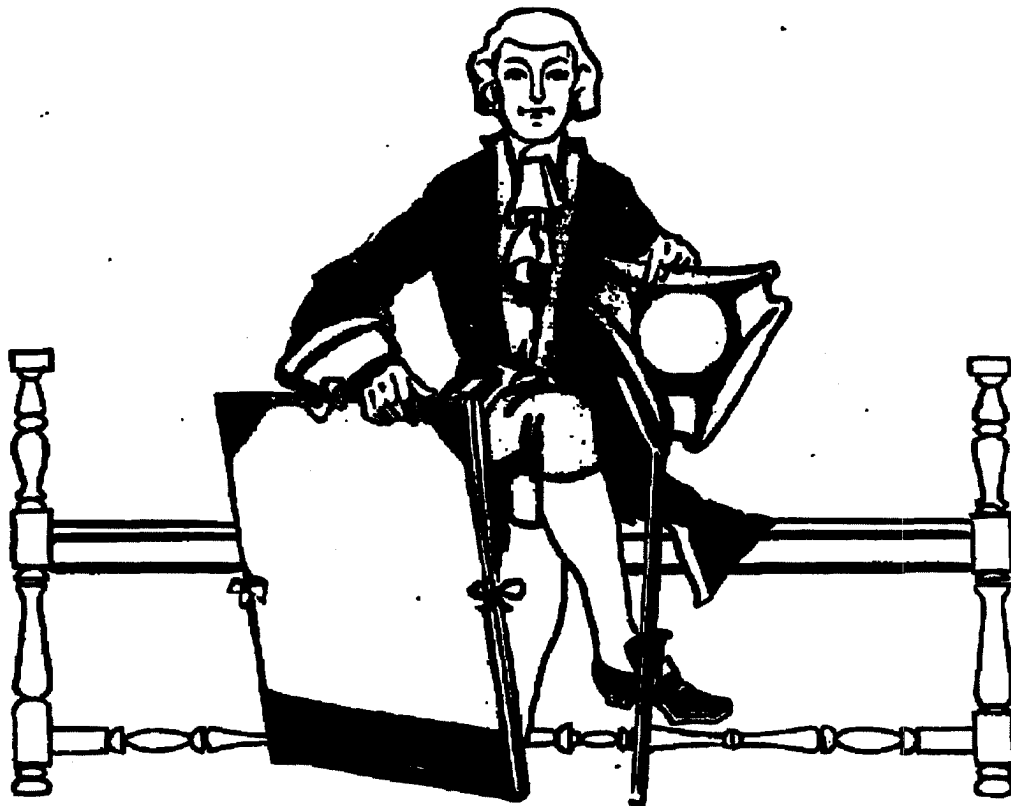


The Chameleon

January 1914

**CONVENTION REVIEW
NUMBER**



The Chameleon

Published once a month at 401 Canal Road, Cleveland, Ohio, for the interest and benefit of The Sherwin-Williams Company's loyal staff. Address all communications to A. H. Hunt, Editor.

VOLUME XVII

NUMBER 1

New Year's Greetings



INASMUCH as my present duties as an officer of our Company are such as to keep me quite isolated from the great majority of the employees, I take this method of having a few words of friendly greeting with you, not as of old with authority, but as an associate.

Doubtless most of you (several have so expressed themselves), congratulate me upon my ability to partially retire, and at my age, after the many years of activity, to enjoy the rest that perhaps is my due. Well, if that is your mind, I accept with thanks, but I must confess that my business days were my happiest days. I believe God intended all men to be workers, and those who prefer idleness, or take work as a drudgery, are not quite normal either mentally or physically.

Since I have well passed three score and ten, I am more and more thankful that I was not born with a silver spoon in my mouth, but had to make my own way in the world. Business to me was more to win in the game than to win wealth. So let me congratulate you who are in the thick of the fight. I wish you success, each of you in your individual position. One of the greatest enjoyments of life in added years is to feel that you have in some sense been a winner.

I cannot close without thanking you veterans who have helped to give me material comfort in my last years, and I sincerely wish you joy in work well done; and to all the S-W employees I extend now my best wishes for the new year.

Sincerely yours,

A. H. Sherwin

"WHERE THE WEST BEGINS"

Out where the handclasp's a little stronger,
Out where a smile dwells a little longer

That's where the West begins

Out where the sun's a little brighter

Where the snow that falls is a trifle whiter

Where the bonds of home are a wee bit tighter

That's where the West begins

Out where the skies are a trifle bluer

Out where friendship's a little truer

There's where the West begins

Out where a fresher breeze is blowing

Where there is laughter in every streamlet flowing

Where there's more of reaping and less of sowing

That's where the West begins

Out where the world is in the making

Where fewer hearts with despair are aching

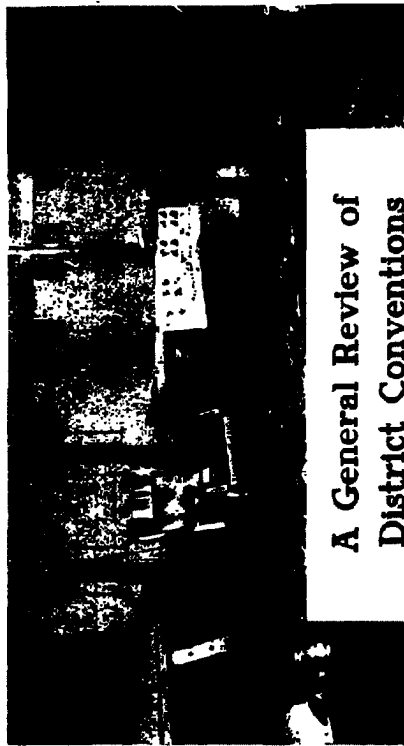
That's where the West begins

Where there is more of singing and less of sighing

Where there is more of giving and less of buying

And a man makes friends without half trying

That's where the West begins



A General Review of District Conventions

Southwestern District Convention

ON THE third, fourth and fifth of November, what was conceded by everyone in attendance to be the most enthusiastic, interesting and instructive Convention the Southwest has ever known, was held at the Baltimore Hotel in Kansas City.

The Convention opened on Monday morning, and everybody was on hand bright and early, anxious to absorb large quantities of enthusiasm and information.

