The Chameleon

VOLUME
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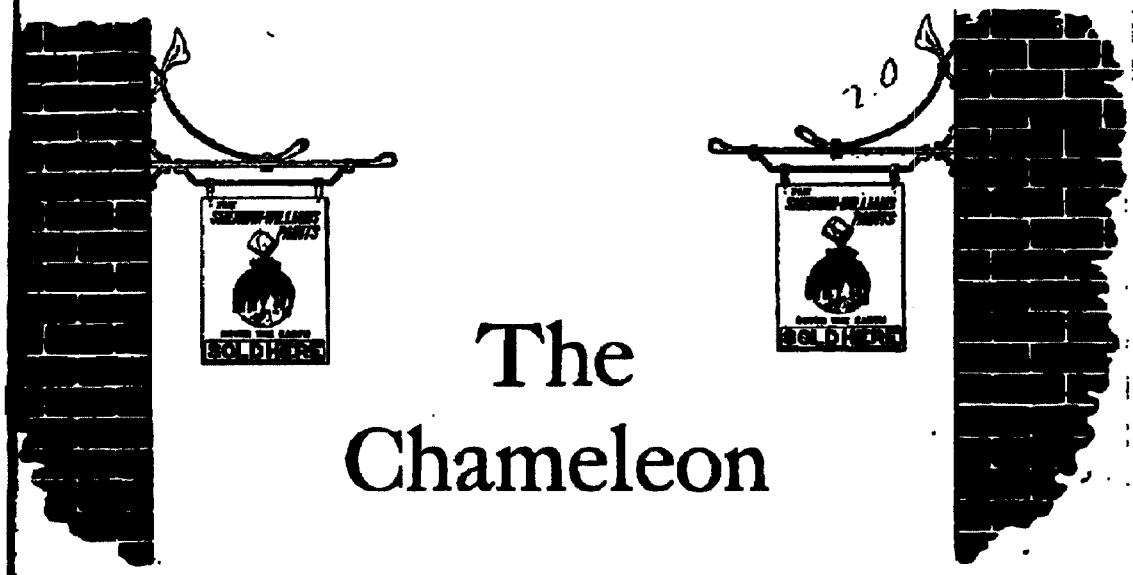

The Chameleon

JANUARY

1901

VOLUME FOUR

NUMBER ONE

0007-SWP-000131720

The Chameleon.

Published on the Fifteenth day of each month by The Sherwin-Williams Press, 31 Michigan St., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff.

Vol. IV. JANUARY, 1901. No. 1

"LET HER GO!"



I MUST again apologize for the use of a slang phrase, but I feel that there is no polite language forceful enough to express the overflow of my feelings at the giving way of the pressure we have been working under for ten weeks past.

Before this copy of THE CHAMELEON reaches you you will have had notice of the reduction in the price of S. W. P.—So now "Let her go." The flood gates are wide open and the tremendous force that will rush through them will swallow every barrier that has stood in our way and wipe out of existence all opposition that has attempted to block our progress.

It was with feelings of reluctance and pleasure that we made the reduction in prices—reluctance because we dislike to meet weak, unbusiness-like competition; pleasure, because we wanted to lighten the load of the men who have put up the hardest, the hottest and the most successful paint fight, we believe, that has ever been fought. In the face of much lower prices, in the face of most disadvantageous conditions, in the face of the strongest attacks of competitors over-loaded with tempting offers, we have gone ahead and made good and substantial progress, without losing an inch of ground. We have increased our immediate sales, we have increased the number of new agents and we have increased our future orders, all over the same period a year ago, which at that time surpassed any other similar period.

There's a lot of satisfaction and a heap of encouragement in such an experience, and proud as we have always been of our selling force, we take off our hats to them on this occasion and bow a little lower than ever before.

As stated in the circular sent our agents advising them of the new prices we made the changes *not* for the reason that S. W. P. was not worth the price, but for the reason we are *determined* that our representatives and agents shall occupy such a position as will insure their success. We are going to hold and increase this business against all comers and all conditions. There's not force enough nor ability enough in the entire opposition combined to stop us.

