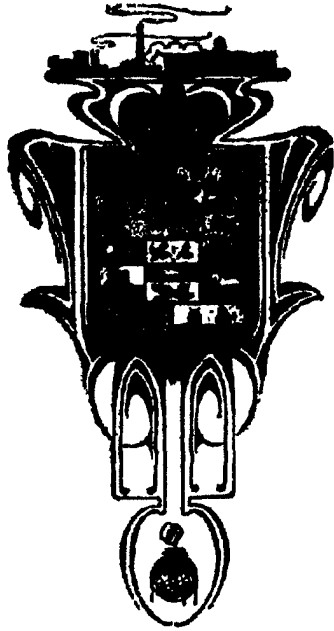


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THE SHERWIN-WILLIAMS CO.
IN CANADA



**THE
SHERWIN-WILLIAMS
Co.**

IN CANADA

THE STORY
OF A FIGHT
FOR GOOD
QUALITY AND
THE RESULTS



THE SHERWIN-WILLIAMS CO.
LARGEST PAINT AND VARNISH
MAKERS IN THE WORLD

CANADIAN DIVISION:
MONTREAL, TORONTO, WINNIPEG.

CLEVELAND, NEW YORK, SAN FRANCISCO,
CHICAGO, NEWARK, LOS ANGELES,
KANSAS CITY, BOSTON, SAN DIEGO,
MINNEAPOLIS, LONDON, ENG.

#705

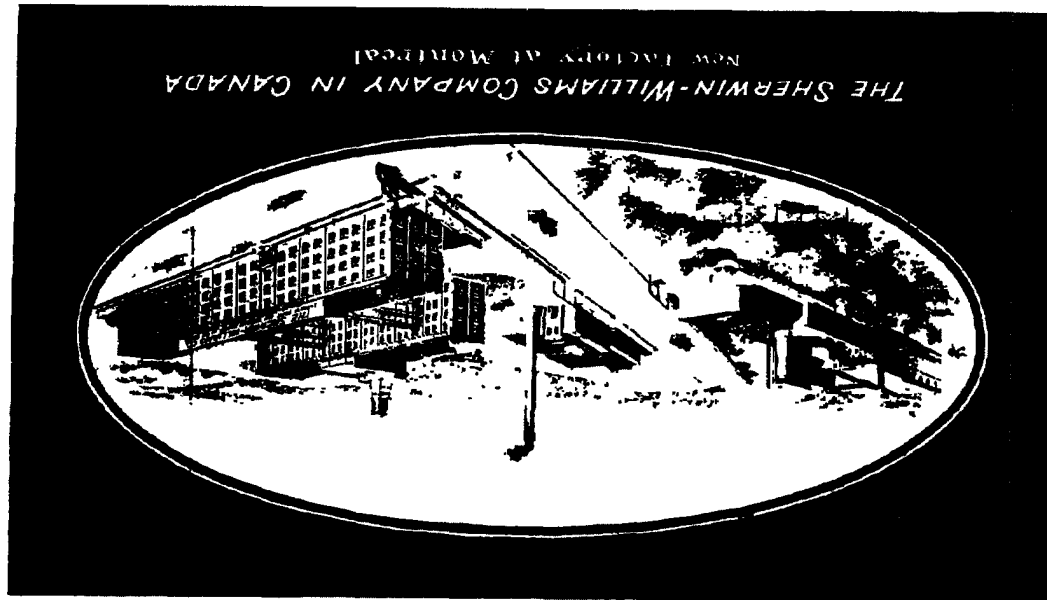
We take much pleasure in advising you that our new plant in Montreal was formally opened on September 6th.

The occasion was celebrated by a luncheon given by the Company to its employees, in the new factory dining hall. Several of Canada's most distinguished and representative men took part in the ceremony.

The new plant is the largest and most modern of its kind in Canada. The buildings comprise a four story office and warehouse with a frontage of 380 feet and a depth of 50 feet; a paint factory immediately in the rear of the office and warehouse building, four stories high, 220 feet long by 50 feet deep; a modern power house and pumping station 103 feet long and 72 feet deep; and a varnish factory across the street, connected by a bridge with the paint factory. All buildings are as nearly fire proof as possible, and the grouping is such as to give plenty of light and air.

The factory is equipped with the most modern and approved machinery.

