# The Chameleon.

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Printed and published by the P. & V. Department of The Sherwin-Williams Co., at Michigan St., Cleveland.

Extra copies of this issue will be cheerfully handed to the person who asks for them. Each employe is expected to read it, and then to see that it is passed along to some one else. Don't throw it away carelessly or destroy it.

Extra copies of each issue, except the first, will be sent by mail to any address which may be furnished us for the purpose. If you prefer, because of the expense, we will not do so, but if you will send us a postal card request, we will be glad to mail it to you regularly hereafter.


## MIXING CONFIDENCE WITH PAINT

Ninety-nine out of every one hundred persons whom we meet know very little about paints and colors. Few people have occasion to consider the subject of house painting oftener than once in five years. Unscrupulous manufacturers of, or dealers in, paint have taken advantage of this common lack of knowledge, and by gross misrepresentation have induced the gullible to buy the most worthless stuff which is guaranteed in the strongest terms to be the best paint.

"Once bit, twice shy," is characteristic of the man who has bought "dope" labeled "mixed paint." It is pointedly true of paint, that "You can fool all of the people some of the time; you can fool some of the people all of the time: but you can't fool all of the people all of the time."

We have believed that it was good paint policy to fool none of the people none of the time.

We have studiously tried to mix *confidence* with our paints and colors. At every opportunity we have tried to impress upon all who sell our products that the most important thing to teach the paint using public in connection with our name was *confidence* in anything which bears our label.

## SAY SOMETHING

We have heard some expressions of gratification on the first issue of THE CHAMELEON and believe there can be but one opinion of its advantage as a means of distributing information, promoting cordial good feeling, increasing an interest in the various departments of our extended business and gathering together from our mutual efforts the wisest counsel and clearest headed suggestions for the good of us all. To realize the full advantage, however, it is absolutely necessary that the wise "Foreword" of our President should impress itself upon us all. "Every person who receives a copy of this paper is respectfully requested to speak freely through its columns."

Our Representatives who are in the front of the battle and in direct touch with the trade are in a position to note the practical workings of our plans and catch the first glimpses of coming needs. What we seem to want is honest criticism, intelligent information, pertinent inquiry and business-like suggestions. There is no one of you who could not help materially in this way. Will you take a little time to express your appreciation and willingness to help? *Get* all the good you can, but be sure to *give* something. Do not be a sponge! This is not according to The S-W. Co. methods.

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## WINDOW DRESSING.

The successful retailer to-day is paying more attention than ever before to the subject of attractive window displays. This is about the only kind of advertising that does not cost money. Almost any retailer welcomes as an aid to his business those suggestions about window dressing which are new and effective "eye catchers." The various unique effects which can be secured in a paint and color window offer a fruitful field for us. A few sensible rules will comprise much that is to be avoided.

*Don't* have too much in the window.

*Don't* forget that the passer by is usually in a hurry.

*Don't* try to show him your whole stock at a glance.

*Don't* let him fail to be impressed with the fact that you sell paint.

*Don't* miss your opportunity to get the most striking *color* effects.

*Don't* let the display get so old that the majority will say, "I saw that before."

A few good displays can be made as follows:

*S. W. P.*

Floor of show window white paper, background blue cloth. Center piece one gallon pail S. W. P. tilted upon brace, label easily seen by passer. Red paint poured out on paper in a puddle and made to appear as if running out of pail, top of which is to be painted red. On window, "We sell it."

*Enamel Paint, Buggy Paint, Etc.*

Floor and background same as above. Remove tops of three of the smallest packages, (jars Enamel, ¼ pts. V. S., ½ pts. B. P.) Spill them on paper in three lines radiating from a common center near front of window and leave packages laying on side at rear end of these lines, colors red, blue and yellow. Pile back of each line a small lot, not more than one-half dozen packages each, of same kind of paint. Arrange large display cards on blue background.

*Special Floor Paint.*

Floor old boards, background white paper. Can of Floor Paint on floor. A mop with cloth colored with red paint, and red paint daubed on floor On window or background the following "Don't use a mop, we sell brushes."

Do not spoil this by crowding in anything more.

*Night Sign.*

Take a piece of plate glass about three feet square and back it with pure white paper. Take First Quality Burnt Sienna and smear over your right hand, open the hand with as much distance between the fingers as possible, then place it in the center of the glass on the front to leave the imprint of the hand clearly defined as nearly in the center of the glass as possible, fingers pointing upward. The outlines will not be sharp, but a little work with a brush will fix this. Take a good marking brush, and using the Burnt Sienna, print the word "purity" near the end of the thumb; the word "tone" near the end of the first finger; the word "strength" near the end of the second finger; the word "fineness" near the end of the third finger; the word "uniformity" near the end of the little finger. Underneath the hand print as follows: "The Sherwin-Williams Co.'s First Quality Oil Colors." Place this sign in the show window, either resting on the floor of the window at an angle of forty five degrees, or hanging it up. Place a lighted lamp or an electric light back of this sign, and at night it will show the beautiful, rich, transparent tints of Burnt Sienna. This sign is guaranteed to attract attention. This same piece of plate glass can be used over and over again by the dealers for sign work. A lit-

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tle thought and a little "gumption" will keep the passers-by guessing as to what next. *Result*, the dealer gets a reputation for being up to date. Try some of these suggestions on the dealers. It will surprise you to see how much interested you can get them in the subject, and this very often breaks the monotony and proves to the dealer that you take an interest in aiding him in a new way in his business.