At anything near an even price it has been demonstrated time and again that S. W. P. walks away from all competition. We look with confidence for such a demonstration now.

Let every one pitch in with a fixed determination to roll up the sales to such an amount as will insure an increase more than sufficient to wipe out the narrower margin of profit we are compelled to work under.

It *can* be done.

General Manager.

0007-SWP-000131721

A Nine Months Year.

OUR business year will close this year on July 31st. and hereafter our year will embrace the twelve months between August 1st and July 31st.

This change has been thought desirable because it will give plenty of time to close our business for the year and finish up the immense amount of work which our yearly reports entail. in good time to make ample and more intelligent preparation for the next season's business. In closing our year's business November 1st as has been done in the past, and in making preparation at the same time for the new season's work we have found it was too much to do at one time and have it done to the best advantage. hence the change.

Contracts made for this year will of course run for the term which they specify regardless of the change in the closing of our year.

We'll have to "hustle" to make a good year's showing in nine months—but nothing's impossible in the new century.

Excello

Registered.

THIS is the name given the new varnish specialty. It's the name that received the largest number of votes at the convention—so it's the salesmen's choice and as its success largely depends upon them it's very appropriate they should have the naming of it.

We expect *great things* from "Excello", for truly it is. as its name implies, excellent—most excellent. It can't be beaten for the purpose. It ought to have a tremendous sale. Once get it into a man's store and the rest'll be easy.

The advertising matter is being prepared now. and will consist of a handsome display hanger. attractive booklets and possibly some other matter.

We will be prepared to make deliveries April 15th.

The list price is $2.25 per gallon. in one gallon cans.

The discount is 33⅓ per cent.

It is put up in same packages and packed in the same manner as Kopal. 12 gals. in a case.

We give the matter which will appear in the booklet. It is as follows:

♥

"Excello" is a varnish made for general house work.

It is particularly adapted for inside use, but can be successfully used outside.

It dries free from dust in about 6 hours and hard in about 18 hours.

It is an excellent rubbing varnish and also takes a high polish.

"Excello" has a brilliant lustre which it retains for the longest time and is not easily marred or scratched. It is an exceedingly easy working varnish and flows out evenly leaving a handsome, durable gloss.

We particularly recommend it for all interior wood work, including wainscoting. windows. doors. floors. bath rooms. and all such places subject to hard wear. It can be used on the finest and most delicately grained wood as it is pale in color and very transparent.

"Excello" is made with the greatest possible care. There is no varnish with which we take more care. After it's made it's stored away in immense steel storage tanks. where it's left to settle and mature. until it obtains the richness and brilliancy which age imparts. It's closely watched and tested in every stage until it reaches perfection. It's the best varnish for the purpose it's possible to make. It is superior to oil finish and varnish of a similar nature. and is in every way what its name implies. *most excellent.*

♥

We are ready for orders and will keep a record of sales and watch with interest for the leaders in each Division.

Advance circulars and a sample case showing a sample of the varnish and also two sample pieces of the wood finnished with the varnish. one rubbed, the other bright, are being prepared for the salesmen and will be placed in their hands at the earliest possible moment.

The Relation of Advertising to the Cost of Goods.*

BY WALTER H. COTTINGHAM.

ONE of our representatives a short time ago suggested that perhaps the recent change in price was made necessary by the large expenditure we are making in advertising and he made the suggestion that we give less advertising and a lower price.

Now, good advertising as I have tried to explain during this session, does not make goods more expensive. Good advertising will lower the cost of doing business, and if it does not do this it is not good advertising. I want everybody to feel perfectly satisfied on this point.

We are often thus accused of making our prices high on account of our advertising.

The fact is. if we did not do so much advertising and do it so well. our prices would have to be higher.

To me, a proposition to increase advertising expenditures. or let us say. to do better advertising in order to lower prices. would be more practical than a proposition to do less advertising to accomplish the same object.

Our advertising expenditure for the past year. while it was considerably larger in the aggregate was materially lower in percentage to sales than it has been for many years past. Such results are what we aim to achieve in this department. and they are largely dependent upon the character of the advertising and the care with which it is put into effect.

Take as an illustration a man who

*A portion of Mr. Cottingham's convention talk at the close of the advertising session.