Largest
Paint and
Varnish
factory in
Canada



THE SHERWIN-WILLIAMS COMPANY IN CANADA
NEW FACTORY AT MONTREAL

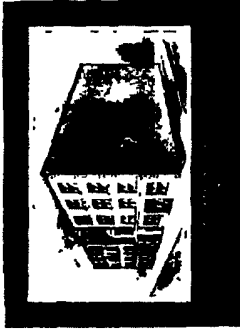
electrically driven, each department having its own motor. Hydraulic lifts and general labor saving devices are installed throughout the entire plant.

A tin can factory is a special feature of the new facilities. For many years we have made our tin cans in the United States but in the past we have purchased our supply in Canada on the outside.

The power house is a model of economy in operation. It is equipped with two Corliss engines, one of 130 horsepower, the other 200 horse-power. These drive two Westinghouse alternating generators, one of 75 Kilowatts, the other of 120 Kilowatts, furnishing electrical power for the whole plant. The Company has a wide reputation for up-to-date power equipment.

The pumping station is a feature of the power facilities. It is employed for pumping the various liquids used in paints and varnishes from a central station direct to each department.

The varnish factory located across the way on Atwater avenue, connected by a bridge with the main plant, is like-



wise a model of modern construction—it is perfectly equipped. Many of our varnish appliances and methods are original with us and are not found elsewhere. Our kettles, storage tanks, filter presses, pumps, etc., are all of the latest improved kind. We have immense storage capacity, and are able to allow our varnishes to mature thoroughly before being sent out. This ties up large capital, and makes it impossible for small concerns to compete successfully in fine varnishes.

The arrangement of the entire group of buildings facilitates the quick handling of goods. The Grand Trunk Railway runs three switches into the grounds, one for bringing in raw materials, another for handling the finished

The Varnish Factory a Model of Modern Construction.

The Power Equipment is Modern and up-to-date

The Can Factory part of facilities.



products, and a third for supplying fuel to the power house.

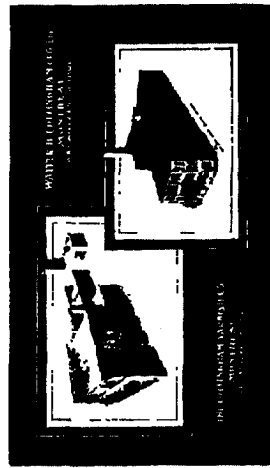
Ample provisions have been made in the new factory for the comfort and convenience of the employees, the same industrial betterment features having been put into effect that the Company provides in all its factories in the United States. There is a lunch room where a substantial bill of fare, changed daily, is served at cost prices. A reading and recreation room, plentifully supplied with games and all the current magazines, a rest room for the women employees, and shower baths throughout the various departments of the factory comprise some of the other principal things which tend to alleviate the working conditions of the employees and which also

tends to a better understanding between them and the management.

The new facilities give us a capacity of more than double that of the old plant, and will make it possible for us to render greatly improved service.

The foundation of The Sherwin-Williams Co. in Canada was laid in 1887 by Mr. Walter H. Cottingham, our present Vice President and General Manager, when, after eight years business training, five of which were spent in a wholesale paint jobbing establishment, he engaged in the manufacture of gold paint and other specialties at 56 St. Peter St., Montreal.

The beginning was surely a modest one. Mr. Cottingham had one assist-



ant, a small boy. He made the paint himself and he was his own salesman. But the little business was founded upon the right principle—high quality and straight, aggressive methods—and it prospered from the beginning, soon developing into a general jobbing paint and varnish establishment.

*Quality
the
Key-note
of Success.*

As in the manufacturing end of the business, so in the jobbing—high quality was the key-note. Not only did the management manufacture the best goods, but it also secured the jobbing agency for the best paint and varnish products the world offered.

The sales continued to increase at a rapid rate and in 1890, the old premises getting too small, new and more extensive quarters were taken at 1822 Notre Dame St. Then travelers were appointed and the campaign for business pushed more vigorously, with the result that inside of five years the establishment was the largest and most successful of its kind in Canada.

In the fall of 1894, the business as it stood then had practically reached its



Mr. Walter H. Collingham
Vice President & General Manager

BORN in Ontario, Mr. Collingham began his career in the paint business with W. K. & D. Co., Ltd., of Toronto. In 1894, he engaged with James H. Douglas, Montreal, a commission merchant in hardware and paint.

