



The Chameleon

SEPTEMBER

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The Chameleon.

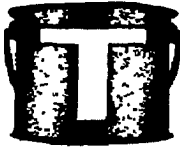
Published on the Fifteenth day of each month by
THE SHERWIN-WILLIAMS PRESS, 31 Michigan St.,
Cleveland, for the interest and benefit of
THE SHERWIN-WILLIAMS Co.'s loyal staff.

VOL. IV.

SEPTEMBER, 1901.

No. 9

A BRIGHT OUTLOOK.



THE first of September we began a new business year.

We closed our ten months year August 31st with a larger business than that of our very successful twelve months of last year. Another very gratifying feature is the fact that our *gain up to date* this year is quite a little in excess of the splendid figures made by our gain for *all* of last year.

We continue to go forward with leaps and bounds—the leaps and the bounds getting longer and faster each year. It's a hot pace to be sure, but with such constant training and such a magnificent course it's only natural we should increase the speed.

Records of all kinds—world's records—are being broken almost every day by this great American nation of which we form a part.

This is America's day. This our great opportunity. The times were made for us and we were made for the times.

It's an era of great possibilities, of immense undertakings and tremendous achievements. It's the ideal occasion for able men and for strong institutions that possess the enterprise, the boldness and the ability to formulate and execute such a wide and liberal policy as will meet the exceptional and splendid conditions of these most prosperous and promising times. It's the man or concern that has faith, nerve and ability enough to grasp and hold these unusual opportunities that'll win such success as has never before been heard of or thought of.

The good times for this country are not over—not by any means. The progress has been great, but it has been on a sound basis. We no longer trade among ourselves alone, but the markets of the world contribute to and assure our prosperity. The field has widened and will continue to expand. So I think we have good reason to look out on the new business year with strong confidence and great hopes.

No one doubts our ability to continue our rapid growth and I, for one, will shove up the estimates for this year away beyond anything we have ever before attempted—not alone because of the prosperous conditions of the country, but chiefly because of our increased strength, because our organization is stronger and better than it has ever been, because our staff in every department, Manufacturing, Selling and Recording is more efficient and more effective than ever. There are great things ahead of us.


General Manager.

About Complaints on Floor Varnish.

BY J. C. BEARDWELL.

IN the varnish line there is no article which presents more difficulties to the manufacturers than floor varnish. The difficulties come from two causes. In the first place, it is exceedingly difficult, if not well nigh impossible, to produce a varnish which shall completely fill all of the varied requirements. A satisfactory floor varnish must dry quickly so that the person using it may not be unduly inconvenienced. On the other hand when dry it must be hard, tough and elastic, must not scratch easily and must wear satisfactorily under the severe attrition that a floor always gets. These are the difficulties from one side.

On the other hand, we must take into consideration the fact that many conditions may arise in the application of a floor varnish, which are unsatisfactory and under which the best results can hardly be expected. For instance, if floor varnish is applied to a floor which contains the least bit of dampness or on which any traces of grease or alkali remain, the varnish will not dry satisfactorily.

In the second place, varnish is generally applied, when used on open grained floors, over some form of paste filler. In the finishing of our own General Office two cases occurred, where with a desire to hasten the job, the varnish was applied before the filler was thoroughly dry, thus making the varnish, which ought to dry hard over night, take four or five days to harden. The difficulty in this case was not at all due to the quality of the varnish, but to the fact that it was applied on filler not yet hard, and the

soft filler held back the drying of the varnish.

We had occasion a short time ago to re-varnish the floor of the Club Room and on this surface, which had had a previous coat of varnish and was washed up clean, the varnished surface was walked on successfully eight hours after application.

The subject of floor varnish being full of difficulties we have naturally given to it more careful study than to some of the lines where the requirements are less exacting. From what is known at the Factory of the nature of these goods and their proper application we feel perfectly safe in saying that complaints or alleged difficulties with Durable Floor Varnish may be traced in practically every case to its improper application. When carefully applied to a carefully prepared surface, it will be found, we believe, one of the very best articles of the kind on the market. It is, however, an article peculiarly apt to be misunderstood through no fault of its own.