Our District Manager, Mr. W. R. Ashbrook, made the opening address, welcoming the representatives and all present, after which the meeting was turned over to Mr. Joyce, who presented the prize checks to the *Top-Notcher* representatives and those who had made their estimate for the year just closed. These were as follows:

F. A. Walsh, *Top-Notcher* Sales Manager in Varnish Sales.
Top-Notcher Representatives—1st, C. I. Regg; 2d, R. E. Graham; 3d, E. H. Nolte.
Estimates—R. E. Graham, G. A. Dor-

wart, C. G. Porter, K. Miller, W. R. Oliver, C. I. Berg, E. C. Steele, *Varnish Estimates*—R. E. Graham, G. A. Dorwart, F. A. Brown, C. G. Porter, J. Barker.

After this very interesting preceding Mr. Joyce reviewed the business of the entire Company for the preceding year, commending the management and representatives very highly on their efficient work and the results accomplished in the face of adverse conditions. This was followed by very interesting talks by Mr. O. A. Hassel, Mr. Bigelow and Mr. Ashbrook, between which were sandwiched interesting discussions of various products by the representatives.

On Tuesday evening at six thirty the assembled sat down to a banquet that was a *Top-Notcher* in itself. It was tastefully served in the beautiful "White Room," and while it was in progress delightful entertainment was furnished by the Metropolitan Amusement Company, consisting of five

talented young ladies of Kansas City who played and sang and gave several amusing readings.

After the banquet Mr. Joyce gave a very interesting talk on the subject: "The Ideal Representative," and the Company then adjourned to the Convention Room, where plenty of paraphernalia for "smokes" was found, and were royally entertained by the son of our representative, Mr. W. H. Barker, and his cousin, who sang and played the piano and violin, also by our Jewish, Swedish and "Germanish" comedians, Mr. C. G. Porter, Mr. C. I. Berg and Mr. L. J. Heim.

On Wednesday morning the good work was carried on by the representatives, who discussed the various lines, selling methods, etc. Mr. Bigelow conducted some interesting tests showing the superi-

Pacific Coast District Convention

PROMPTLY at nine o'clock on the morning of November 11th the Pacific Coast representatives met at the Palace Hotel, San Francisco. We were honored by having with us Mr. A. D. Joyce, our General Manager; Mr. S. R. Frazee, Manager of our Los Angeles Retail Store; Mr. Cressner, one of Mr. Frazee's salesmen, and Mr. L. B. McDade, Manager of our retail store in Pasadena. The meeting was opened by Mr. L. W. Wolcott, who welcomed the representatives. He was followed by Mr. Joyce with a discussion of the past year's work and plans for the future.

After an enjoyable lunch in the Palace Hotel Grill, the topics, S-W

ority of SWP as a protection against the weather as compared to competitive brands.

The C and M session with Mr. J. O. Hasson in charge, proved most interesting and instructive, and the representatives all felt that they obtained much valuable information from it. The meeting closed with a most interesting session on Advertising, conducted by Mr. Horton. A number of new features were shown, including the New Motion-Picture film, which made a great "hit" with the representatives, and everyone expressed themselves as being more than satisfied with our advertising proposition for this year. At six o'clock the Convention was declared over, and all went their various ways with a firm determination to do their level best to put the "Southwest" in the Top-Notcher class this year.

Agency Proposition and Shelf Goods were discussed in detail, Mr. Wolcott taking the chair.

Mr. L. F. Collister started the hall rolling Tuesday morning with a very interesting talk on territorial work, in which all representatives participated. He was followed by Mr. D. A. Aronsun who talked on Varnish and our plans for pushing its sales next year. Tuesday afternoon was given over to an MSD session in charge of Mr. J. B. Kurtz, who was ably assisted by Los Angeles representative, Mr. E. L. Culver. Flat-Tone and Concrete Finish were also discussed by Mr. Kurtz.

Wednesday morning, the meeting was opened by Mr. Joyce, who

gave a very interesting talk on our Insecticides. He was followed by Mr. E. T. Parsons, with a talk on Railway and Marine business.

Mr. G. E. Cole gave a very comprehensive talk on Credits, which was received by the representatives with great favor. The balance of

the day was given over to advertising and promoting plans for next year as presented by Mr. G. M. Minnich. Our advertising plans were conceded unanimously to be the best ever, and were certainly received with great enthusiasm, especially the Brighten Up Crusade.

Western District Convention

THE Roll Call at nine and District Motto was: "Work, not Genius Wins Success," and every minute of the three days was replete with good selling talks by the Sales Managers and salesmen. The following salesmen contributed in this respect: Messrs. C. F. Bennett, N. E. Born, G. J. Manassa, F. A. Randall, W. F. Gallinger, H. C. Lau, W. C. Fischer, C. S. Wheeler, J. O. Stephenson, F. H. O'Neill, G. L. Lathrop.

Considerable credit is also due Messrs. R. V. Brown, Superintendent of Factories, and F. R. Bigelow, who gave the salesmen valuable talking points as to the superiority of our products over all competition and demonstrating the facts by actual tests.

One of the most interesting and instructive talks was made by Mr. H. C. Woolley, one of our Chicago City

The Convention

Yes, they certainly were glad to welcome the trophy back at Central.



Agents. His subject was, "How I Sell SWP." Another live wire contributor was Mr. Charles Demeter, our agent at Freeport, Illinois, who gave a good talk on Flat-Tone and S-W Varnishes.

Needless to say, Mr. Horton's session was an enthusiastic one, and the Moving-Picture Film made a hit with the salesmen, and its success is assured in this District. Mr. Cluxton followed Mr. Horton with a session on Promotion Department work.

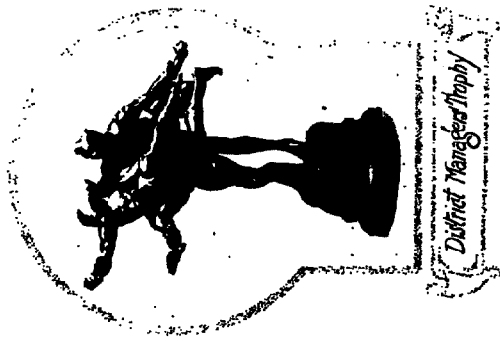
The banquet Wednesday evening at the Chicago Athletic Association was a fitting climax to three such instructive and interesting days, and the address by Mr. A. D. Joyce was an inspiration to all present to go out with determination to give a good account of themselves this year. After Mr. Joyce's address, all present sang the good old Convention song: "Cheer Up, Get Out and Hustle," and swung into the farewell song, "Auld Lang Syne," in a manner that spoke volumes for the spirit of determination that will be a credit to all and worthy of the splendid leadership of our popular District Manager, Mr. Ashby.