In 1897, he went into business for himself on his own account, and in 1900, he joined the Collingham Varnish Co., Ltd., and The Collingham Varnish Co., Ltd., in Montreal. The company, which is now known as The Collingham Varnish Co., Ltd., is a subsidiary of the Canadian Varnish Co., Ltd., and is the largest and most successful of its kind in Canada.

The first step in the greater growth of the company in Canada.

limit, and it was decided that if future progress was to be made, the sphere of activity would have to be widened, so means were sought to enter the manufacturing field in a broader way.

The greatest opportunity seemed to be in the manufacture on a large scale of high quality paint products, backed by the right sort of advertising and methods. The country was tied to lead and oil. Prepared paint for buildings had practically no standing at all. But it was felt that good prepared paint would win its way in Canada, so in 1895 Mr. Cottingham organized two manufacturing companies, one known as The Walter H. Cottingham Company, to engage in manufacturing The Sherwin-Williams Paint Products for Canada, and the other The Cottingham Varnish Co., to manufacture varnishes. The first paint factory was located at 21 St. Antoine St. and the varnish works at 140 Water Avenue and St. Patrick St.

From that time dates the magnificent growth of The Sherwin-Williams Co. in Canada. The business began to go

forward with leaps and bounds, gaining greater influence as the quality of The Sherwin-Williams Products became known. But it was not all plain sailing by any means. Competitors foretold speedy failure for the new venture. They laughed at the idea that S. W. P. at a much higher price than any other paint in Canada could make headway. The outlook was certainly discouraging—unless one had unbounded faith in the future and in the goods, which the new organization possessed.

The Result

We went into the game to win, we knew how much was dependent upon success; and we gathered around us a number of clever, hustling salesmen who shared our views, and together we began a fight which inside of a year proved we were right and which inside of three years placed S. W. P. on top.

Consolidation of Canadian and United States Varnish Co.

In 1896, with a view to concentrating our efforts more effectively, a consolidation was made of The Walter H. Cottingham Co. and The Cottingham Varnish Co. with The Sherwin-Williams Co., and the business from this date



Mr. C. C. Ballantyne
Manager Canadian Division

BORN in Colquhoun, Ontario. Entered business life in 1882 as office boy for a Montreal firm of paint and varnish jobbers. Became special city salesman for The Walter H. Cottingham Co. in that territory, Montreal and Quebec.

Continued in this position when The Walter H. Cottingham Co. consolidated with The Sherwin-Williams Co. in 1897. Appointed Manager Sales Department for City of Montreal in 1897, being promoted to Division Sales Manager a few months later.

Selected as Manager Canadian Division in 1900.

has been carried on under The Sherwin-Williams Co. At the same time Mr. Cottingham became Director of the general business and Director of the Canadian Division. Plans were made to push the business more vigorously than ever. More salesmen were added; a campaign was waged which extended the sales territory in 1898, in order to care for the growing trade in Western Ontario, a branch house was opened in Toronto at 86 York St.

Meanwhile, the Company was doing business with the same success in the United States, and when, in the year 1900, the business of the entire Company had grown at such a pace that it was deemed advisable to create the separate position of General Manager, Mr. Cottingham was given the position and removed to Cleveland, Ohio, to take charge of the offices of the Company.

To Mr. C. C. Ballantyne, the Canadian Division was then entrusted.

Mr. Ballantyne placed at the helm of the Canadian Division.

growth of the Canadian Division. Mr. Ballantyne had been associated with Mr. Cottingham almost from the date of the foundation of the business. He has always been a firm believer in high quality, but above all he possesses confidence in the growth of the country—confidence which is possessed by every Canadian and which has done much to make Canada what it is today.

The business in all parts of the Dominion continued to prosper. Its rapid development in the Northwest made necessary the establishment of a new distributing depot in Winnipeg in 1902. Additions were being constantly made to the manufacturing facilities, but the sales continued to grow so rapidly it was soon found that the old quarters in St. Antoine St. could not provide for future expansion, so in November, 1902, the site of the present plant was purchased and the work of construction begun.

