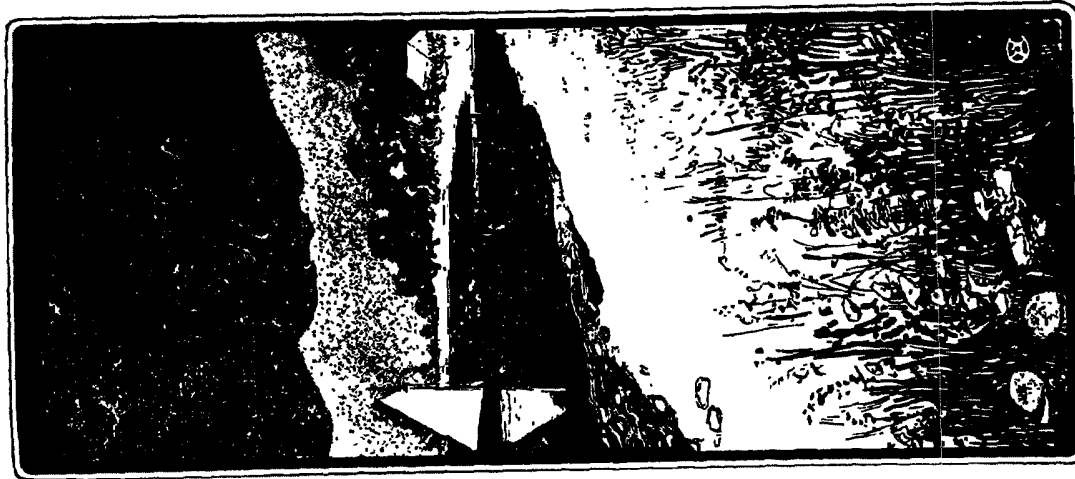


The Chameleon

JULY
1902

Number Seven
Volume Five



"1903 will be
the greatest
ever."

N23592

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. V.

JULY, 1902.

No. 7

LOOKING BACKWARD AND LOOKING FORWARD.



HIGH ever view we take, the scene is a most pleasing one—full of encouragement and inspiration.

We began this year's business with high hopes and great expectations, both of which have been fully realized. We have lived up to our estimates and have advanced well towards our higher aims.

The largely increased stocks provided by the Manufacturing Department early in the season have melted away under the tremendous force of the great spring campaign of our matchless Sales Department. All hail to the old and the new guards!—"the invincibles" of the paint trade. We salute you and congratulate you on your great achievements.

We would not forget the other great departments, Manufacturing, Advertising, and Promoting, for all have surpassed, by their efforts and zeal, anything before accomplished. We would be ungrateful if we failed to acknowledge thankfully such exceptional and successful work.

Much as has been done, there is still more to do. Our faces are still turned towards the goal of high achievement. We are expansionists, full of that energy, confidence, and enthusiasm that successful experience breeds.

Our plans for fall and spring have been made on a larger scale than ever: more buildings, more machinery, more stock, more territories, more men, more sales—and let us remember—*more and greater responsibilities for all of us.*

We are proud of the past and look with great eagerness and confidence to the future.

General Manager.

The June Meetings.

THE advertising and managers' meetings which were held in Cleveland during the week of June 9th were very successful in every way and the good work which was accomplished by them will be noticeable in the improved advertising features and the more forceful selling plans which will make their appearance later.

The advertising meeting took up the first part of the week, the managers' meeting occupying the last three days.

After the advertising meeting, a trip of inspection was made by those attending to the new lined oil plant of the Company and to the box factory. This was followed by a delightful drive through a part of Cleveland's park and boulevard system, and a dinner and very pleasant evening at the Country Club as the guests of the General Manager.

Gleanings From the Advertising Papers.

THE 1903 advertising suggestion blanks show very clearly that the representatives and office staff are becoming closer students of the paint selling and advertising propositions. The papers are splendid all the way through and are brimful of forceful expressions of commendation for our goods and the general line of advertising.

We should like very much to have the space to print all the pithy sayings and the good things so many of the papers contain, but shall have to content ourselves with quoting extracts gleaned here and there:

S.W.P.

"S.W.P. best on earth. Colors O. K. This looks easy, but it's true."—I. M. Benedict.

"The goods are *all right*."—H. E. Hillan.

"S.W.P. is positively unequalled."—L. J. Fasnelle.

"In quality and uniformity S.W.P. has been all it is possible to ask and is more than living up to the 'high reputation it has already established.'"—Robt. Rondthaler.

E.

"It's the best feature of the whole line."—M. B. Millsbaugh.

"This is distinctly our own feature, and is the best paint seller known. It helps to land more agents than any other thing we have."—G. C. Schell.