Texas District Convention

AT NINE o'clock Monday morning, October 6th, the first Convention of the New Texas District was called to order. Mr. F. F. Myers made the opening remarks and welcomed those present in a way that made everyone feel the pleasure of true friendship and mutual co-operation. All present expressed regret that our General Manager and President were not able to attend our little Get-Together Meeting; also that the Managers of Sales and Advertising Departments at Cleveland were

missing. Mr. R. H. Horsburgh was the only man from headquarters present. He was called upon by Mr. Myers for a short talk right after the opening remarks had been made, and he responded with a talk that was very warmly received.

The balance of the forenoon was taken up by Mr. Myers reviewing last years sales and reports. All gains and losses were carefully noted, and plans were made which we hope will result in gains in all captions this year.

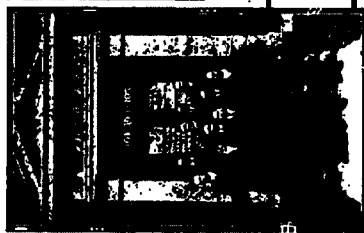


District Manager's Trophy

CONVENTION GROUPS of 1913



Central District Convention, Cleveland.



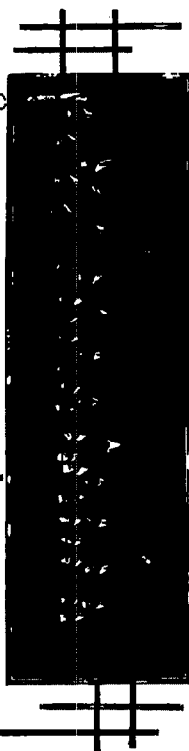
Chicago Sales Division after dinner, from Kansas City Convention.



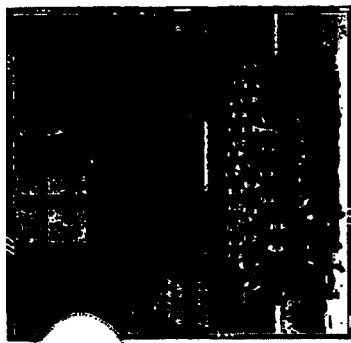
Eastern District Convention, Newark.



Western District Convention, Chicago.



Southwestern District Convention, Kansas City.



Pacific Coast District Convention, San Francisco.

Right after luncheon we enjoyed a talk by Mr. G. C. Conger on "How to be a Top-Notcher." It developed that Mr. Conger's unusual success is due entirely to WORK and to gaining the complete confidence of his customers. Mr. Conger said: "The only way to get the confidence of your trade is to be absolutely honest with them all the time. Convince them that you are watching their interests. They appreciate this, and will let you make out their orders, knowing that you are not going to send them anything that they cannot sell."

Here Mr. Myers took up the session again, and "Territorial Work" was thoroughly discussed, and several suggestions were made for lessening the amount of detail work that the men must do to keep a record of their work. It was also made clear to all why it is necessary to "clean up" every town on the first visit, and reports that have been received since the Convention show that most of the men benefited from this part of the meeting.

Mr. S. M. Shelton was here called upon to tell "How to Land New Agents." Mr. Shelton landed twenty-six new agents during the past year, including quite a number of large accounts. "The only way to do it," says Mr. Shelton, "is keep everlastingly at them. Study your man carefully. Work him carefully. If you find he is beginning to get uneasy, let him alone for the time being, for if you don't you may antagonize him and spoil all chances of ever landing him." Mr. Shelton gave us an interesting outline of how he landed one of his largest new agents, a car-load buyer. It was a game of "Hit and

Run" from beginning to end, and the "bacon" was finally "brought home" in the shape of a car-load order.

Mr. Myers opened the session Tuesday morning. "Increased Sales on SWP" and "Pushing the Shelf Goods Line" were the subjects of his talks. The entire line was taken apart and then put together again. During this process, many interesting things developed and all present gathered a lot of helpful information.

"How to Get New Dealers" was fully explained by Mr. W. L. Morgan. During the past year, Mr. Morgan established the largest number of new dealer accounts of any representative in Texas. At this point Mr. Myers once more took up the session. This time, "The Securing of C. and M. Business" was fully gone into. Much stress was laid on the necessity of calling on the smaller manufacturer and getting his orders. Methods of working this class of trade were very clearly outlined by Mr. Myers, and all the men agreed that we will get more of this good business in 1914.

"A Talk on Our Railroad Goods," given by Mr. E. S. Donnelly, Tuesday afternoon, was very interesting and instructive. Mr. Donnelly has been in the game for a good many years, and was able to give the trade salesmen very valuable information on how to handle their railway accounts.

During the balance of the afternoon "Our Varnish Proposition," "Our Insecticide Proposition," "Our Lead and Linseed Oil" were taken up by Mr. Myers. Every detail was carefully discussed, and

we all got a line on the best methods of handling this business, and how to increase it this year.

The banquet was held in the private dining-room of the Southland Hotel Tuesday evening. Among those present was Mr. C. D. Pratt, of the Pratt Paint and Paper Company, our good agent in the City of Dallas. Right after the banquet, a telegram from Mr. Joyce was read, telling that Mr. G. C. Conger had won Top-Notcher Honors for the entire Company, for the second year consecutively. This good news was received with round after round of applause, and our hardworking co-worker was most heartily congratulated by all.

We then assembled in the rotunda of the hotel, and shortly after 8:00 o'clock, went in a body to the Dallas Opera House to see Julian Eltinge in "The Fascinating Widow," a very enjoyable show.

Eastern District Convention

THE Seventh District Convention of the Atlantic Coast District Representatives was held at the Park Avenue Hotel, New York City, October 23rd, 24th and 25th. The splendid Convention Hall at this hotel had been very carefully and attractively decorated, and the effect of the careful preparation was plainly visible by the very enthusiastic way in which the representatives joined in the spirit of the meeting.