Complaints on varnish are particularly hard to adjust because there is so seldom anything in the way of an explanation that can be seen. In case of a complaint that floor varnish does not dry satisfactorily where applied, get carefully into the facts with reference to the matter and ascertain, in an indirect way if possible, as to the length of time after the filler was put on before the varnish was applied, and it is ten chances to one that you will find at once that it had been varnished too quickly. You can readily demonstrate this to the user by getting a piece of the same wood, filling it with the same filler, seeing that the

filler has ample time to dry and then applying the varnish.

A mistaken but unfortunate impression prevails that liquid filler is a good thing to apply to a floor as a preparatory coat, while on the contrary, nothing could be worse. You must remember that varnish on a floor is subjected to an entirely different kind of wear to varnish applied under any other situation, and for that reason the lack of perfect knitting together of the varnish and filler coats, which makes no difference on hard wood work, is of vast importance in determining the question of durability on a floor. If you get a complaint that Durable Floor Varnish does not wear satisfactorily, smell quietly

Good Words from the Road.

THE Southern Pacific R. R. are painting all their depots on this branch, and I met sixteen painters today at Schuenburg, all singing S. W. P. I

went the rounds and asked each how he liked the goods, with the same old reply—"There's nothing better on top of clay." One painter in particular was most enthusiastic, having used it for many years in Illinois, and he said, that S. W. P. was the best *poor man's paint* made. This was very pleasing to hear, and I got him to go to my B. P. A. in his lunch hour and tell him what his experience had been with our goods. I can assure you he said his piece like a "little man", which did us no harm, as you may know. The trip of sixteen such men through this territory cannot but help me and I shall not fail to make good use of it.

F. F. MYERS.

Some time ago Mr. Pearson, Mgr. Consumers Gas Co., Toronto, called

around and see if you do not discover that liquid filler was used as a preparatory coat.

The most durable job would undoubtedly be produced by using nothing but the floor varnish, and an entirely satisfactory one can also be secured by using floor varnish in connection with our Floorlac, with which it seems to work very happily.

The main complaints which you may receive on Durable Floor Varnish are likely to be along the lines pointed out, and it is to be hoped that this article may enable you to straighten out promptly and pleasantly any little difficulties of the kind that you may have.

me up regarding paint for two of their largest gas holders. I strongly recommended P. M. 5, and he decided to order two barrels and two barrels oil for thinning.

Upon receipt of above, their painter claimed it would not stand gallon for gallon thinning. Mr. Ballantyne happened to be in Toronto, and together we saw the painter and explained to him, by thoroughly stirring and adding a gallon of oil to each gallon of P. M. liquid, it would brush out and not run. He had some empty paint tins and we showed him then and there how it would cover on one of the plates of the holder.

They used on these two holders, when painted two years ago, twelve barrels of other paint, and when they had them all thoroughly done with P. M. 5 they used but a little more than seven barrels.

I might add, that these holders rise and fall in water, and I have been watching them for some time, and the

glows and body is the same as the day it was put on.

A. E. KUPPERT.
THE CHAMELEON just received and it has braced me up, ready for another good month. There is nothing like THE CHAMELEON to brace a person up and encourage him to go ahead and push harder than ever. Both THE CHAMELEON and "The S. W. P." are just the thing to put into the hands of our agents and our traveling salesmen in the South, for this is a sleepy climate and a man needs all the encouragement he can get, otherwise he gets into a rut which it is very hard to get out of.

The articles written by Mr. Sherwin and Mr. Cottingham, from time to time, are fine and their remarks inspire a person to take up the fight for S. W. P. anew, and not only cover our territories with S. W. P., but show our customers that we are here to help them not only to increase their business, but to help them and their employees morally and otherwise as well. When they have found this out, then there is no changing S. W. P. for any other line.

My agents down here have already

found out that I have, by different ways of working, put new life into their business. They are all doing well, and business is increasing all over my territory.

Wm. B. HARRIS.

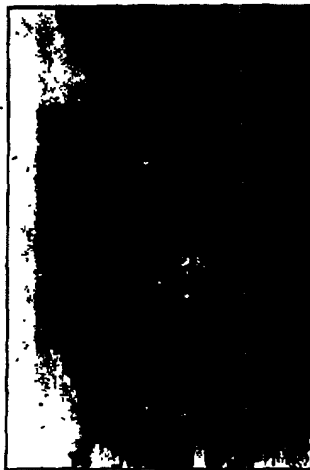
J. C. Fetter, Owensville, O., says, "The only fault with S. W. P. is that it wears too long." Thinks he will do a better business than ever this year.