"The S.W.P."

"Good, Good, Goodest!"—D. E. Fisher.

"Keep right at it the way you are doing and in a few years 'The S.W.P.' will be as great a factor in the paint trade as any other journal ever has been. But it will occupy a different place and command a more intelligent interest, in that it will be of a separate and more progressive origin."—Robt. Johnson.

"Is one of the best things we do. It is being read by the majority of my dealers and their clerks, and it is helping to build up my trade."—E. T. Parsons.

Varnish.

"Haven't had a 'kick,' so goods must be all right."—C. H. Ricketts.

(Continued on pages 111 and 112.)

Advertising Prize Winners.



THE award of prizes for suggestions received on the blanks for 1903 advertising is as follows:

Representatives' Prizes.

Most valuable suggestion. (\$25.00 in gold), won by C. S. Wheeler, Western Division.

Next most valuable suggestion. (\$15.00 in gold), won by N. E. Hills, Central Division.

Office Staff Prize.

Most valuable suggestion. (\$25.00 in gold), won by L. R. Greene, P. N. A. Department.

General Prizes.

Most complete and intelligent paper. (\$25.00 in gold), won by L. J. Fasnelle, Central Division.

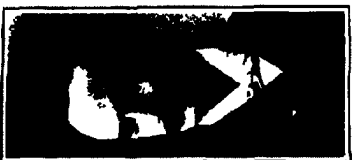
Special Varnish Prize. (\$25.00 in gold), won by L. J. Fasnelle, Central Division.

Honorable Mention.

Mr. C. S. Wheeler
Winner of Office Staff Prize



Mr. N. E. Hills
Winner of Next Most Valuable Prize



In addition to those who won the prizes, the following are deserving of special mention and honor for the thoughtful and practical papers handed in. They were all possible prize winners, and their papers were among those chosen at the Managers' Meeting for the final decision of the prize committee:

W. S. Woodrow, J. H. Quinn, F. E. Meyers, J. W. Mackey, J. H. Vance, E. S. Blanchard, M. B. Millsbaugh, H. E. Billau, R. H. McMaster, R. W. Levenhagen.

Mr. Wheeler's prize winning suggestion covered a very complete and satisfactory plan for marketing and promoting a new barn paint. His outline of the possibilities for this product won the favorable support of the advertising meeting; without it the goods would probably not have been added to our list. The manufacturing and advertising departments are now at work to have everything ready by November, in order that we may get into the field early and from the start push the product with all possible vigor. We anticipate a large



Mr. L. J. Fasnelle
Winner of Office Staff Prize



Mr. L. J. Fasnelle
Winner of Office Staff Prize

output in all divisions.

Mr. Hills suggested a "flat varnish" to be known as *Prêt-à-Vernish*. Although the idea of a flat varnish is not new, Mr. Hills' manner of presenting it, together with his very good suggestion for a name left no doubt in the mind of the prize committee as to where the second representatives' prize should go. It is no easy matter to hit upon a good paint or varnish name, as our many recent experiences have shown, and such good suggestions are greatly appreciated by the management.

A varnish suggestion also captured the office prize. Mr. Greene showed a sketch for a display card, and outlined the advertising possibilities in grouping Kopal, Exello, Durable Varnish, and No. 1 Furniture Varnish under the name of *Household Varnish Specialties*. We believe the plan can be worked out very successfully and that it will be the means of increasing the sales on these lines, and also give us "something different" to use as an entering wedge for varnishes.

Mr. Pasquelle was undisputed winner of both the general and the special varnish prizes. His paper was by far the best the Company has ever received, and was valuable in many of its definite suggestions as well as in its general character and the intelligent handling of the advertising proposition as a whole. It shows that Mr. Pasquelle has been not only a careful student of the conditions on his territory, but that he has also been specializing on the use and distribution of advertising.

In his treatment of the varnish proposition he outlined a policy that is consistent and practical, and that is in line with the Company's general policy of expansion. Although the time does not seem ripe for carrying

out many of his suggestions now, the future development of our varnish business will require a rather close adherence to Mr. Pasquelle's general plan. His paper will prove valuable to us in many ways.

Sketches of the Prize Winners.

Mr. C. S. Wheeler came with the Company in February, 1886. He traveled out of Cleveland, covering what was at that time Territory No. 1, comprising all of Michigan, except a strip along the western shore. He was one of the first men to sell S. W. P. At that time S. W. P. sold for \$1.10 and was the only high grade paint in the market. All others were cheap mixtures, the best being offered at \$1.10.

He was the first man to receive instructions from Mr. H. A. Sherwin to sell nothing but the products of our own factory. Previously we had sold paint, glass, putty, sundries, etc.