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is doing a business of $100,000 per annum, and let us suppose his expenses are $25,000, which is 25 per cent. to his sales. He wishes to increase this business and he decides to advertise. Let us suppose that he decides on an expenditure for this purpose of $7,500 per annum. His expenses are then increased to $32,500. By this expenditure, let us suppose, he is able to increase his sales to $130,000 and at this rate his expenses with advertising added would amount to same percentage as before, namely, 25 per cent. He has not increased the percentage of his expense and has sold $30,000 more goods, and if his net profit was 5 per cent. he has increased his net earnings by $1,500. The amount I have named for advertising such a business should bring even larger results.

What I want to make plain is that advertising well done does not increase expenses, but will lower them. That is the way we figure in our business.

We watch the results in a very thorough and careful manner. Each division and every department is charged with the amount of the advertising, and the amount spent in this way is constantly compared with the sales. If the sales warrant the expenditure, it is all right, but if the results are not forthcoming, then there is something wrong.

An advertising report is furnished by each division quarterly. It shows the cost of each different line of advertising for each line of goods. It shows the amount of advertising used and the amount on hand, and it shows the total amount compared with the total sales. It takes a great deal of time and money to get up this report, but only in this way are we able to watch results and determine what is profitable and what is not.

This Company is not going to throw away any money on advertising if they can help it.

Our advertising has been a great help in building up this large business and it has enabled us to increase our output and give us as low a cost as we can expect.

It has frequently been stated that The Sherwin-Williams Co. charge higher prices for their goods because of the money they spend for the benefit of their employees, such as the work we are doing here in the way of lunch rooms, etc.

It has been said that the dealer pays for this. I wish to state emphatically that there is not a cent that is spent in this way that is charged into the cost of our goods.

This work is all paid for out of the net profits of the business by the shareholders of the Company. If the shareholders are willing to do this, I think it is to their credit and that they should not be taken to task for it.

We certainly would not fool ourselves for one minute figuring such expenses into our costs. Our costs are figured in a most careful manner, and we aim to put you in a position as good, if not better, than any other concern in the business.



B. P. A. Work in the Promoting Department.

THE Promoting Department general B. P. A. work for this year began with the mailing of a circular called "A Valuable Agency" on January 5th.

"A Valuable Agency" is novel in design, printed in three colors on blue stock and contains a strong talk on the value of The Sherwin-Williams Paints and Methods. It is fully as attractive as the "Do You Sell Paint" booklet of a year ago, and for some reasons should prove more effective. The two following letters indicate the impression the circular has made on some of those who received it:

The "A Valuable Agency" circular has just reached the writer. As we look over this circular it is gratifying to know that so much care was taken in getting up the list of names to which this circular is to be addressed.

It certainly is head and shoulders above anything that we have ever sent out, and the results must follow.

Yours truly,
H. D. WHITTLESEY,
Manager Easter Division.

Copy of "A Valuable Agency" circular received this morning, and I am delighted with its appearance and general attractiveness, as well as the excellent reading matter and testimonial letters it contains.

I am sure this splendid booklet will be the means of helping us secure many an agent, and you may be sure we will send this booklet to every B. P. A. it is possible to send it to.

Yours very truly,
C. C. BALLANTYNE,
Manager Canadian Division.

Replies have been received in good number already and there is every indication of its leading to many new connections.

The scheme for following up "A Valuable Agency" has been very carefully considered with a view to carrying the work farther than we did a year ago. There will be two more circulars mailed this month and probably another in February. The entire series will lead up to the "B-13" booklet, as the work last year did. A new edition of the "B-13" is now in press to take care of all inquiries that come after the present edition is exhausted.

The Promoting Department has developed into one of the most important parts of our business-getting system. It has proved itself a paying investment even in the short time it has been organized, and we are constantly widening the field of its work and improving its facilities.

Beginning January first the Department was put upon a new footing by separating it from the P. & A. Department, with which it has always been very closely connected both in work and management. It is believed that this step will make us better able to take advantage of all the possibilities that are in the work, and to give the details the thought and time that are necessary if we want the best results.

The appointment of the manager of the Promoting Department is announced on page 14.