While the plant, as it now exists, seems ample for many years to come we have been guided by past experience and have provided ground for

greater expansion. We shall continue to push onward and upward in Canada. We believe the future holds the brightest possible outlook for us. We believe we are but entering the most prosperous era in the history of the country and of our own business.

Much of our success we realize fully is attributable to the most loyal support of our many agents and friends, and it is fitting that we should acknowledge gratefully the part they have played in our upbuilding. We appreciate their co-operation and we shall strive to be worthy of their future favor.

To you who do not know us in an intimate business way, we extend a most cordial invitation to write us and learn something more of the goods, the methods, the advertising, and the push that have made possible the success that has been ours in such a comparatively short time.

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

Canadian Headquarters and Plant: 610 Centre St., Montreal
Warehouses: 50 York St., Toronto; 610 Centre St., Montreal
111 Broadway, N.Y., U.S.A.

The Canadian Traveling Representatives.

Reading from left to right the travelling representatives are: Top row, Messrs. Le B. W. Dickson, J. D. Grevier, J. J. Halkett, F. McCullough, J. Benson, and Geo. E. Boomer.

Middle row, Messrs. Robt. Johnson, R. C. Misson, C. C. Ballantyne (Manager), C. A. Thomas, and J. E. Auger.

Bottom row, J. J. Whalen, R. Vincent, L. C. Budge, and B. D. Ross.

Brief Sketches of Connection With Company.

Le B. W. Dickson—Joined ranks November 1st, 1903. Travels in Province of New Brunswick and part of Nova Scotia. Born in St. John, New Brunswick.

J. D. Grevier—Became connected with Company November 1st, 1903. Territory comprises Northern portion of Province of Quebec and part of Ontario. Birthplace, Montreal.

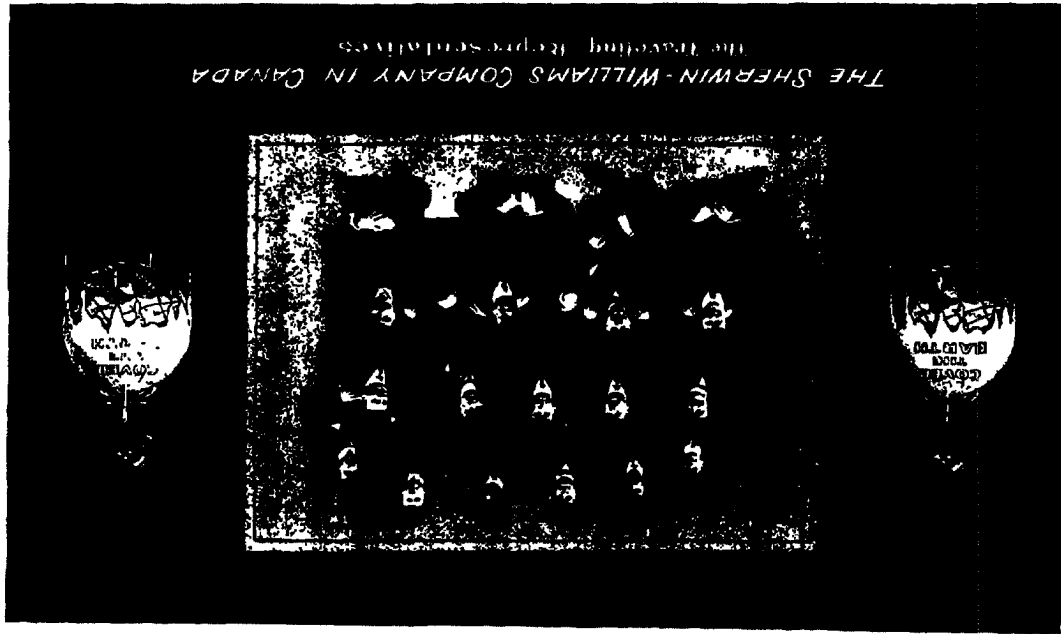
J. J. Halkett—A native of Waukegan, Ill. Joined traveling force November 1st, 1903. Covers Northern Ontario.

F. McCullough—Special representative selling machinery to the large furniture trade. Services with Company began June, 1903. Born in Georgetown, Ont.

J. Benson—Birthplace, Montreal. Associated with Mr. Cottingham since foundation of business. When The Cottingham Varnish Co. and The Walter H. Cottingham Co. were absorbed by The Sherwin-Williams Co. Mr. Benson was brought into the new organization. Now has charge of Toronto Depot and is also special representative for the city of Toronto.