In 1887, Mr. Wheeler came to Chicago, and since that time has been covering Territory No. 35, the northern part of Illinois.

Mr. Wheeler is one of the most persistent workers in the Company. It is his constant aim to maintain and increase the quality and character of everything pertaining to the Company. He is never satisfied with present achievements, and is always looking forward with ambition to better and larger things. He has the welfare of the Company always at heart, and always acts and works in its interests.

Mr. N. E. Hills is one of the "new guard." He came with the Company January 14th, 1901, when he was engaged to represent us in the city of Cleveland, which territory he has continuously covered since that time. Just before coming with the Company Mr. Hills travelled for a while lead concern, and although his past train-

ing was directly opposed to the work he was to take up for us, it wasn't long before he recognized the truth of our arguments and was in the battle with all the eagerness and irresistible force of an "old timer."

There is no more thoughtful and persistent toiler in the ranks of the representatives than Mr. N. E. Hills. He is an earnest and enthusiastic worker who thoroughly believes in the high standards maintained by the Company and who has done much to build up the splendid business we are enjoying in Cleveland at present.

It's not often that lightning strikes twice in the same place, and Mr. L. R. Greene is to be congratulated on his success in landing a first prize for the second time.

Mr. Greene is a young man who has risen rapidly from the ranks and who holds all the promise of a bright future. He is untiring in his work and is well known in the P. N. A. Department, where he occupies the position as assistant manager, for his energy, and "do it now" spirit.

Mr. Green's success is due entirely to an indomitable will to get ahead. All his work is characterized by an aggressiveness and cheerfulness that are always a sign of the progressive man. Although absent from his desk for seven months on account of illness which overtook him last September, Mr. Greene proved by his ability to land a prize that his work was constantly near him.

Mr. Greene is but a little over twenty-four years of age. He entered

the employment of the Company early in 1899 as an assistant in the Toronto Depot Shipping Department. His ability as an artist soon won him promotion, and in March of the same year he was transferred to the P. & A. Department, Cleveland. Here he soon proved his value and at an opportune time was advanced to his present position.

Mr. L. J. Pasquelle, winner of both the special prizes, came with the Company as traveling representative in January, 1892, his first five years being spent in the Eastern Division. In 1897 he was transferred to the Central Division being assigned to territory No. 1, comprising part of Michigan, which he has since covered.

Mr. Pasquelle is one of the most systematic and effective workers in the entire Company. He is well known for the thorough way in which he goes after business, and for the unique methods which he employs.

"Keeping everlastingly at it brings success," is the principle that guides him in his work. He makes persistent use of all P. N. A. helps, and also keeps in close personal touch with all his trade.

Mr. Pasquelle is a very ardent supporter of the Company in all his work. He believes implicitly in our policy and our methods. He has been unusually successful in his work, and is a good example of what can be accomplished by a determination to succeed, backed by the right kind of work and persistence.



For The S-W. Loyal Staff.



UPON this issue of THE CHAMELEON we are sending a folder known as "F-6", which contains a brief history of the growth of the Company, a talk on our facilities, and illustrations of nearly all the buildings.

Each and every employee ought to carry this folder with him all the time, and should take much pride and pleasure in showing it whenever the opportunity presents itself.

It's just as Mr. Parsons said in his article in THE CHAMELEON last month, "What a wave of promotion would result if all the people enrolled under The S-W. Co. banner and their husbands and wives and sweethearts saw to it that their cousins and the husbands and wives of all their cousins knew, appreciated, and talked S.W.P. and The S-W. Co."

We all ought to take great pride in our Company and should never let slip the chance to let our friends know just the kind of concern we are. When we come to think of it each one of us plays an important part in our organization, and much depends on each individual employee. What we are today has been made possible by the enthusiasm, energy and devotion of our loyal staff, as much as anything else, and what we are to be in the future is just as dependent on the force and character of every one of us from the President down.

Let us all then do our share and never miss the opportunity to let outsiders know who we are and what we stand for. Keep the "F-6" with you all the time and use it whenever you can.



Mr. Alex Scater, Manager Pacific Division, taking a dip in the surf at Honolulu. (Photograph taken by Mr. S. P. Fenn.)

Taking Advantage of Chance Opportunities.

BY J. F. HOSMER.



MY experience as a salesman, refined Oil; and after an exhaustive talk, he said to Mr. Klein: "Are you going to handle this paint?" Klein replied, "I've thought some of it." The other answered, "If you do I'll take a gallon of this red barn paint and try it. If I find that what this salesman says is true, I'll use it provided you will take the barrel of Linseed Oil, the dry Venetian Red, and the lead off my hands. I'll also take such oil from you as the paint requires."