0007-SWP-00013172

A Line of Leaders That Will Lead.

THE
SHERWIN-WILLIAMS
FLOOR FINISHES.

THE S-W. INSIDE FLOOR PAINT.
FOR INSIDE USE ONLY.

THE S-W. PORCH FLOOR PAINT.
FOR OUTSIDE USE.

THE S-W. FLOORLAC (registered).
A STAIN WITH A GLOSS TO IMITATE NATURAL WOODS.

THE S-W. DURABLE FLOOR VARNISH.
A TRANSPARENT WOOD FINISH.

THE S-W. FLOOR WAX. FOR POLISHING.

WE are now in shape, with goods and advertising, to handle all orders for The Sherwin - Williams Floor Finishes.

Let them come fast!

The line is the best of its kind on the market. Every one of the goods in it is a leader and can be pushed as such by the dealer. It is an "all star" combination.

The advertising immediately sets the pace for every floor finish line that has been offered in the past. It puts us in the front at the start and should prove a big inducement for dealers to carry the full line.

The packages are handsome. The label as changed since convention seems to be all that could be desired. A separate and distinctive color has been chosen for each of the goods, and the name has been placed so as to be more conspicuous.



In our desire to push this line with success we have put our best efforts into giving it good advertising, and it is safe to say that none of our other lines has had such expensive and effective features at the start.

The display card (FF) is the most artistic piece of work of its kind we have ever gotten out. It is lithographed in colors, shows samples of the first three lines and is framed in black oak under glass. We believe it is not only the finest display card in all paint advertising, but the finest in the whole advertising field. This card is given only to dealers carrying the full line, Floor Wax excepted.

The booklet (B-19) is in keeping with the card. It contains colored sketches of finished floors, a description of the goods and careful directions for use. This feature is also given only to dealers carrying the full line, Floor Wax excepted. It is to be furnished ten to fifteen

to each dealer with his business card printed on the back.

Each of the goods, with the exception of Durable Floor Varnish and Floor Wax, has a separate sample folder, and there are also the display cards (DS and DQ) for Inside Floor Paint and Porch Floor Paint.

Besides this store and counter advertising we have placed the line conspicuously in the "E" circular. At the bottom of each page containing the colored illustrations of houses is a small sketch in color of a finished floor, similar to those in the B-19. Each of the goods is thus called to the attention of every one getting an "E", and also at the back in the reading matter.



The F

This feature of the "E" ought to prove a strong lever in landing dealers on Floor Finishes. Are you using it?

Taken as a whole the line is certainly formidable competition for the other fellow and there's no reason why we can't push it way to the front.



The Floor Finish Boo

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An S. W. P. House.
"Villa Flora," residence of C. A. Weeno sen, St. Augustine, Fla. Painted outside with 175. Finished inside with Special Interior Colors.

The Policy of the C. & M. Department.

BY A. E. SCHAFER.

THE general management has asked that the policy of the C. & M. Dept. be outlined in THE CHAMELEON and the writer is glad of the opportunity to do so for several reasons.

1st. Because as it has been constituted many of the general salesmen have not in the past been in close touch with the department as we desire for the future.

2nd. Because the time at the command of the department during convention week was far too limited to do justice to a field with so broad a scope as is embraced by the C. & M. lines.

In consonance with the general policy of the Company the department will continue to be conducted on broad and liberal lines and always with a view to sustaining the high character of the house.

It will also, as heretofore, be thoroughly aggressive. As soon as possible (we hope within the next few weeks) will extend through the medium of promotion work and the personal representation of all the salesmen into every town or city where manufacturing lines are consumed.

It is the desire of the new management to give and receive the largest possible amount of assistance, and it promises close and conscientious cooperation with all whom it may come in contact with in its work. It desires salesmen to look up and report carefully and systematically through their division managers any and all manufacturing trade which they know to be, or believe, are worthy of credit, on their respective territories, and the department will be pleased to write special letters, send form advertising

or aid in any other consistent way upon request so to do.

It is not the intention to withdraw any opportunity for sales which may exist on the various territories so long as an intelligent and systematic canvass is made.