A. M. PARKS.

Regarding the aims of the little distributor of ideas, THE CHAMELEON, I can only say that it has my hearty support and I should think that the same is fraught with great possible benefits. Should all the "boys" sympathize and take advantage of its existence I cannot see why in the near future THE CHAMELEON will be other than a recognized quantity in the atmosphere of pigments, etc

Regarding my western trip, you know what I have accomplished. To tell you the truth, I expect in the near future to see a C. P. Ry. tram load of our products on its way to the far west, every car decorated with "Covers the Earth."

Yours truly,
R. JOHNSON.

## DID YOU EVER THINK

that there are scores of paints nearly alike and only one S. W. P.? If the salesmen of The Sherwin Williams Co. would bear this question constantly in mind: if they would put it at their customers in just this way: if in endeavoring to secure a new customer who is selling a paint that is "just as good as The Sherwin-Williams Co.'s paint," they would put this question strongly with all the force at their command they would undoubtedly be able to infuse into people the enthusiasm which they themselves feel. Its meaning is broad and comprehensive. It covers the whole argument tersely and concisely. It means that S. W. P. is the only paint which has stood the test of time and is still pre-eminently the best. It signifies, (when forcibly put) the unbounded confidence of the salesmen in this product. It implies honesty of purpose on the part of The Sherwin-Williams Co., and a confidence in the result of their efforts. In short, "it is the meat of the cocoanut." F.

Wooster, O., March 25, 1897.
The Sherwin-Williams Co.

Gents: In answer to your inquiry of some time ago, would say that we have already noticed an increased demand for your shelf goods. We think it is due partly to advertising, for this reason:

People very generally call for "Sherwin-Williams" paint instead of simply calling for "paint," as has been the case. This is especially true with the ladies. They quite frequently ask a second time if we are sure that such and such package is S-W. paint.

Will be pleased to note later what effect your efforts may have on house paints.

Very respectfully,
RICH & BLOUGH.

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## RECENT RESULTS ON WINDOW DRESSING.

One of our salesmen who has been posted on the subject of "Window Dressing" by the writer, reports the following results: "One window which I trimmed up for an agent in a large city according to suggestions for S. W. P. pleased the customer very much; four out of every five people who went by the store when I was there stopped to look. Another customer in the same city whose window I trimmed up in accordance with the S. F. P. suggestion, gave me for a background to the window, red, white and blue bunting; on the floor I used a paper very much the color of wood, and had it painted to imitate the cracks; then covered a box with the same paper, with the sheet that was over the top falling down to the front, and on this front, I painted the words, "Floor Paint, Made To Walk On." On a sheet about the size of our AA, I painted the following, "Paint your Floors, but don't use a mop, we sell brushes," This sign I hung up against the background. On top of the box I placed three half gallons of S. F. P. in pyramid form, and in the corner a mop with a liberal supply of rags covered with Cherry Family Paint, and the same spread in patches upon one side of the floor of the window space just as though a painter had tried to apply it with a mop. I put a DS in a back corner. When finished the crowd in front of the window reached the curbstone."

"In a town on my territory, I dressed a window with S. W. P. same as suggested, and the customer at first was inclined to laugh at the idea, but after three or four farmers had opened the door and said, 'Say, mister, there is a can of paint tipped over in your window,' the dealer caught the idea and became enthusiastic over this new style of window dressing."

"In another town I found that our S. W. P. agent had been in to the city first mentioned, had seen a window dressed there such as first described, and as soon as he got home, made plans to dress his window in the same way, and this he had decided to do without any suggestions from me."



We have received the following from one of our "Paint Points" readers, which shows that the leaven is working. Such unsolicited letters as this give us encouragement to push even harder to make the products of The Sherwin-Williams Company a necessity in every household.

Gentlemen: Replying to yours asking me if I have "painted it," will say I have. I had several pieces of furniture that had become defaced, and I sent for "Paint Points" to learn what kind of paint to use. I bought the "Varnish Stain" and am well pleased with the result. I find "Paint Points" a convenient little catalogue for reference. Yours truly,

Mrs. M. Y. BEALL,
April 19 1897. Dallas, Tex.



The following is taken from a letter lately received from a customer:

"I have a can of F - s paint in the back room that has been open to the air for sixty days and has not a scum on it yet, and still they pretend that they use linseed oil. A S-W. can opened at the same time has skinned over a half a dozen times and probably a quarter of an inch in thickness. I am using these cans as "object lessons" and think I am making a point by so doing."



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