E. J. RICHARDS.

Mr. O. P. Raber, of Corunna, Ind., said to me recently, "That Bath Enamel of yours is great stuff! Just look here," pointing to prescription case, the old paint on which is coated over with one coat Nile Green Bath Enamel, "I have spilled acids, even ammonia on that counter and you can see for yourself—it's in first-class shape; a little dirty, to be sure, but the enamel is still there."

And, by the way, I want to pay him a tribute, too. If one-half of our agents possessed the practical knowledge of pains and painting materials he has taken the trouble to acquire, our lot and business would be much pleasanter than it is.

EDW. S. BLANCHARD.



Every boat on the Great Lakes, passing up or down the St. Clair River, gets a view of this sign, on the dock at Sarnia, Ont.

Looking Forward in P. D. Work.

BY JOHN COBURN.

THE time will come, and we hope it is not far distant, when the field will be so thoroughly covered that the fight for new agents will of necessity grow less fierce, and when our efforts in the Promoting Department especially will have to be directed into other channels. It is the situation that holds true at present in the Canadian Division work.

It is well to keep this self-evident fact before us and to bring ourselves to a present realization that when that time does come in "the States," S. W. P. will have to force its way through the consumer, the property owner—the man who pays the bill, if we mean to keep on growing.

We cannot, therefore, dwell too strongly upon the necessity of impressing our agents with the advisability of their co-operation by sending us lists of property owners, that is, they know will paint or who ought to paint, and on whom we can employ our "personal letter" system.

"Personal letters" are the very best advertising we can give an

agent. "A man's mail will reach him when no human being can," and as experience has demonstrated, our "personal letters" have proven over and over again their worth as invaluable sales-makers.

Let us then impress upon our agents how they will best serve their own interests; how they will insure the continuance and increase of their S. W. P. sales by sending us property owners names. If your man can only send one name a week, or even one name a season, get him to do it. He could not do anything that would benefit him more, and he could not co-operate with us in a better way.

Our agents in general do not realize how beneficial our "personal letters" are. It's up to the "propelling force" to drive this point home. It's one of your best talking points. You can't dwell upon it too strongly nor too long. Argue, plead, beg and insist; fight it out year in and year out if necessary.

Remember, you will best serve yourself by helping your agents increase their sales. And above all remember "there is no time like the present," so begin to "Do It Now!"

Something Besides Talk in Landing an Agent.

BY "A NEW MAN".

ON June 1 sold one of my B. P. A.'s a bill of S. W. P., just two gallons short of the quantity that entitles a dealer to the agency. The order reached the office and factory during the rush, when so many shipments were delayed, and when finally the goods reached him part had been C. F'd.

When I next saw him, with the intention of selling enough more S. W. P. to make him an agent, I found his store lacked the appearance of an S. W. P. shop and that he himself was rather short on enthusiasm. He was practically disgusted with the paint situation. The hottest of hot weather had come while he was waiting for



One druggist's way of putting S. W. P. where it can be seen. Stock display used by J. H. Webb, Grapeville, Texas.

his paint to arrive, while at the same time a long drought was making the farmers hold closer than ever to their money. Freight rates were high, and customers scarce. As a matter of fact the delay in shipment had already lost him one good prospective customer, so finally giving up hope entirely, he had written us to hold the balance of his order until fall.

But though his reception of me was cold, he was very gentlemanly, and he listened with courtesy to my explanation of the delay in shipment.

I asked him if any one had tried the goods. He said they had and that the paint was all right. My spirits rose on this about ten degrees, and I suggested that we nail up his agency sign. I stood on a stool and nailed while he held the sign. Then he put up another sign and I

began again to feel in an S. W. P. atmosphere. The lithograph of our plant was in a prominent place and he had early in the season hired a man to put up the fence signs, one of them being conspicuously placed on the bridge that joins two parts of the town.

When I presented the subject of an order for more paint he tried to put me off till fall; but I suggested a change in weather conditions, said it looked like rain and that I believed the drought was nearly broken, in fact I pressed the matter as far as I possibly could. But it still looked as though the order was held up.