We shall, however, feel at liberty to transfer into special territorial work any consumers of C. & M. lines that the regular salesmen can not or do not successfully handle.

We are in magnificent position to manufacture nearly everything required by consumers in our line, and with our well known ability to manufacture specialty goods we feel that we are rightfully entitled to a very large share of the output among that trade and we propose to have it if hard work and good goods at right prices will bring it. While it is very desirable to sell our own goods (i. e. according to standards of manufacture al-



A street fair display of Fino ar

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BRUSH MARKS

Central Division Notes.

Replies to our "Valuable Agency" booklet with inquiries for B-13 are coming in most satisfactory numbers. We opened twelve in one morning's mail, which gives promise of better returns than ever before secured from an issue of this character. This indicates not only the force of our position and the anticipation of a good business, but also that more than a usual number of buyers are ready to consider the advantages we are able to offer them, and further that it only needs a thorough presentation of our goods and methods to bring the trade our way.

Three cheers for the Promoting Department!

We open the year with several advances in the assignment of our office force. R. W. Levenhagen has been promoted to the position of Record Clerk, Mr. Geo. A. Maltby to that of Entry Clerk, and Mr. Ross Jorden occupies the Bill Clerk's desk. We look for vigorous hustling and efficiency in the "busy" corner.

Mr. R. J. Richards, of Indianapolis, Ind., has been engaged to represent us on territory No. 3 and will leave in two or three days for this field of work.

Western Division Notes.

With price conditions in all territories exceptionally hard against us, we are proud to report that never in the history of this house have we made such gains in sales and new agencies for the period from November 1st to date.

Many promotions take place in the Chicago office this month, due to the resignation of Mr. R. W. Sample, who severed his connection with us to accept the management of a Paint house in St. Louis. He has our best wishes for his personal success.

We are pleased to report another carload order this month for shipment to Denver, sent in by our Mr. B. H. Pinkerton.

Mr. E. S. Donnelly's loss of first place on new agencies for this division, to January 1st, is due to the absence of special "cappers" in his new field, and he has been unable to find in the eyes of the B. P. A.'s that twinkle which demands a rapid reach for his little old order book.

Eastern Division Notes.

We are pleased to have our Vice President, Mr. E. P. Williams, with us for a few days. During Mr. Williams' stay a trip was made to Newark to our new plant, which is progressing nicely.

We have just given the AA-48 on our building a coat of Kopal and find that it makes a surprising improvement.

We are calling the attention of our representatives to the fact that a coat of Kopal will restore the signs that have become faded and dingy, and we believe this will make it unnecessary for us to be obliged to replace any of the signs that we sent out last year, except in very special cases.

We have had the pleasure of a call from Mr. O. M. Spettigue of Honesdale, Pa. Mr. Spettigue has handled S.W.P. for the last sixteen years, increasing his business steadily. His sales for last year show an increase of over 50 per cent.

There is competition on low priced paints and lead and oil in Mr. Spettigues bailiwick.

One instance in particular was cited where ½ gallon of S.W.P. was sold at 85 cents per ½ gallon to a customer who had formerly purchased ½ gallon of other paint for 60 cents per ½ gallon. Our agent told his customer, in explaining the difference in price, to try S.W.P. and if it did not do the work and give perfect satisfaction to bring it back and get his money. The customer returned a few days later and said he had painted a room which had always used up a 60 cents ½ gallon of low priced paint, painting the room in question and two other rooms as well *and had a quart left.*

Mr. Spettigue takes a personal interest in all inquiries for paint and sells the goods for their full value. We expect to double our sales in his locality this year through our mutual efforts.

Canadian Division Notes.

An event which was at the same time painful and pleasant, occurred at the Montreal factory on Wednesday evening, December the 19th, on the occasion of Mr. William R. Sieplein's departure for Cleveland, to assume the position of Assistant General Superintendent.

By previous arrangement, the blowing of the factory whistle was made the signal for all the employes to meet in the packing department. The Manager, Mr. Ballantyne, in a few well-chosen words, then gave expression to the mingled feelings of those present, hearty congratulation over Mr. Sieplein's merited promotion, sincere regret at his departure, earnest wishes for his success, and warm appreciation of his splendid qualities as superintendent, fellow-employee and friend.