Mr. Klein agreed to do this and asked me how soon we could deliver the paint in Bradshaw. I said, "In 5 days," and he gave me an order for 58 gallons S.W.P., 6 gallons C.P. and a small assortment of shelf goods.

The property owner was true to his word, and in less than three weeks, Mr. Klein had sold him 30 or 40 gallons of Creosote Paint and 25 or 30 gallons S.W.P.

Taking advantage of this chance opportunity started an agency for me whose purchases in fifteen months aggregated \$925.00, part of which repented orders for 577 gallons of oil and the merits of S.W.P. and Creosote Paint. I showed him S.W.P. And I might say that Bradshaw is a town of only 380 population.

Cleanings From the Advertising Papers.

(Continued from page 106.)

Free Kopal Scheme.

"They are first class and at the head."—W. B. Blanchard.

"Have not had one complaint."

—J. H. Vance.

"The goods give universal satisfaction. One frequently hears such remarks as, 'the best I ever put my brush into.'"—W. T. Yearsley.

Kopal.

"Where once used, always used."—J. W. Mackey.

"A big winner."—W. J. Fasquelle.

"It has assisted me in landing the dealer, and in turn the dealer has been able to get painters trading with him on paints that he could never get before."—F. F. Meyers.

"It has assisted me largely in getting Kopal into stock with nearly every agent in my territory."—W. B. Falls.

Family Paint.

"Believe our line the nicest and most complete line of any in the market."—J. W. Mackey.

"This is my pet line. She is O. K."—J. F. Fisher.

"Consider the goods, package, display cards, etc., easily the best on the market."—J. P. Greene.

Q. D.

"The largest and most complete line of Q. D. goods on the market, and the best advertised."—W. B. Blanchard.

"The goods are all right with a capital A. and R."—W. B. Blanchard.

The P. D.

"It has been a great help, and is, in my mind, the best thing we have. Keep it up early and late—it's the winner."—J. W. Vance.

"I regard all the P. D. work of inestimable value to the representative and to the agent."—J. W. Mackey.

"Has helped me very much in landing doubtful customers and some B. B.'s that I had really little hopes of getting."—N. E. Hills.

ist Quality.

"The grade of goods we have been furnishing the trade this year is just what the name implies, ist Quality; and so far as my observation goes, the very highest quality in the market."—W. B. Blanchard.

Aluminum Pt.

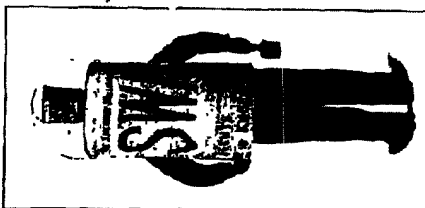
"The goods are the best ever."—W. B. Blanchard.

"It is a line piece of goods. Never had a kick on it. It does more than we claim for it."—E. F. Meyers.

"It's a dandy."—N. E. Hills.

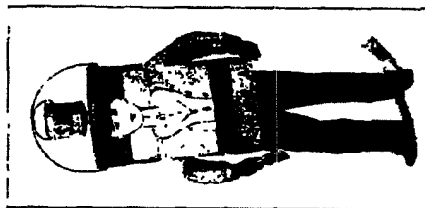
"Excellent for all machinery, pipes, etc., in a creamery. Gives a nice, clean, appearance and does not discolor with the constant dripping of oil."—J. P. Greene.

"You can use it anywhere and it will stand. I will stake my life on this."—W. E. Matthews.



"These illustrations show an original costume designed and worn by an employee of Alexander A. Knuch, our agents in Susanville, Cal. It made its first appearance at a masquerade ball on April 18th, 1901, given by the Town Relief Society. The costume took the first prize.

The number of S. W. P. agents who show such originality and enterprise is constantly increasing. We want more of them, too.



Good Words From the Road.

One Sale Always Leads to Others.

Four years ago last spring I tried to sell C. L. Meyers, of Decatur, S. W. P. for his new house, for Neager Bros. who were then our agents at Decatur. I was not successful, as he said he had decided to use a paint guaranteed to be just as good as S. W. P., that did not cost as much. The paint Mr. Meyers used has nearly all come off and he is going to repaint, this time with S. W. P.

His reason for this is that his next door neighbor, Dr. D. D. Clark, painted his house with S. W. P.; earlier in the same year that he did, and it is still in perfect condition.

Meyers says he will have nothing but S. W. P., and I guess he means it.

—W. B. BLANCHARD.

A New Use for "The S. W. P."