I then asked if he had any prospective paint buyers in mind, and when he gave me the name of a man who had talked of painting, I put the Excello case, the Kopal case and the samples of colorless linseed oil in my

pockets, grabbed our customer's D.B. and made a bee-line for the Prospective Customer. I found him at a grist mill across the bridge, an affable German, from whom I obtained with ease an order for five gallons of Excello, a quantity of Filler and Inside Floor Paint, with a promise of an order for S. W. P.

When I brought this news back to our dealer he became a changed man—no "before and after taking" ad could show a greater difference. He was with me from that moment, and grasped at my suggestion that we clinch the S.W.P. order by calling on the P. C. that afternoon.

While I was eating my dinner with a Delmonico relish at the little hotel, it began to rain in fulfillment of my

prophecy. The Fates were surely with me!

At the dealer's store, after dinner, we happened to see the P. C. going by and I rushed out, brought him in, passed 'round the cigars and commenced to sell paint. Of course we got the order.

When he had gone, our dealer and I had a little further conversation of the most pleasant character and by the time I got my order blank out he had decided to paint up his own store front.

Then I proceeded to fill out the blank with a quantity of S. W. P. that transferred his name from the Dealer's list to the Agency list with a good, wide margin.

It sometimes takes something besides talk to land your man.

News of Export Business.

Philippine Islands, China and Japan.

Mr. W. Tyrie Stevens, representative to South Africa, has just landed at Cape Town, and we expect to hear from him soon with good orders. Mr. Stevens is familiar with the territory, having already spent several years looking after trade in this section.

Mr. E. M. Richardson, who has just returned from England, brings most favorable reports. He secured some handsome orders while away and we shall soon be shipping a full supply of S. W. P. and miscellaneous goods to Dublin, Ireland. He also took orders in England for railway and marine goods.

Mr. W. S. Fallis started this month for the West Indies, where he is looking up business for the Canadian Division. We look forward with confidence to good orders from him.



THE latest mail received from Mr. F. C. Donnison brings an order from a new S.W.P. agent at Port Adelaide, with a good assortment of miscellaneous goods.

So far Mr. Donnison has established agencies at Brisbane, Australia; Sydney, Australia; Melbourne, Australia; Port Adelaide, Australia; Auckland, N. Z.; Wellington, N. Z.; Lyttleton, N. Z.; Dunedin, N. Z.; Hobart, Tasmania; Launceston, Tasmania.

We expect by the time TAT CHAMBERLAIN goes to press we shall also have secured an agent in Perth, W. Australia.

Over four thousand gallons of S. W. P. have been shipped to Australia and several tons of Coach Colors besides many miscellaneous goods, including orders for street railway and marine trade.

Mr. Donnison will start for India early in October, and will visit the

Getting S. W. P. into Oklahoma's "New Country".

MR. E. S. Donnelly, territory forty-five, was in "the new country" opened up in Oklahoma by the President's proclamation, at the time of the famous drawing in Lawton, and saw the three towns of Lawton, Hobart and Anadarko spring up in a day like mushrooms. And he saw the opportunities for S. W. P. orders, too.

This "new country" which is adding towns to Donnelly's route sheet, lies south of Oklahoma and west of the Indian Territory. It's 6,500 square miles in area—nearly three times the size of the state of Delaware and nearly as large as New Hampshire.

Before the proclamation you could count the population by a few score. Since the first of August 50,000 people have settled in and around the three county seats, Lawton, Anadarko and Hobart.

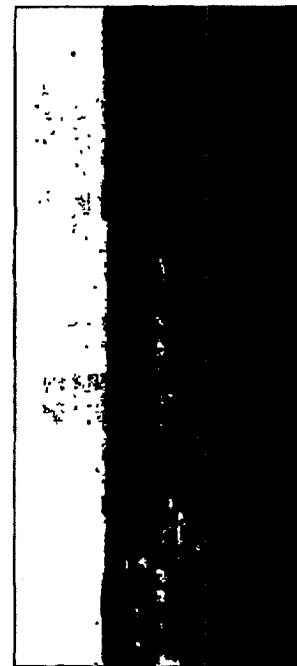
The papers and periodicals have been full of the interesting history of these towns and the "land lottery" that gave the territory over to the settlers. Through it all the point that stands out strongest is the American spirit of push and enterprise, and you

may be sure that where push and enterprise are concerned, S. W. P. will not be found far behind the leaders.