The sessions were handled by Mr. Whittlesley in his usual able manner, and the boys of the Atlantic Coast District departed with a new determination for greater

Mr. F. C. Gerth presided at a very interesting and instructive advertising session Wednesday morning, after which Mr. Horschburgh gave a talk on "Accounts." Mr. Horschburgh explained to the men why it is to their advantage to get credit information at the same time that they take the order. It was pointed out that the matter of "Credits" is a very important part of every representative's work, and the best results cannot be gotten unless they co-operate closely with the Accounting Department.

The closing remarks were then made by Mr. Myers, and the First Convention of the New Texas District came to a close.

Before adjourning, we decided upon "Big Business" for our motto for 1914, and the representatives went back to their territories with the determination to live up to it.

Central District Convention

SHARPLY at nine o'clock on the morning of Thursday, October 16th, Mr. A. D. Joyce called to order the Annual Convention of Central District representatives.

After a few words of welcome in which he praised Central District for her achievements during the past year, Mr. Joyce announced that Mr. Cottingham would then give the names of the winners of the 1913 Top-Notcher contest.

Before he announced the prize winners, Mr. Cottingham gave an inspiring talk on our organization as a whole, the excellent showing which was made during the past year by Central District and the good work done by Central representatives as individuals.

Regarding the winning of Top-Notcher prizes Mr. Cottingham said that it was not luck but hard work that won the prize, and that "Fortune only comes to the man whose mind is prepared."

After the prize checks had been safely tucked away, Mr. A. E. Kydd was called upon to lead a discussion upon Liquid Flat-Tone. Mr. Kydd was followed by Mr. W. W. Haynes, who spoke upon the subject, "How to get the Flat-Tone Business on Country Territories." Mr. E. W. Lutes followed Mr. Haynes upon the platform and gave an interesting demonstration of Liquid Flat-Tone and SWP as compared with competitive goods. The meeting was then adjourned

for an hour or so for lunch. Directly after lunch Mr. Du Commun spoke on "Our Varnish Proposition," after which Mr. P. D. George gave a demonstration of our varnishes in comparison with competitors'. Mr. Hassel spoke upon "Our Insecticide Proposition," followed by Mr. L. F. Body, who led a discussion on "Sales to Railway and Street Railway Trade." The remainder of the afternoon was spent discussing "The Weak Spots," led by Mr. Joyce.



Get-Together Club Program at banquet in honor of representatives.

On Friday morning Mr. Joyce called the meeting to order at 8:30. The first speaker was Mr. W. W. Haynes, who spoke on "The Good Talking Points for Our Trade Sales Specialties." Mr. Kydd succeeded Mr. Haynes, speaking on "How to sell the Staples in Our Line." Mr. Joyce then gave a most unusual talk on "What is Good Territorial Work," which gave the representatives numerous excellent ideas.

Mr. Geo. Dubé told how he works a country territory, and Mr. Earl Hess explained his methods of working a city territory. The meeting was then adjourned for lunch.

After lunch Mr. E. F. Keene and Mr. G. A. McLachlan spoke on the subject, "Is there Money in the Paint and Varnish Business." Mr. J. O. Hasson spoke next. He went into the subject, "Sales to Manufacturers' Trade" in some detail. Mr. C. E. Horton followed Mr.

Hasson. He outlined the unusual campaign for the coming Spring, and showed numerous new advertising features which were ready for distribution. After a few remarks from Mr. Joyce the meeting was adjourned.

Everybody went down to the Company's large dining-room, where The Get-Together Club gave a banquet in honor of the representatives. A colored quartet supplied the music—a veritable 'corner' in ragtime. When the last toothsome morsel had been given the "vanishing treatment," the representatives

and The Get-Together Club members returned to the Convention Room, where our new advertising film, "The Brighten Up Crusader," was shown to an enthusiastic audience. After the film had been run off, a very interesting debate was held by six members of The Get-Together Club. The meeting and the Convention was brought to a close by singing "Auld Lang Syne." The representatives were enthusiastic and very optimistic over the outlook for the coming year, and returned to their work with light hearts and new energy.

Another Brighten Up Store Opens

IN THE Lone Star State, or to be more specific, in the City of Fort Worth, we have just opened another Brighten Up Store. Managing this store is a man whose few years' connection with this Company have shown him to be a man of initiative, system and resourcefulness. This man is Mr. Robert F. Graham.

About two years ago Mr. Graham was employed at Kansas City in the capacity of Chief Clerk in the Accounting Department. Nearly a year later he was placed on a Trade Sales Territory, having displayed to such a marked degree the attributes of a traveling representative. The end of the



Robert F. Graham

Worth proves to us most conclusively that no mistake was made when he was chosen as store manager. We might also add that he is out after Top-Notcher honors.

first year found his name among the Top-Notchers. The second year he duplicated his previous year's performance, and was again a Top-Notcher.

When our Fort Worth store was being considered, Mr. Graham was thought of as a possible manager, due to his unusual qualifications—having both accounting experience and a splendid record as a representative. The way Mr. Graham has taken hold of mat-

The Old Boston State-house

By P. L. Maury

THE Old State-house, situated in the center of Colonial Boston, and in the center of the financial district of Boston of today is, undoubtedly, the most interesting historical building in the United States. It has been called the birthplace of "the child Independence." Built in 1748, the British troops were quartered here in 1768, and on March 5, 1770, within a few feet of the eastern porch, occurred the Boston Massacre.

The Old State-house was the seat of government in the old Colonial days, and was in turn town house, court-house, province court-house, state-house and city hall. In the eastern room of the second story was the council chamber, where the royal governors of the province and the royal council sat. It was in this room that Samuel Adams made his successful demand upon the royal representatives for the immediate removal of the troops from Boston. In the same room General Clinton, Howe and Gage held a council of war just before the battle of Bunker Hill.



The Old Boston State-house, as it looks today after being given the Brighten Up treatment.

When the exterior was recently renovated, the Bostonian Society, the Art League, and the Board of Architects of the City of Boston, wishing to have the building put in the best possible condition, chose the Albert D. Howlett Co. to do the cleaning and painting. Sherwin-Williams products were selected and used.

The frames of the big Colonial windows and doors, as well as the other woodwork, together with the tower, were finished with High Gloss Durable White—the lion, unicorn and eagle in gold.