Mr. Armstrong, of Mitchell & Armstrong, our agents in Holland, Tex., told me that it would be hard to get along without "The S. W. P." magazine. When one of his dead snuk with a property owner and can't convince him against lead and oil in cheap mixed paints, he just gets out his last issue of "The S. W. P." and hands it to the property owner with the remarks: "Now take this magazine home, and tonight after supper start in and read it from cover to cover. If after doing so you're not satisfied that S. W. P. is the best paint for you to use, I'll give you enough paint and leave it with you whether you ever pay me or not." He says "The S. W. P." has never failed yet, it's only a short time ago that he closed a 65 gallon job for S. W. P. as the result of

"The S. W. P." The only trouble about the magazine, says he, is, "there's too little of it."

Twenty-Two Years of Good Quality.

Mr. J. N. Prayter, a veteran Knight of the Brush, said to me yesterday: "I used S. W. P. 22 years ago in Missouri and am using it in Oregon to-day, and I must say that the standard quality of the paint has never varied. It's as good, if not a little better, to-day than when I first put my brush into it many years ago."

Mr. Prayter does not stop at S. W. P. for he used 25 gallons of Kopal on one job this spring. He has another job in sight, a new court house, on which he will use 20 gallons more.

I might say that another maker's varnish was specified by a Portland architect for this court house, but when he the architect saw the other job Mr. Prayter had finished with Kopal and heard it was a good varnish, he expressed his willingness to have it substituted for the court house. You can't keep a good varnish down.

GEO. G. MINNA.

A First Quality Talk.

Mr. A. D. Walsh, our agent at Redwood City, Cal., tells me that a painter of Menlo Park near here ordered of him lately 10 lbs. of our 1st Quality Chrome Green, saying he would probably need 20 lbs. more of it. Later the painter came in and said that the color was so strong tie to lbs. proved sufficient. He said it was much the strongest color he had ever used and far exceeded that which he had been using heretofore. He further said that hereafter he'd use only The S. W. Colors.

E. F. PARSONS.

The Value of Fun.

BY J. D. BARKER



Let work and no play makes Jack a dull boy." is one of those obvious truths we all believe but fail to practice in the rush and hurry of the busy season, and this is the time of the year when we need to be reminded of it.

Continuous work, whether by man or machine, results surely in decreased output. Just as a millstone re-

quires to be taken down, resharpened and given a rest, so we need quiet Sundays, jolly social evenings, and holidays occasionally to brighten our wits and energize our faculties.

Let us be wise enough, then, to enjoy all the fun we honestly can, particularly at this season of the year, recognizing its value to the company and to ourselves.

DIVISION NOTES.

Central Division.

The month of June in the Central Division trade sales shows a fine increase in percentage of gain and we congratulate all our representatives and helpers whose energetic and persistent efforts have contributed to this complimentary showing. This is particularly gratifying when we consider the very unfavorable weather and the large percentage of rainy days. Surely success of this kind must lend a new zest and satisfaction to a month of vacation and rest. Our boys will most of them be off during the month of July and we shall hail them back for the fall campaign to do greater things than ever before.

Some changes have been made during the month in the Billing Corner. Mr. Geo. A. Maltby having removed his desk to the C. & M. Department; R. P. Jordan assumes the work of Record Clerk, and G. M. Statia, that of Entry Clerk, and E. F. Poshay has been engaged for the billing. So the progress is steadily onward. Mr. R. A. Harper has also assumed the position of Billing Clerk.

We had a call a few days ago from Mr. Vera, of Brown & Vera, Inc. Worth, Tenn., where they are located as S.W.P. agents of the Western Division. They express themselves as more than pleased with their experience so far with our goods and methods, and seemed to leave im-

Western Division.

Mr. S. P. Penn spent June 30th, July 1st, 2nd and 3rd with us, investigating our office system.

The preparation of the territorial lists has been started. With the care-

pressed with the fact that our factory like our products, more than made good the high reputation they had formed about it in advance.

The S-W Base Ball Team still holds the lead in the Commercial League with a record of a thousand per cent, having won every game so far. Like our other products, they can not be beaten. So far they've played four games and won all of them by good, clean scores; another game was postponed on account of wet weather. The four games played show very clearly that the boys are strong on batting and fielding, and this, together with the fact that the club has the strongest battery in the Commercial League in Messrs. Castle and Sohlinger, makes a combination that's pretty hard to beat. The games have been fairly well patronized by the S-W, people but not as well as the boys expect.

The score for each game follows:
June 7—The S-W Co., 17 runs vs. H. Black & Co., 4 runs. Game called 7th inning account of rain.
June 14th—The S-W Co., 11 runs vs. Central Engraving Co., 5 runs.
June 21—The S-W Co., 30 runs vs. Cleveland Window Glass Co., 6 runs.
July 12 The S-W Co., 22 runs vs. Root & McBride Co., 5 runs.