Donnelly carried S. W. P. into "the new country" with the first rush, and the new towns are already tacked on the Western Division maps. In two of them we have S. W. P. agents, in the other we have a B. P. A.

At Lawton, the center of interest and activity in "the new country", Mr. Donnelly landed an agent for an order of 153 gallons of S. W. P. and a good stock of shelf goods. Lawton is growing at a swift pace and the paint business will soon be booming. We're in this brand new town "on the ground floor".

Two photographs taken by Mr. Donnelly are reproduced on these pages. The one of Hobart was taken when the town was four days old. It was started on August 8th and inside of twenty days 300 "business houses" were up, with more going up every day. Mr. Donnelly landed an agent here shortly after the town was born. The lumber piles at the ex-



Hobart, Okla., four days old, and flying an S. W. P. flag.



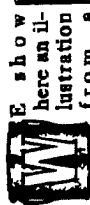
Anadarko, Okla. Mr. Donnelly has a B. P. A. here.

treme right of the picture show our agent's "stand".

At Anadarko Mr. Donnelly has picked a B. P. A. for the P. D. to work on. The flag flies over "Government Square", the Town Hall and the county offices. At this point

also many of the big auctions took place. \$186,000 worth of town lots were sold here in a few days time, showing that the settlers have carried money into "the new country". Some of it is sure to go into orders for The Sherwin-Williams Paints.

Shipping Premier Non-Fading.



E show here an illustration from a photograph of the first complete carload of Premier Non-Fading Red (Dry) sent the McCormick Harvesting Machine Co. on their recent contract with us for 250 tons, to be taken out before Aug. 31, 1902. We have sufficient other business secured or in sight so that we confidently expect to reach an output of many hundred tons of that splendid specialty during the present fiscal year.

Salemen should read up our circular

The first of the cars carrying Premier Non-Fading Red to The McCormick Harvesting Machine Co.

matter on the goods, get thoroughly familiar with their color and quality and be prepared to talk them intelligently to consumers, dealers and jobbers.



BRUSH MARKS

Central Division Notes.

Mr. L. R. Rogers, chief clerk of the Eastern Division, has been spending about two weeks vacation in Cleveland, and we have been glad to see him frequently in the office. It always does us good to come in closer touch with the other Divisions who are doing their part well in the great work of "Covering the Earth".

Our Promoting Department is busy in the depths of B.P.A., B.P.C., G.P.C. and all the other "Seas", and we are receiving good hopeful replies through the energetic follow-ups. The manifest help this department is giving to the different territories is more and more encouraging for representatives as well as ourselves, and everybody, we feel assured, is taking new heart in these endeavors.

We were glad to welcome Mr. Geo. A. Martin a few days ago to assume his position as General Trade Sales Manager, and congratulate ourselves that we may have the more frequent benefit of his vigorous and progressive counsel.

Mr. Thomas Madill and J. H. Earnes, of the Railroad Department, gladdened us with their presence on Monday last. Such loyal representatives of The S-W. Co. goods and methods can not greet us too often.

Mr. D. E. Flaher showed us some photographs of himself and his comrades on the beach at Atlantic City, and it is easy to see that his vacation was for health, rest and enjoyment of the very best kind.

David was very busy last week

among G. A. R. and old veteran friends.

Richard Sheppard has been appointed to the position of Filing Clerk in charge of our letter and correspondence cabinet and is expected from now on to produce all papers as called for with expedition and alacrity.

The duties of cashier in the upper lunch room have been recently divided between the General Office and the P. & A. Department, each one furnishing a change-taker to serve for a single week at a time. The cheerful readiness with which the insignificant charges are paid shows how greatly the varied menu is appreciated.

Cleveland Factory Notes.

The Cleveland Factory was closed on Saturday, August 31st, to take inventory. Previous to this time everything had been gotten ready and the inventory of the entire plant was taken in two or three hours, and by Saturday night almost all of the inventory had been drawn off.

On Tuesday morning the first of the inventories from the branch houses arrived from Chicago and the others followed in quick succession.

The entire Cleveland Factory Office force has been working every evening, but the new system of assembling the inventory and writing it up in consecutive order and then consolidating it has worked so satisfactorily that the total amount of labor has been very greatly reduced. This makes the inventory work not nearly so much of a "boo-ga-hoo" as heretofore.