We wish you a Happy New Year.

Likewise a successful one.

You have heard the phrase "bringing home the bacon." Why not change it to "taking home the turkey" for our own S-W uses.

We are enclosing in this issue of *The Chameleon* a blank "Chameleon Notes" form. This is to facilitate the sending in of interesting material of all kinds, though it does not necessarily mean that all notes must be written upon this form. Upon how much or how little you, who represent us in the field, and you, who are in the district offices, interest yourselves in this little magazine, depends its measure of success. The object of *The Chameleon* is to keep you in touch with the happenings throughout our great organization, give you new ideas, instill a bit more enthusiasm into your work and offer you a pleasant hour's reading.

If you have ever watched a parade, you may have noticed that those marching near the band are all in step. There is a spring to their stride and their carriage is vigorous. As the parade passes on and the hand music becomes fainter and



fainter, there is a gradual and almost imperceptible change. The men begin to drag their feet as if they were heavy. Here and there a man is out of step and finally some begin to lag. With a little music to stir their blood, the stragglers would march as well as those at the first of the procession.

We might liken our vast organization to a parade. The home and district offices are the bands. We who are in or near the offices are in step because we keep the ginger and enthusiasm up in one another, but those who are on the road hear only faintly the notes of the band, and consequently a foot sometimes drags here and there. So we are trying to make our *Chameleon* bright, instructive and inspirational for not only the organization in general, but for the representatives especially. In doing this we must necessarily depend upon you for assistance. Why not start the ball rolling by sending in an article or a few notes which will be of interest to everybody?

Hunting lions with dogs and lassoing leopards were recently considered exciting and fascinating pastimes. That was before the game of landing BPA's with the



"movies" was introduced by Mr. C. E. Horton. Nowadays when you go BPA hunting you first carry your reel of film to the local moving-picture theater, make a deal with the proprietor to show your film, then you go hunt up Mr. BPA. When you find him, you induce him without much trouble to accompany you to the theater, and when he is comfortably settled in his chair, the film flickers before him upon the screen. By the time the reel has been run through, Mr. BPA is more than willing to listen to the S-W proposition.

Messrs. Collister and Wansner of San Francisco, landed a thousand-dollar agency at Stockton, Cal., through the "movies." The film was shown five times during the day at a Stockton theater, and made such a hit with the theater owner that he offered to run it for another day or so free of charge. It cost Mr. Collister only three dollars to run it, and in return he was given three dollars worth of tickets to distribute among the architects, painters and business men of Stockton.



From Our Associate Editors

J. A. Boorman
E. C. Gerth
B. B. Cannon

Royal Claxton
I. M. Jacobs
J. P. Coleman

R. B. Cogswell
G. M. Mannich
R. G. Billingsley

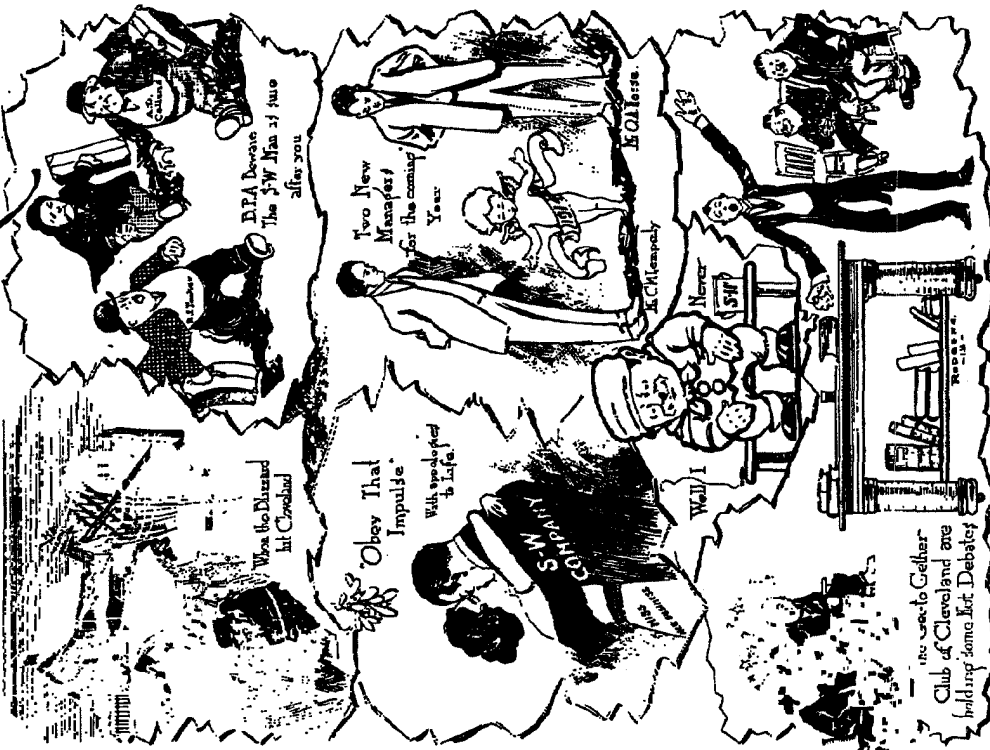
Kansas City

TWO hundred and fifty inquiries in one week, surely sounds fine, doesn't it. That is the number we received as a result of the Fall Campaign, during the week ending November 22d; and they are still coming in. That the representatives are following the inquiries up promptly and aggressively is evidenced by the fact that several of them have already resulted in new dealers and agents. The results of the determination and enthusiasm acquired by the representatives at our Convention are beginning to show up in the form of larger stock orders, and more of them. Numerous "Blue" Varnish orders are also making their appearance.