It has been arranged that the annual picnic of the Central Division will be held on Friday, July 18th, at Cottage Grove Lake.

Western Division.

Mr. S. P. Penn spent June 30th, July 1st, 2nd and 3rd with us, investigating our office system.

The preparation of the territorial lists has been started. With the care-

this month to spend his vacation. Mr. Harris is abroad also, having sailed the 10th from New York on "La Loraine" for France.

Mr. Harry Dwight Smith spent a few days with us the early part of this month.

The Shipping Department reports plenty of stock on hand. They have been enabled to clean up all old C.F.'s and orders are being attended to with unusual promptness.

The month just past has proven to be the largest in point of sales in the history of the Railway Department of the West. The representatives are to be congratulated on the excellent business they are doing in this department, especially with the street railways.

Mr. Donnelly seems to have all the architects in his territory specifying S.W.P. Through his influence among them, he has recently landed several

Eastern Division.

Mr. Edward Watson has been engaged to fill the vacancy on territory No. 72 caused by Mr. F. P. Spillman resigning his position. Mr. Watson has had charge of the business of our agent, Mr. H. C. Mackley, Greenville, S. C., for a number of years and is thoroughly familiar with the paint trade. The Eastern Division staff takes pleasure in extending a hearty welcome to Mr. Watson, and wish him a large measure of success.

July finds the salesmen, with a few exceptions, entering upon their vacation, and we trust that the much needed rest will put each man in fine fettle for the fall campaign, which

large jobs on public buildings in his own territory, 57, and in other territories as well.

Metastatic is fast coming to the front. The Railway Department of the West reports large orders for this line during June from some of the leading car and railway companies. Minneapolis Depot.

Mr. S. H. Stewart spent two days with us this month and while here attended the State Druggists' Convention at Hotel St. Louis, Minnetonka.

Messrs. F. R. Rightmire and C. C. Gerry spent a day here before leaving for their vacation.

The Twin Cities are thoroughly covered with large "Cover the Earth" posters, so prominently placed that they can be seen by all travelers between both cities.

We heartily welcome our new shipping clerk, Mr. A. L. Ferbert.

Eastern Division.

will be a hot one. The campaign throughout the spring has been aggressive and a power for good and we trust that the holidays of each representative will be thoroughly enjoyed and brimful of good sport.

In order to close up some important C. & M. work the vacation period has been delayed a few days on some territories.

S. W. P. continues in excellent demand and the summer looks promising for a good business. Some excellent business is being secured through the promoting work getting into heretofore unexplored channels for new trade.

Owing to the extremely wet season last spring, the paint business was exceptionally brisk through July and August, consequently we will have to renew the fight with vigor and enthusiasm in the early fall to make a record breaking finish.

August, September, and October should be made the most of in following up the increase on the accounts which the comparative sales show need attention. Comparative sales reports will help to outline the personal work on each territory, to

New England Division.

We are having excellent painting weather, which enables us to keep ahead in sales. The heavy demand we have had for Moss White and No. 484 has handicapped us to some extent, as we have been unable to get the goods for shipment fast enough.

Mr. Cottingham made us a flying visit on the 27th, leaving that night on the midnight train for Newark. We were also pleased to receive a call from Mr. Madill this month.

We have engaged a new representative, Mr. Irving B. Wells, to work the central part of Massachusetts. Mr. Wells formerly traveled for The Pierce Hardware Co., of Taunton, so he is somewhat familiar with The Sherwin-Williams Paint, and better still, is very well acquainted with the

strengthen the weak places, and increase the magnificent lead on lines which are showing strong gains.

Keep Metalastic to the front. It's a sure winner.

The Eastern Division held their Third Annual Outing July 12th, at Greenwood Lake, in the Orange Mountains. The entertainment committee arranged for an unusually good programme. An account of the picnic will be given later.

territory he will now handle. We wish him success.

Mr. Brown, of the Chicago Promoting force, visited us while in Boston on his vacation.

The work of the P. D. is letting up now, although there is plenty to do in revising lists for the fall. The results of our spring campaign have been very gratifying, but we know it is possible to improve and do better work during the coming year.

We are much gratified with the June collections; in only a few instances have we been unable to get at least a payment on account of June bills. Judging from the inflow of money the first of this month, July's accounts receivable should be large.

DEPARTMENT NOTES.

Trade Sales Department.

Record of New S. W. P. Agents.
"All's well that ends well," and a strong one.

All the representatives seemed determined to make a good showing before vacation time and in nearly every

Division a substantial increase in new agents has been made.

