staff should feel a thrill of pride at the magnificent showing we have made. During the past year we have encountered some peculiar conditions, having had to face radical advances in prices; but notwithstanding these conditions, we continued to make the same good rate of progress that we have always made—and a little more. We have added more lines to our list of manufactured products during the past year than in any year of our recent history. Our representatives have become better informed, broader gauged and keener business men and have pushed the full line better than ever before.

We are starting our new fiscal year with another advance on our whole line of paints and varnishes, and this advance is larger than any previous one. It is very important, therefore, that every representative study carefully all the conditions that have made this advance necessary—the reasons for them have been fully given to you by your managers—and then go out to meet our customers with full confidence in the wisdom of our policy and with full confidence in our goods. Determine to make our customers feel that these advances are necessary and reasonable and that they should take advantage of this opportunity to put their retail prices on the right basis.

I know that every representative has gone out on his territory determined to make a new and greater record than ever before. We have become so accustomed to making new records that I am sure there is not a loyal Sherwin-Williams representative who has not already laid his plans to make this new fiscal year show more results from his territory than any year that has gone before. We are better equipped in men, methods and experience to get more business than ever. We have acquired the habit of winning. Let's keep the habit.

Gen'l Mgr. Sales & Distribution.

N15911

ODP IS LAUNCHED.



N the 1st of August, true to the announcement we made earlier in the Summer, our new plant at Pullman started shipping Sherwin-Williams Old Dutch Process Strictly Pure White Lead. This marks a very important step in our Fall Campaign, and from the many talking points and articles which have already appeared we feel sure that our representatives are well posted on this new product. We are now able to give the painter a white lead which is a superior product. The fact that we make and crush our own linseed oil and that we corrode and grind our own Dry White Lead according to the old-fashioned Old Dutch Process makes sure our having White Lead which will satisfy the most exacting painter. Our model plant has been termed one of the most complete and efficient in the entire country. The mill building is in a good position to handle demands for its output, and, in fact, everything is in readiness. We anticipate a demand for ODP and urge representatives to put forth their best efforts in establishing such a demand this Fall. There is quality and the Sherwin-Williams reputation backing every package of ODP which, by the way, is put up in steel packages of 12 1-2, 25, 50 and 100 lbs.