In addition to winning his estimate money last year, Mr. W. R. Oliver, who gets the business for us in eastern Colorado, also won for himself a "better half." The wedding of Mr. W. R. Oliver and Miss Lillian Mounts, of Denver, Colo., on the 12th of November, was announced recently. We understand that he is out after Top-Notcher Honors this year, and we see no reason why, with the assistance of Mrs. Oliver, he should not get them. The new Brighten Up Crusade picture film is certainly going to be worked overtime in the Southwestern District. We have received a number of signed "contracts" from our agents, agreeing to use this film in accordance with one of the three plans outlined by the Advertising Department; and one of our representatives recently asked us to send him a further supply of the "contract" blanks, stating that there were at least twenty-five more of his agents who would want to use the film. Following is a partial copy of our Mr. F. C. Kenower's report, covering his call on Mr. H. C. Holst, his new agent at Hildreth, Neb., which will show how the film idea is taking in the Southwest:

"Mr. H. C. Holst, New Agent. Handled Lincoln Line. Went to him with 1914 advertising, and featured the film. We saw the Moving-Picture Theater man and Mr. Holst bought the whole show for one night in January, and will issue free tickets to his customers, featuring our film and slides. Will pass out Crusade flags and cards."

Little Paint Man's Review



Dallas

THE first quarter was wound up with a good spurt. Nearly every representative made a good showing on new agents, dealers and other accounts, as well as getting nice orders from old customers.

Trade, taken as a whole, has been just a little slow, owing to the excessive rains we have had in Texas since October first. This, however, is sure to be only a temporary condition, for the saying is: "The soil in Texas will grow anything if you can wet it," and we, therefore, look for a prosperous year.

Plans are now about complete to pull off the greatest Brighten Up Campaign ever attempted by our Company. Our agents have taken an unusual interest in the "Moving-Picture" plan. A good number of reservations have already been made by agents in all parts of Texas, and they are still rolling in. This Crusade is going to be a big

thing in Texas, and we will have some interesting things to report after it gets started.

From October 18th to November 2d the Annual State Fair of Texas was held in Dallas. We had a good booth in the main exhibit hall. Our display attracted considerable attention, and we got a line on some dandy prospects, many of which will develop into good business before long. A large number of our good agents also visited us at our booth and at our office. Our many advertising and business-getting helps were fully explained to all of them. The Decorative Service especially made a "hit" with all of them. They all left feeling enthusiastic over our proposition, and determined to make this year the best ever for their paint business.

We are going to make "Brighten Up" the widest known slogan in the Lone Star State. Big things in a Big Way—that's Texas.

Chicago

NOVEMBER 15th was Red Letter Day for Chicago City Representative, Walter Cook, he having joined the ranks of the benedicts, and is now receiving congratulations and passing cigars in celebration of that event.

Another fine order was brought into our District Salesmen's Convention by Special Representative, Mr. F. A. Randall, which consisted of a contract with one of the large vehicle manufacturers at Janesville, Wis., and the opening order was for approximately \$1,200.

Mr. Randall is making a splendid record for himself in the automobile and heavy paste goods department, and has already lined up the largest accounts in this territory, and if he keeps up his present gait, there will be very little left for our competitors.

Mr. Goodrumont, Special Railway Representative, has just sent in a splendid opening order for the C. B. & Q. Railroad, they having adapted our Inside and Outside Depot Paints as standard for their road.



They believe in bill-posting, down Chicago way.

Representative, Mr. F. P. Flaniken, is to be congratulated on securing a contract from one of the large boat manufacturers at Peshigo, Wis., including our Varnishes, Paints and Driers.

Special Representative, Mr. J. P. Barden, Jr., renewed contract with the Koehler Manufacturing Co., of Sheboygan, Wis., who are one of the largest manufacturers of bathtubs in the country. They use

several hundred barrels of our paint during the season.

Mr. S. H. Stewart, Sales Manager of the Chicago Division, spent the first week of December with Representative, Mr. W. F. Gallinger, and they certainly made a killing, having lined up a large jobber with an additional opening order calling for \$1,000 worth of Shelf Goods and a car-load of Paris Green. Among other good stunts, they also brought the largest retail paint store at Grand Rapids, Mich., into the fold, under the S-W Flag, and in addition, sold four other new agencies in that city.

Representative, Mr. C. J. Manassa, accompanied by Mr. Stewart, also placed four new agencies at Des Moines, Iowa, working in co-operation with our jobbers, the L. H. Kurtz Company.

Representative, Mr. C. F. Bennett sent in an additional order calling for approximately \$1,000 worth, from the largest wall-paper and paint store at Champaign, Ill., adding another good live agent to our list.

Newark

THE Sherwilco Club is the name selected by the young lady members of our staff for the newly organized girls' club of the Newark Office. The following officers have been elected:

Miss C. Hepp, President; Miss G. Burgessor, First Vice-President; Miss L. Anderson, Second Vice-President; Miss C. Adelman, Secretary; Miss M. Ceeckler, Treasurer.

It is a pleasure to report that the club is progressing most excellently

under the able direction of these officers. Plans are being made for many good times throughout the coming season. We congratulate the young ladies on the splendid way in which they have organized.

The *Newark Star*, one of the local newspapers, conduct each year a head-pin bowling tournament. This is open for all, and any business house entering ten or more teams is entitled to a special night. Monday, November 17th, was Sherwin-Williams night. There were en-

tered in the tournament nineteen teams under the following names: Bras-Brite's, Excello's, Polish-o's, Verdellite's, Enameloid's, Metal-artic's, Linseed's, Asphaltum's, Floortac's, Taxite's, Mar-not's, Kopal's, SWP's, Damar's, Handcraft's, Woodcraft's, Filler's, Flat-Tone's, and the Shellac's.

The Bras-Brite's carried away the honors for the evening, rolling a total score of 493, which is the second best score secured this year, and which entitles the members of the team to second prize for the year, provided this score is not beaten. To each one bowling 100, a silver watch-fob is presented by the newspaper. The Sherwin-Williams boys carried away four silver watch-fobs and one gold watch-fob, which was the result of a score of 110.

Cleveland

THERE has been quite a number of changes in the territories in Central Division. One of the most important being that of cutting down on Territory No. 5, Mr. Dubé's hunting-grounds. Mr. J. W. Hill has taken the smaller towns, those in which we are particularly anxious to get agents, and it looks very much as though we have the right man, because he has landed seven or eight agents this year.

Mr. Dubé, with his smaller territory, is able to give his customers the close attention which they require; all of them being pretty big accounts and demanding frequent calls.

Mr. Eppens is representing us now on Territory No. 33, traveling

We are very glad to welcome into the ranks of the Atlantic Coast District Representative, Mr. P. N. Lehn, who takes up work on Territory No. 213 in Pennsylvania. Mr. Lehn has our best wishes for success, and we expect to hear good things in this productive territory.