Geo. E. Boomer—Travels in Nova Scotia and New foundland. Engaged by Company in November, 1903. A native of Norwich, Ont.

Robt. Johnson—One of the Canadian "Old Guard". Entered service of Mr. Cottingham May 1st, 1889. When Mr. Cottingham's business was taken over by the Company, Mr. Johnson came with it. Territor in



#90-

cludes the Eastern Townships, City of Quebec, and principal cities in Ontario as far west as Kingston. Born in Lachine, Que.

R. C. Wilson—Special representative to the manufacturing trade, such as large carriage builders and agricultural implement builders, foundrymen, and large manufacturers in every line of business in all parts of the Dominion. Connected with Company dates from November 1895. Born in Port Hope, Ont.

C. G. Ballantyne—See page 14

C. J. Thomas—Covers part of Ontario west of Toronto. Entered service of Company October, 1900. Born in Waterloo, Ont.

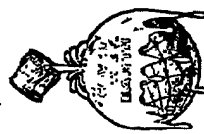
J. L. Jager—Burlington, Lambton, p. 12. Joined traveling staff August, 1900. Special representative for the City of Montreal.

J. J. Whalen—Territory includes the Northwest Territories west to Regina, and the Province of British Columbia. Born in Oshawa, Ont. Joined ranks November, 1901.

R. Tarnat—In active of Company since November, 1899. Territory includes towns east on main line from Montreal to Grosse Pointe. Born in Montreal.

J. C. Budge—Special representative for the City of Montreal. Calls on manufacturing trade only. Joined service of Company January, 1900. A native of Montreal.

B. D. Ross—Burlington, Hamilton, Ont. Engaged by Company November, 1897. From that date to Jan., 1903, covered Manitoba, Northwest Territories, and British Columbia. Placed in charge of Winnipeg Depot when it was opened in 1903, with a smaller territory which includes Manitoba, Northwest Territories as far west as Regina, and east in Ontario on the C. P. R. main line as far as Chateaufort.



YEAR
1901

INVOICE
100

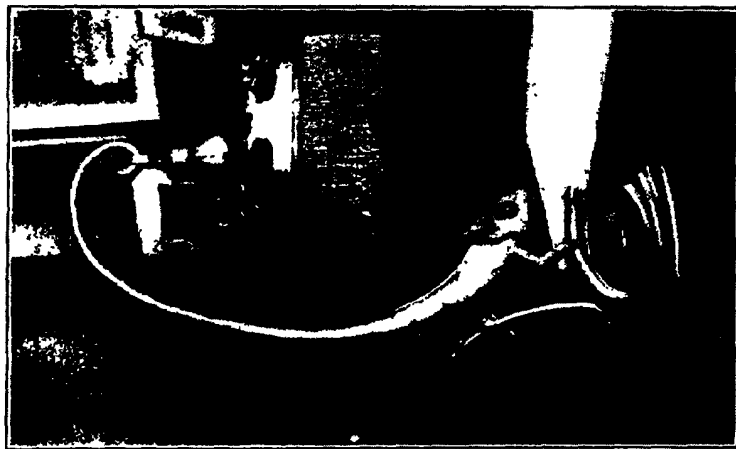
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(NOTES,
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targely tailed. With hand we have been long time and have Mission-Lac, not as an substitute for shellac. It is vastly superior to best grades of shellac.

when used as a finish mission effects it produced by a single coat of and if Mission-Lac is steel wool or sanded it very fine finishing velvety finish is produced we have never seen any other goods resemble.

is thin in body, works as not bleed or wipe up which it is used, does not lap, dries out of dust

Excellence in production on the chameleon



bronze and stands almost two feet in height. Its shade is studded with art glass in a handsome design, and, when lighted with electricity, reflects a peculiarly soft and pleasant radiance. A novel feature in connection with the lighting is that the eyes of the chameleon may be made to light up also, and they give forth a green glow through their glass setting which is particularly striking.

"E" Lists Work the Year 'Round.

Mr. George R. Bates, our agent at Hart, Mich., cited an instance showing where our last seasons E circular still did business.