A handsome, well-filled case of solid silver toilet articles (which had been spontaneously subscribed for by every employee in the office and factory) gave tangible evidence of the high esteem in which Mr. Sieplien is held by all his associates in the work at Montreal.

He found difficulty in responding to this expression of good will, which was evidently unexpected, but managed to give voice to his genuine regret at leaving the work and workers who had so long formed a part of his life, and to thank heartily all concerned.

By his faithful and energetic efforts, and still more by his sterling worth of character, Mr. Sieplein has won a lasting place in the heart of every member of the Canadian Division, and he enters upon his new duties, followed by sympathy and good wishes of all who know him.

Another presentation in this Division, that should have been mentioned before, occurred when Mr. F. C. Donnison left to take up his work in the Export Department. On that occasion Mr. Ballantyne presented him with a handsome gold watch charm and locket on behalf of his associates. The locket was suitably engraved and is a splendid token of business fellowship.

New England Division Notes.

The Second Annual Banquet of the New England Division was held at the Hotel Essex on the evening of December 5th. It was a great success. Everyone of the eighteen employees enjoyed the spread. Mr. H. M. Gordon made a short after-dinner speech thanking the force for their work of the past and encouraging them

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for the work of the New Year. All responded with a hearty three cheers. Selections were sung by members of the shipping department and the entertainment closed by all singing "America." Credit is due the Hotel Essex for their able management, as the food was served in excellent style and the decoration of flowers was very handsome.

The Account Department is highly pleased with their card systems. They are giving great satisfaction.

Our shipper, Mr. Copeman, reports that he never saw the shipments from the factory arrive in better condition. The goods are in perfect shape.

Our representatives were in for a few days, giving us an opportunity of wishing them a Happy New Year. They are all out now and hard at work.

We were pleased to receive a number of calls from S. W. P. Agents this month, among whom were Mr. Pierce, of the Pierce Hardware Co., of Taunton, Mass.; J. H. Sayward, of Haverhill; E. C. Claflin, of Milford; Peter LeFlure, of LeFleur Bros., Northampton.

Pacific Division Notes

Mr. Geo. C. Mowat is making things hum on his new territory, in Washington and Oregon.

One year ago we moved into our present warehouse with a progressive wholesale plumbing firm as neighbors. As they were also belivers in expansion, we were crowding each other to such an extent that they have moved and we have extended our premises, taking in part of the building occupied by them last year.

Miss R. Davis, who has handled the work of our Promoting Department so successfully, is making it her *special* work now, and we have added a new clerk, Miss Ruth O. Hopps, to look after card index and mapping systems.

Good Words from the Road.

We are a little short this month of matter which might properly be classified under this heading, and we are quite ready to infer that our representatives have their hands and heads too full in prosecuting a successful campaign to take time for jotting down special features of encouragement which may have presented themselves. We know that such cheerful points are coming up frequently in the handling of The S-W. Co. goods and methods and we hope that every one of our representatives will be ready to furnish a few lines of this character from month to month.

If you hear a good word in regard to any one of our products, pass it on.

If you get an extra fine order, let us know.

If you are successful in overcoming an obstacle or landing a difficult customer tell us how you did it and let us be glad with you.

If you find a new avenue of sale for any line of our goods or meet with a customer whose success is above the average, give us a few words of suggestion or explanation which may help to duplicate work of this kind in other places.

In this way the effect of success in your territory may be multiplied with a hundred loyal good fellows and you may be in turn inspired by others in a reciprocal way.

Don't forget the "Good Words" columns. This is where the rooster crows. Who will help the most?

Mr. Sims' Appointment.

On January 1st the following notice was sent to the employees of the Cleveland Factory:

"The continued expansion of the business of the Company makes necessary a reorganization of the Manufacturing Department. Beginning January 1st, Mr. M. L. Sims, formerly Assistant Superintendent of the Cleveland Factory, will assume the



Mr. M. L. Sims, Superintendent of the Cleveland Factory.

duties of the Superintendent of the Cleveland Factory, with jurisdiction over the entire manufacturing department at Cleveland. I bespeak for him your earnest co-operation in carrying on the work.