We regret to lose Harry O. Gibson.

from the Cleveland Factory Office staff. He has been with the Company about two years, during which time he has filled various positions in the Factory Office. He was selected to go to Newark to assist Mr. Lawson, and take care of the Newark Factory records. He carries with him the best wishes of all who were associated with him.

Western Division Notes.

On Wednesday evening, just as the whistle blew the closing hour, we gathered in our salesmen's large assembly room to bid farewell to our retiring manager, Mr. George A. Martin, and to present him a diamond ring—a token of the high respect in which we hold him.

The presentation was rather unique, in fact, so cleverly arranged that not a hitch marred the effective carrying out of the plan. Through the kind offices of Mr. A. M. Parks, we managed to have Mr. Martin inspect a car just received from Cleveland, and during his absence from the office, at a concerted signal all gathered in the room. Returning to the office, Mr. Parks, desiring information regarding territorial lines, walked directly into the room with Mr. Martin. It's too bad we didn't have a camera ready to catch the complete surprise depicted on Mr. Martin's face. We venture to say it was the surprise of his life.

Mr. B. E. Borges, in a very neat and feeling talk, made the presentation. In expressing the gratitude the entire Western Division feels it owes to Mr. Martin for his kindness and consideration and its regret at his leaving us, Mr. Borges was carried away by his feelings and was visibly affected. Indeed it was easily to be seen from the sorrow manifested by

all present that Mr. Martin holds a place in our hearts truly expressed in the closing words of Mr. Borges. "The kindest man I ever knew."

Mr. Martin was so overcome he could hardly speak. Words failed him. Although he endeavored to express his appreciation of the gift, the simple words, "I am too much overcome to say anything. I thank you from the bottom of my heart," meant much to us because of their sincerity.

We all unite in wishing him unbounded and continued success.

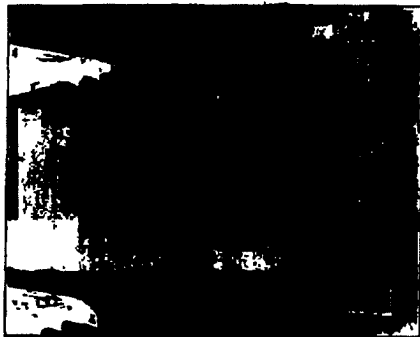
Fall business opens up in this Division with a dash and spirit which remind us of our spring rush. With prices back on the old basis and the prosperous condition in all territories, it would not be a surprise to us to see the Sales Department again calling on our factories to "produce the goods" before we close the fall business, notwithstanding that our stocks have been replenished and that the factories are in good shape.

We are pleased to report that Mr. A. M. Parks, Assistant General Manager, is with us at present to relieve Mr. Martin, who goes to Cleveland for a short time in connection with his new position.

We are in receipt of a telegram from Mr. E. S. Donnelly which reads, "Landed five big new agents today." "There is 'something doing' in the Indian Territory, and we thank him for the good work."

On another page will be found some illustrations of the sort of towns Mr. Donnelly gets "up against" in Oklahoma.

We are pleased to receive advice from Cleveland that the Chicago ware-



Window used by E. C. Abdill & Son, Danville, Ill. It follows a suggestion given in "The S. W. P." and shows how our agents benefit by that monthly business builder.

house has the honor of delivering its inventory first to Headquarters. Our Accounts Department hopes to have the same honor for the delivery of all reports finishing up the fiscal year August 31st.

We received a visit from Mr. Harry Dwight Smith, Manager of the Promoting Department, August 29th to Sept. and. The system being used in the fall campaign is bound to prove productive, and plans for the spring are already under way.

Eastern Division Notes.

We are inaugurating through our Promoting Department new plans for systematizing and facilitating prompt dispatch with matters pertaining to orders both direct and indirect, on some of which the salesmen have already received advice. We wish to call special attention to these requests

which have been made personally, that they may be followed out carefully. We hope for many improvements in reporting salesmen's work in order that larger results may be possible for the Promoting work.

Knowing that there is undoubtedly still some feeling of uncertainty regarding our ability to fill orders promptly, we wish to assure each representative that all the obstacles which caused serious and irregular delays up to within the last few weeks have been overcome. Our record of the last week shows conclusively that our orders are being filled with our usual promptness and that our correspondence is given the usual attention. No agent's requests or wants will now be slighted, no matter how trivial.