We are also glad to welcome Mr. H. W. Hill, who will look after our interests in the "farthest south" territory. Mr. Hill has been assigned to the sunny Florida territory. Previous to joining our forces he was connected with our very good agents, The William Beach Hardware Company, of Columbus, Georgia, having had charge of the paint department of that store. We also wish Mr. Hill every success.

of Indianapolis, and for getting stock orders, he "sure is there."

Mr. V. H. Collins, who represented us so well on Territory No. 201, Atlantic Coast District, is now representing us on Territory No. 17; Mr. Herrick having left the Company.

Mr. Krush, representative on Territory No. 7, seems to be out for Top-Notcher Honors when it comes to landing new agents. He has already landed ten, without the aid of the BPA Campaign, and now that he has gotten some pretty good inquiries, he ought to be able to pull over a few more.

The outlook for Central Division is exceedingly bright, and we've just got to pull over a few more Top-Notcher Honors.

St. Louis

CHAMELEON readers will doubtless be interested in learning of the splendid success met by our Representative, Mr. R. P. Bennett, in a test for covering capacity of "SWP" against another well-known house paint. The outcome of this test, as reported by this representative, was 238 square feet in favor of "SWP."

The city of St. Louis is rapidly developing into a "Sherwin-Williams City," as at the present writing we are pleased to report twenty-five agents, three of which have been landed since September 1st.

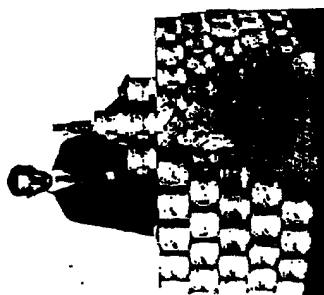
Col. Geo. Menefee, our Birmingham representative, is claiming Top-Notcher Honors for number of accounts visited, as his reports for last week showed a total of over one hundred.

We are pleased to announce that Mr. C. A. Krimbill, who has been our chief clerk at the St. Louis

office for a number of years, has been promoted to salesman on Territory No. 701 in northern Alabama, to succeed Mr. D. W. Hoge. Mr. Hoge is taking the territory formally held by Mr. G. K. Leis, who was recently promoted to Territory No. 137, the St. Louis MSD Territory, recently made vacant by the resignation of Mr. J. K. Kennedy.

A recent report from our Representative, Mr. Brooks Hodges, states that he has been successful in selling the Homochetto lumber Co., of Butte,

Miss., mine, mill and factory colors. SWP and shingle stains for finishing their entire lumber camp, and that to date Sherwin-Williams materials have been used on 147 of their buildings. The manager further assured him that our products had been adopted as standard, and further quantities would be used from time to time.



A beautiful little tableau enacted by Representative Thos. Affleck, of St. Louis, entitled: "Don't Give Up the Port."

EDITOR'S NOTE—The origin of the poem in the frontispiece is unknown. The poem was sent in by Mr. C. M. Durbin, who was unable to find out the name of the author. If he who wrote the tilting lines will communicate with Ye Editor, full recognition will be gladly given.



WITH OUR FACTORY EXPERTS



Cleveland

OUR orders indicate that while some lines of business have been rather quiet, other industries are quite busy, and various departments are working pretty well up to normal capacity. The Paste Paint Department are particularly busy, having several good orders for Freight Car Paints. The Varnish Department is getting a full output, executing orders and filling storage-tanks for the Spring demand.

Joe Doyle, who for many years has been doing good work in the Varnish Filling Department at Cleveland, and who for the past year has been foreman, has just been transferred to the White Lead Mill at Chicago, where he will take up the position as foreman of the Corroding Department. He has proven himself very capable in his past position and undoubtedly will be as successful in his new work. A. R. Jackson, formerly clerk in the

Varnish Filling Department, has been promoted to the position as foreman.

The Foremen's Club Meetings have been full of interest and enjoyment. The last two meetings have been devoted much more to pleasure than to business. However, general matters in connection with the factory operating, particularly fire protection, have been considered. The initiation of three candidates for membership afforded much amusement, and there is no doubt in the minds of these men that they are now full-pledged members of a very live organization. The Women's Auxiliary of the Foremen's Club held their last meeting at the home of Mrs. J. Smith. The meeting was a very pleasant one.

The Cleveland Factory Office Top-Notcher was won by Miss Edna Fleck, with a total of 880 points. Miss Fleck has since been transferred to the Dept of Research.

Chicago

UP TO the first of this month we found business conditions such in this part of the country as to warrant the running of the entire factory to capacity, which situation

allowed us to do some very efficient operating, and also gave our new organization a chance to fully develop itself, and the results obtained have been very gratifying. During the last three weeks, how-

ever, business has slackened off somewhat, and it has been necessary to decrease the operating in all of the departments, with the exception of A Department, which still receives sufficient orders for heavy paste to continue operating at capacity.

The Dry Color Works are still running to capacity and have accumulated sufficient stock, so we are in particularly good shape to give prompt service to our factories and trade in general.

Work in the Power-house has

been rushed as fast as possible, and we are now operating this plant on the new boiler installed, together with one of the old ones, which have together been equipped with super heaters, and we are now taking advantage of the merits of super heated steam. The entire boiler-room work will be completed by the first of January, and at that time we should have a most modern and up-to-date boiler-room, and capable of generating K. W.'s at a reduction in cost of production.

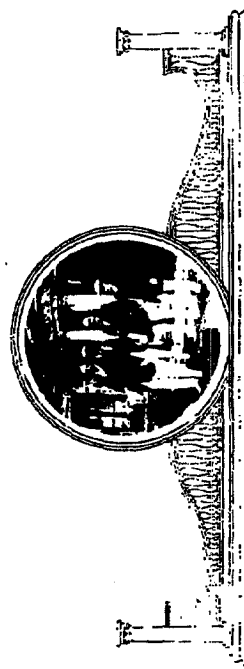
Newark

WE HAVE just added to our Dry Color Equipment three new Schultze-O'Neil Mills and a new Drier of the Goodell type, which has been found so satisfactory at Chicago. The striking capacity of the department has also been increased, and changes have been made in the steam service lines. This will increase our capacity considerably.