A farmer came into his store recently, saying that he received the calendar last spring, and his wife wanted their house painted same as cut shown. W. F. GALLINGER.

to 5 hours, does not thicken up rapidly in cups or tanks nor grow ropey in the brush like shellac substitutes, and produces a firm, tough coating which may be washed with soap and water without spotting.

It can be successfully used in tanks for dipping and when required to be thinned can be reduced with spirits turpentine or benzine at a fraction of the expense necessary in the case of shellacs or shellac substitutes.

For brushing a fitch brush should be used.

Here is an individual specialty, original with us, unlike and superior to anything before offered by anyone for the purposes named, and we are anxious that everyone of the salesmen should get interested in it at once and

Mr. Sherwin's Chameleon Lamp.

The accompanying illustration is an excellent reproduction of the chameleon



lamp. If you haven't panels showing the effect over Handcraft Stains—Weathered, Cathedral, Tavern, Flemish, Brown or other oaks that are usually shellaced and waxed—supply yourselves with the same at once and go after the manufacturer, architect and others. Also don't forget, in the meantime, that Mission-Lac is just the thing to use over any stains in lieu of shellac where the surfaces are to be varnished, rubbed and polished. A big output is ours for the asking if the sources are actively and intelligently solicited, and we hope to see representatives secure this trade for us before the competition which we are bound to have later on are able to produce an imitation of it.

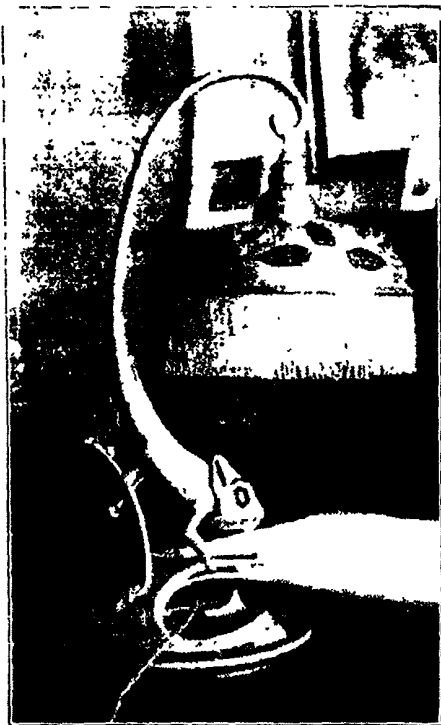
leon lamp in Mr. Sherwin's office and will be of interest to CHAMELEON readers. The lamp is made of brass and bronze and stands almost two feet in height. Its shade is studded with art glass in a handsome design, and, when lighted with electricity, reflects a peculiarly soft and pleasant radiance. A novel feature in connection with the lighting is that the eyes of the chameleon may be made to light up also, and they give forth a green glow through their glass setting which is particularly striking.

"E" Lists Work the Year Round.

Mr. George R. Bates, our agent at Hart, Mich., cited an instance showing where our last seasons E. circular still did business.

A farmer came into his store recently, saying that he received the calendar last spring, and his wife wanted their house painted same as cut shown. W. F. CALLINGFR.

W. F. GAY
 THE CHAMELEON
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 wanted their house painte
 out shown. W. F. Gay

Mr. Sherwin's Chameleon Lamp.

The accompanying illustration is an excellent reproduction of the chame-



leon lamp in Mr. Sherwin's. The lamp is made of bronze and stands at a height of 18 inches. Its shade is made of glass in a handsome design when lighted with electricity. A novel feature in the lighting is that the chameleon may be made to give forth a soft or a brilliant light through their glass set particularly striking.

"E" Lists Work the

Mr. George R. Bate Hart, Mich., cited an instance where our last season still did business.

A farmer came into recently, saying that he wanted their house painted shown. W. F.



1915
 Cont. w/ m of Sales & Distribution 1915
 First VP (Mrs. William Cont. Sales in 1908)
 - Treasurer in 1915
 (Cont. Train in 1907)
 (S. R. Sales Dept - 1907)
 - Gen Sales Agent (1908)
 Shaper

 Top Row
 — Hensbrough, W. H. Hensbrough —
 Middle
 — H. W. Frank, W. H. Ashburger —
 Bottom
 John Evans, Ed W. Williams —
 A. E. Schaefer

 Picture has to be
 before 1908

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