"My own connection with you and the Cleveland Factory has been an exceedingly pleasant one, and I deeply regret that the necessities of business render our future relations less close than in the past. I trust, however, that they never be less cordial.

"Wishing you a Happy New Year, I am,

"Yours very truly,

"J. C. BEARDSLEE, Gen'l. Supt."

Mr. Sims' connection with the Company covers a period of about eleven years. His connection with paints and painting, however, dates back much earlier than that and covers a wide range of experience.

Mr. Sims is a native of Georgia and received his education as a practical paint man in that state. He was successively house, furniture, carriage and car painter. He was foreman of the paint shops of several southern roads and at the time he came to us held that position with the E. T. V. & G. in Atlanta.

His first position with the Company was what is known as tester. In 1893 he was appointed Assistant Superintendent of the Cleveland Plant. In both of these positions Mr. Sims has followed the same principle of "doing it right" that advanced him in his Georgia days as a practical painter. Thoroughness, order and neatness are the striking characteristics of Mr. Sims' work and much of the cleanliness and system of which we pride ourselves in the Cleveland Factory is due to him.

Mr. Sims' appointment as Superintendent relieves Mr. Beardslee from the duties of that position and leaves him free to devote all his time to the general superintendence of our entire plant.

Benefit Quarterly Report.

The treasurer's report of The S-W. Co. Employees Benefit Association for quarter ending December 31st, 1900, is as follows:

Balance October 1st.....		$480 05
Receipts, Cleveland.....	$210 17	
Receipts, Chicago.....	16 72	
Receipts, Montreal.....	32 98	
		$258 87
		$738 92
Less vouchers paid.....		267 52
Balance.....		$497 92

A. E. OLDHAM, Sec'y.

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A Promoting Department Appointment.

Mr. Harry Dwight Smith of the P. & A. Department has been appointed Manager of the Promoting Department of the general business.

The Promoting Department will be enlarged in its scope and will embrace the publication of the THE CHAMELEON and "The S. W. P." It will include general plans for promoting new business and obtaining wide spread publicity for our Company and its products. Our purpose is to make it an effective aid to our Advertising and Sales Departments.

The best description we can give of the Promoting Department is to repeat a portion of Webster's definition of the word "promote". It is as follows:

"Promote—To contribute to the growth, enlargement or excellence of (anything valuable): to forward, advance, contribute to the increase or power of."

It will be seen from this definition the tremendeous field that is open for this department, and we believe we have in Mr. Smith a man who will be equal to the thorough cultivation of it.

WALTER H. COTTINGHAM.

How the Convention Suggestions Stand.

We are glad to report that the folfowing suggestions made by the representatives at the convention have been carried out:

Special Interior Colors in pints—Ready.

Floor Paints in pints—Ready.

Floor Varnish in pints—Ready.

Display card for Special Interior Colors—Ready.

New varnish specialty—"Excello"—Name decided upon. Stock made. Will be ready for shipment April 1st.

Index for "U"—Completed.

Color on Enamel Paint cans—When present stock of labels is exhausted new stock with color will replace it.

A Good Record of Advancement.

Last month we announced the appointment of Mr. L. R. Rogers as assistant to Mr. Whittlesey, Manager of the Eastern Division. We were unable at that time to publish a portrait of Mr. Rogers and have pleasure in doing so this month.

Mr. Rogers came with the Company September 1st, 1891, starting as office boy at Cleveland. He advanced through the positions of Bill, Entry and Record Clerk, and in September, 1898, was sent to Chicago to take the



Mr. L. R. Rogers.

position of Bookkeeper. Just a year later he returned to Cleveland as Chief Clerk of the Central Division Trade Sales Department. The work of his present position was taken up on the first of last December.

Mr. Rogers owes his advance to his faithful, conscientious attention to details and a capacity for hard work. In his present position he will prove a valuable addition to the Eastern Division staff and the wishes for success of his many old associates follow him.

30 Jobbing Salesmen at the Cleveland Factory.

On December 20th we entertained at the Cleveland factory the entire selling force of The McIntosh-Huntington Co., of Cleveland, one of the largest wholesale hardware houses in the state of Ohio. The party was some thirty odd in number and included not only the salesmen, but also Mr. Geo. T. McIntosh, the president of the company, and others connected with the management.