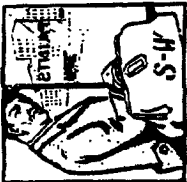
We also just installed three new

Chasers. These will be used for making Oil Paste Paints, and will very much increase the output and reduce the operating expense.

We find it necessary to have our engine overhauled and put in good condition, and as all departments cannot be operated at full capacity during this time, we are now providing a very complete stock of goods here and at warehouses supplied by us to take care of the business.



Mr. Walter H. Collingham, Master, Sherrin Collingham, Mr. Jas. W. Garson, Managing Director of Lewis Berger & Sons, Ltd., London, and Mr. Joseph, in front of "Valley Hall," Mr. Collingham's English Home.



SALES DEPARTMENT NOTES

Representatives Competition to December 1, 1913

FOLLOWING are the representatives who were tied for first honors in landing new agents so far: Messrs.

H. W. Nessel and R. J. Tooker, of St. Louis, and Mr. A. D. Collins, highest man in new agents to December 1st, last year, was Mr. J. W. Duncan, of Portland, who led with eight. Mr. F. C. Donnison, Mr. G. C. Conger and Mr. H. O. Tipton are pressing the leaders closely.

St. Louis has told us that we can look for big results from her this year. She backs up her announce-

ment with the longest list of new agents to date. Coach Mowat seems to be getting his team into fine working order.

Minneapolis, which has pledged fifty new agents before January first, is in fourth place, as compared with seventh place at this time last year. We are also pleased to note that to Minneapolis goes new dealer honors this month. Mr. R. L. Lathrop has a lead of four over his nearest opponent and still has plenty of steam left. However, Messrs. Conger and Wilkinson are close.

Leaders in New SWP Agents

St. Louis			Minneapolis		
1. H. W. Nessel	each 9		1. H. O. Tipton	each 6	
2. R. J. Tooker	each 3		2. G. L. Lathrop	each 1	
3. D. W. Nessel	each 3		3. R. M. Carson	each 1	
Chicago			San Francisco		
1. H. W. Nessel	each 2		1. F. W. Wansner	each 3	
2. R. J. Tooker	each 2		2. W. E. Carroll	each 3	
3. D. W. Nessel	each 2		3. H. B. Lawrence	each 3	
Newark			Portland		
1. A. D. Collins	each 4		1. F. B. Snodger	each 1	
2. F. C. Donnison	each 4		2. J. C. Tipton	each 1	
3. A. Puentes	each 4		3. W. P. Hamblin	each 1	
Dallas			Omaha		
1. G. C. Conger	each 6		1. R. C. Kousner	each 3	
2. T. H. Mackay	each 6		2. A. J. Wurst	each 3	
3. H. A. Weltsaker	each 4		3. F. C. Steep	each 1	
Los Angeles					
1. G. E. Wise	each 6				
2. G. E. Cannon	each 2				
3. G. W. Burdell	each 1				

Kansas City

1. T. Lindley..... 4
2. E. H. Nolte..... each 2
3. W. P. Clark.....
- G. A. Dorwart.....
- E. J. Clare..... each 1
- H. R. Hefley.....
- W. S. Ham.....
- K. Miller.....

New Orleans

1. R. P. Bennett..... 4
2. I. A. Steger..... 3
3. B. Hodges..... 1

Boston

1. F. H. Ripley..... 2
2. A. E. Hunter.....
- D. H. Thompson..... each 1
- R. M. Fay.....

Cleveland

1. W. H. Hoehn..... 3
2. V. H. Collins..... 2
3. P. Krush.....
- E. L. Hess.....
- B. Ketchum..... each 1
- J. W. Hill.....
- F. E. Loftus.....

Savannah

1. C. M. Wilkinson..... 3
2. K. H. Wood..... 2

Philadelphia

1. E. W. Heckel..... each 2
- W. J. Jarden.....
2. F. D. Spencer..... each 1
- C. W. Wallace.....

Cincinnati

1. W. B. Baker..... 5
2. J. W. Duncan..... 4
3. B. R. Rogers..... 3

Leaders in New Dealers and Other New Accounts**Minneapolis**

1. G. L. Lathrop..... 36
2. O. Mannerud..... 17
3. R. M. Carson..... each 11
- H. O. Tipton.....

Dallas

1. G. C. Conger..... 32
2. E. McKay..... 16
3. H. A. Welmaker..... 14

Savannah

1. C. M. Wilkinson..... 32
2. A. D. Kiser..... 16
3. K. H. Wood..... 13

San Francisco

1. F. W. Wansner..... 26
2. H. B. Lawrence..... 13
3. W. E. Carter..... 9

Cleveland

1. E. L. Hess..... 24
2. P. Krush..... 22
3. J. H. Hall..... each 19
- F. R. Carruth.....

Boston

1. P. L. Maury..... 21
2. F. H. Ripley..... 19
3. J. H. Haynes..... 15

Philadelphia

1. C. W. Wallace..... 19
2. F. D. Spencer..... each 17
- W. H. Jarden.....
3. C. M. Jarden..... 16

Newark

1. H. J. Howell..... each 17
- G. S. Spettigue.....
2. W. H. Porter..... each 15
- W. S. Crook.....
3. A. Fuentes..... 9

Portland

1. F. W. Hewes..... 21
2. J. W. Duncan..... 19
3. G. P. Rogers..... 15

Chicago

1. J. H. Williams..... 18
2. C. P. McNella..... 17
3. G. J. Manassa.....
- W. W. Cook..... each 16
- R. W. Western.....

Cincinnati

1. F. B. Spanuler..... 18
2. J. L. Peudery..... 16
3. J. C. Titzel..... 15

New Orleans

1. M. D. Palmer..... 18
2. R. P. Bennett..... 11
3. B. Hodges..... each 8
- I. A. Steger.....

St. Louis

1. J. D. Jones..... 15
2. W. D. Nichols..... 12
3. G. E. L. Dyson..... 10

Kansas City

1. E. J. Clare..... 14
2. A. M. Bollman..... 13
3. E. H. Nolte..... 10

Los Angeles

1. R. L. Culver..... 12
2. G. E. Wise..... 11
3. S. G. Harless..... 6

Omaha

1. A. J. Worsfold..... 11
2. C. I. Berg..... 10
3. H. W. Lahr..... 7



*F. A. Welsh
and Baby Bunting*

*(Not a Welsh Rabbit—
nor his)*