We certainly appreciate the good work that has been done and sincerely hope that each representative will thoroughly enjoy his well earned vacation and come back well rested and fully prepared to enter the fall campaign with renewed vigor.

The Central Division still holds first place with Mr. Benedict leading by a good margin. New England has slipped back to third place, second position having been taken by Mr. Baum of the Western Division, who is making a fine record for himself, and who bids fair to give Mr. Benedict a hard tussle for first place before the close of the year. The Eastern Division remains in the same position, Mr. Pullock leading with still 38 new agents to his credit.

Up in Canada the good work is being kept up with Mr. Crevier still leader. The Pacific Division has come to the front with a good showing this month. Mr. Mowat having nearly succeeded in catching up with Mr. Crevier.

The leaders in each Division and their records follow:

Central Division. 74 new agents.
I. M. Benedict.
Western Division.
R. H. Baum. 51 new agents.
New England Division.
Ralph F. Ketchum. 46 new agents.
Eastern Division.
S. G. Pollock. 38 new agents.
Canadian Division.
D. Crevier. 30 new agents.
Pacific Division.
Geo. W. Mowat. 28 new agents.

Leaders in Floor Finish Sales.

The Eastern Division still leads the field with Mr. Sheldon running ahead by a safe margin.

The other divisions are in the same places as reported last month, there being no change in the leaders.

The record for the entire Company is as follows:

Eastern Division.
H. T. Sheldon.
Canadian Division.
D. G. White.
Western Division.
J. P. Greene.
Central Division.
I. J. Fasnelle.
New England Division.
F. B. Hare.
Pacific Division.
Geo. G. Mowat.

The Leaders in Varnish Sales.

Mr. Fallis, in the Canadian Division, has succeeded in lengthening his lead this past month, and is pulling away from the rest of the leaders.

There has been no change since the last issue of THE CHAMELEON in the position of those in place in other divisions.

The record for all divisions still stands:

Canadian Division.
1st—W. S. Fallis.
and—Robert Johnson.
Central Division.
1st—J. J. Fasnelle.
and—H. B. Pruden.
Eastern Division.
1st—H. T. Sheldon.
and—M. B. Millsbaugh.
Pacific Division.
1st—Geo. G. Mowat.
Western Division.
1st—John P. Greene,
and—Joseph F. Hommel.
3rd—W. W. Walton.
New England Division.
1st—L. W. Barney.

Kopal Sales.

It's truly wonderful how Kopal is taking hold, and yet not so surprising when one stops to think how good it is. Kopal is proving to be a "sure winner" with the painter, and it's one of the best entering wedges a representative can use to secure the good will of stubborn painters—they cannot resist it. Every representative will find it to his advantage to crowd Kopal to the utmost limit.

The leaders in each division follow:

Central Division.

L. J. Fasuquelle.

Eastern Division.

H. T. Sheldon.

Pacific Division,
Geo. G. Mowat.
Canadian Division,
W. S. Fallis.
Western Division,
Jos. E. Hommel.
New England Division,
L. W. Harney.

Mr. Fasuquelle has succeeded in placing a wider breach between himself and Mr. Sheldon, and the race for second place is exceedingly close between Mr. Sheldon and Mr. Mowat. It's any man's race yet, in fact the contest all around is so close it's hard to pick the winner at the present time.

(Edw. A. MARTIN.)

Railway, Street Railway and Marine Sales Departments.**Railway.**

The principal suggestion we have to make this month is that all enjoy their vacations to the utmost, and come back prepared to wind up the year's campaign with a good, strong finish.

Results accomplished by most of the representatives in Railway, Street Railway and Marine Departments, indicate the added interest the trade salesmen are taking in special work, and the resulting increase in sales is very gratifying to us. There are, however, a few representatives who have not taken advantage of their opportunities. We hope that they will "make good" when they return to their territories after vacation, and finish well up in front along with their fellow workers who have done so well.

Street Railway.

A customer of Mr. Parson's, in the Pacific Division, has just placed his second order for Pole Paint, which

amounted to 2,000 gallons. A series of letters promoting Pole Paint have been mailed recently, and every representative will find it to his advantage to go after the Pole Paint trade. There are good orders in it.

Don't overlook last month's suggestions relative to Ajax Insulating Black and Ajax Insulating Varnish (Clear). Also remember paint for power house generators and engines.

The new "Metastatic" booklet has just been mailed to lists of railway and street railway officials. The first of a series of three letters went with it.

Marine.

Mr. E. M. Richardson is sending in some good marine orders from England. The trade there bids fair to be as enthusiastic and loyal to "Rich" as are the vessel people in this country.