After luncheon in the dining room, which by the way was in "convention" order for the occasion, the whole party was conducted through the factory by Mr. Parks and the guides appointed for the trip.

They saw everything which could in any way prove a help to them in the sale of our jobbing lines.

Compliments came easy. There was an evident desire on the part of each one to let us know that they appreciated the courtesy shown them.

A display of advertising matter had been arranged in the P. & A. Department, and while our visitors were examining this display, Mr. Parks took the opportunity to explain the advantages offered by this Company to the jobbing salesmen in the way of assistance by attractive advertising matter.

On behalf of The McIntosh-Huntington Co. their Mr. J. E. Williams responded in a neat speech, thanking The Sherwin-Williams Co. In an aside to our Mr. Fisher he said, "Come up and get our stock order before long."

"Dear David" thinks he could take care of visitors like these every day.

Record of New S. W. P. Agents.

We are more than pleased with the splendid progress made in securing new agents during the first two months of this exceptional year.

We heartly congratulate the representatives whose names appear below for their most excellent work done in the face of many disadvantages. The total number of agents secured is well in advance of the same period a year ago and we are delighted with and greatly encouraged by such results. *There's **nothing** can stop us.*

The record of those who lead in each Division is as follows:

Western Division.
J. F. Hommel. ***9 new agents.***
Canadian Division.
C. A. Thomas. ***7 new agents.***
Pacific Division.
E. T. Parsons. ***5 new agents.***
Eastern Division.
J. P. Minetree, jr.. ***4 new agents.***
Central Division.
L. J. Fasquelle. ***3 new agents.***
C. H. Ricketts. ***3 new agents.***
New England Division.
G. L. Wasgatt. ***3 new agents.***

Kopal Keeps Gaining.

Good old Kopal is forging ahead and is bound to make a permanent place for itself. We wish everybody to keep pushing it, as we feel convinced now more than ever that there will be plenty of room for the two specialties — *Kopal* and *Excello*. They're destined to be the most famous brands in the varnish field of the world.

We hope every representative is giving particular attention to the entire line of varnish. Every S. W. P. agent should have it on his shelves. A demand for it is bound to be created when the 1901 "E" is put in circulation and we want to be in a position to get the benefit of that demand, which we cannot do unless the agent has it in stock when he is asked for

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it. Please see to it and let no man escape.

Are you sending in the lists of painters from those who order varnish? Do not neglect this, as the advertising will be ready and it will be a great help towards a rapid introduction of the varnish.

The Latest News from our Foreign Representative.

We have pleasure in presenting this month a photograph of Mr. F. C. Donnison, our first foreign representative.



Mr. F. C. Donnison.

Mr. Donnison sailed from Vancouver on steamship "Warrimoo" and was due to arrive at Honolulu on Dec. 24th and Brisbane, Australia Jan. 5th.

He went off well equipped to start the foreign campaign and we expect soon to see ships carrying S.W.P. across the seas.

The following extract is from Mr. Donnison's letter written on board steamship "Warrimoo" Dec. 23rd:

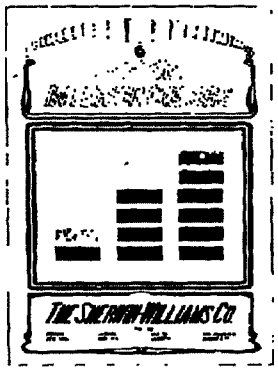
"I have nothing special to report. We expect to arrive at Honolulu in the morning. We should have been there Friday, but we got into an hurricane, and only made 100 miles in three days. You could not stand on your feet, the boat was rolling and pitching so much. I was awfully sick. Am glad to say the weather is calm at present and very hot.

"If we are long enough at Honolulu, I shall have a look around, and see if there is any chance of doing business, but I expect we shall only be there three or four hours. I hope to work these islands on my way back from Australia. From what I can gather I shall be at least 12 months away.

"I remain,

"Yours very truly,

"F. C. DONNISON."



The new S. W. C. display card (Ch.