E. M. WILLIAMS, Mgr. St. Ry. Dept.

Manufacturing Department.**Plant Number One.**

During the month of June the total output of the factories was about 10 per cent greater than the total sales. This has enabled us to catch up with orders and replenish depleted stocks. We are now practically able to fill orders almost as soon as received.

We experienced an unfortunate break-down on the evening of July 2nd. The connecting rod of the 150 K. W. direct connected engine broke just as it was being shut down. This deprives us of about one-half of our power. Fortunately the break happened just after the steam was turned off and the engine was not seriously damaged. We were able to get a prompt shipment from the engine builders and trust that before the time this number of THE CHAMELEON is issued, we may have the engine repaired and again be running with the full power capacity.

We have just installed a box elevator which is proving to be a great convenience. This conveyor is run by an electric motor and is an endless chain with arms on which the boxes are taken from the wagon and delivered on the fourth floor into the S. W. P. packing department. It makes a great saving of time and labor.

The regular monthly meeting of the Foreman's Club was held July 7th.

It was reported that recent tests on an improved cup for the penny lever can indicate that it will not be long before we will be able to adopt means whereby leakage from that style package will be greatly reduced if not altogether obviated.

The Club decided that it would be

best to continue the discussion of fire prevention, the condition of apparatus, etc., and hereafter a part of every meeting will be devoted to these and other subjects of equal importance.

Suggestions were offered for the improvement of elevator gates in order to prevent accidents; also for a better messenger service between departments not closely connected.

Messrs. Steplein and Oldham were present at the meeting and gave much needed information about The S-W Mutual Benefit Society. As a result many valuable suggestions were offered which will undoubtedly improve the present good condition of the Society.

Plant Number Two.

Mr. F. K. Hayashi, Government Railway Engineer of Japan, made us a visit on June 30th.

Mr. Geo. A. Martin made us a visit on July 2nd.

Plant No. 2 was closed Saturday, July 5th, in order to allow employees to take an extended and much needed rest over July 4th, 5th and 6th.

Plant Number Three.

"It's an ill wind that blows nobody good." We have always been obliged in Montreal to carry quite a stock of raw materials ahead, owing to our distance from headquarters and from points of supply. This very fact saved us from feeling the pinch of the "lead famine" until it was almost over. When it did come it found us with a good many barrels of imported lead in our cellars which we were able to draw upon, thus making a virtue of necessity, and keeping our mills going to their full capacity.

By continuous strenuous exertions, the Manufacturing Department is just

able to keep its head above water, and no more. Losing the use of one mill for two weeks, during repairs hampered us quite a little, but we are getting along swimmingly again.

For the past four months we have been making our own refined oil with good success and satisfaction. We received a testimonial on this product

the other day which was made valuable by its evident sincerity. A rival paint maker in the city applied for a loan of two barrels of refined oil in an emergency, and was so pleased with it that he came back for three barrels more, saying it was the finest oil he had ever used; had tried to use so and so's oil, but found it very unsatisfactory, etc., etc. J. C. BEARDSLEE.

P. & A. Department.

Final arrangements for the enlargement of the floor space in the P. & A. Department have been completed and the work of alteration is being rapidly pushed along.

The offices are to be moved down stairs to the third floor of the building we occupy at present and will take up half the floor space; the remainder is to be partitioned off and used as a storage room for paper stock, etc.

The increased floor space will add

much to our facilities and will enable us to execute our work with more satisfaction and certainly with better results. The printing department, especially the composing room, will gain much needed space and will be able to work to much better advantage.

We expect to be settled in our new quarters and in good working order about the 21st of the month.

GEO. W. FORD.

Promoting Department.

We have just completed plans for a very effective fall promoting campaign on the B. P. A. and B. P. C. names. The work will be begun August 15th. We expect very good results from it, especially so since the B. P. A. and B. P. C. lists have been so carefully revised by the salesmen.

The work of the P. D. is widening in scope and is becoming more important every day. We are preparing

to care for it promptly and to give the representatives the best service. Mr. C. C. Prescott has been added to the general staff, in order to help in the great bulk of writing we now have to do for all divisions. Mr. Prescott has had some experience in the advertising field, and with his help and the increased facilities in the P. & A. office arrangement, we expect to turn out more work and better work than ever before. HARRY DOWDNEY SMITH.

GENERAL NOTES.

July 2nd Mr. Cottingham sailed from New York on the "Majestic" bound for England. He expects to be gone until the middle of August. Just previous to his sailing he made a flying trip to some of the Divisions. June 21st he left Cleveland for Montreal, where he remained until June

25th, leaving the latter date for Boston. From Boston, he went to New-ark June 26th, where he made his headquarters until the evening of June 30th, when he left for the New York offices, where he was until he sailed.

We wish him *Bon Voyage* and a safe return.