Mr. W. R. Sieplein has been at the new factory taking up matters of importance in connection with the manufacturing work.

In August we received a visit from Mr. Harry Dwight Smith, in the interest of P. D. work.

Mr. Harry Gibson, formerly of the Cleveland factory office has been appointed to a position in connection with the work at our new plant.

Mr. Lewis Walker and Mr. James Spawm have been engaged to facilitate the handling of our Promoting Department work.

With the former price on S. W. P. restored we expect to sweep all competition aside and close one of the largest fall campaigns for S. W. P. agents yet recorded.

One of our valued agents responded

Toronto Depot Notes.

Among our numerous callers during the Toronto Exhibition we mention the following customers:

W. Scott, Mount Forest, Ont.; W. Weichel, Waterloo, Ont.; J. S. Weichel, Elmira, Ont.; S. Adolph, Iistowel, Ont.; W. Jones, Wyoming, Ont.; John Gardiner, Dundalk, Ont.; D. McConnell, Hillaburg, Ont.; A. B. Noble, St. Catharines, Ont.; J. S. Greenhill, Leamington, Ont.; H. Ronning, Grand Valley, Ont.; Alex. Young, Wingham, Ont.; D. Becker, New Hamburg, Ont.; Mr. Poole, of Poole & Thompson, Montague, P. E. I.; Fred Haney, Strathroy, Ont.; G. Lippert, Berlin, Ont.; C. H. Finkle, Newburg, Ont.; T. H. Whitehead, Brantford, Ont.; W. B. Reynolds, Halifax, N. S.; Jas. Baird, Plattsville, Ont.; Geo. McLagan, Stratford, Ont.; J. H. Landon, Chatham, Ont.; J. H. Seaman, Chatham, Ont.; L. Hahn, Hamburg, Ont.; J. Bain, Woodstock, Ont.; Wm. Hinton, Goderich, Ont.

We were also pleased to see the following representatives of our Company:

C. C. Ballantyne, A. E. Schafer, W. B. Wise, W. S. Fallis, R. C. Mason, A. E. Klippert, C. A. Thomas, J. A. Brown.

We have had the city posted with a good number of AA6's and AA5's. These will be up for a month. They are in the best possible location we could get on the road to the exhibition, and we think they do very good advertising for us, as the city is crowded with visitors at present.

New England Division Notes.

August has been a busy month with us, as we have been getting the yearly reports in readiness to mail as soon after the first of September as possible.

to the decline in price with a wire order of one hundred gallons No. 385 in five gallon packages, for one of the largest Deaf and Blind Institutions in the South.

Mr. W. B. Albright has returned from his outing spent in the Canadian woods with reports of splendid success in whipping the Canada streams for trout.

Canadian Division Notes.

Our traveling representative on territory No. 90, Mr. James A. Brown, has tendered his resignation to take effect Nov. 1st, as he is going to be admitted partner in the large wholesale hardware firm in London, with which he was formerly employed and which he represented on the road for so many years with good success. We regret very much to lose the services of such a good, capable and trustworthy representative as Mr. Brown. There are few men on the road who enjoy the esteem and confidence of their employers and customers to such an extent as he does. His ability and sterling qualities have brought him rapidly to the front, and he made satisfactory and good progress with our Company. Had he remained with us his prospects were bright. However, the fact that this old firm has made him such a flattering offer, admitting him as a partner in so well established business, is proof enough of Mr. Brown's ability without any further comment. We wish Mr. Brown every success and know he will always speak a good word for The S-W. Co. where possible as in the past.

Mr. Ballantyne has returned from his vacation in England very much benefited by the change and rest.

We feel well pleased with the showing as compared with that of last year, and trust the next two months will bring us good painting weather that we may largely increase our sales.

The salesmen are on their territories again, and have been successful in securing new agents in spite of the advanced prices.

The return to the old S.W.P. price will be a great assistance to the Promoting Department and will aid us in landing several promising B. P. A.'s this fall.

We were pleased to receive a short visit from Mr. H. T. Sheldon, of the Eastern Division, who called on his return from his vacation trip.

The new year has begun well, and never before with brighter prospects. Three cheern and a tiger for S.W.P., and may it make a long stride this year towards literally "Covering the Earth".

Pacific Division Notes.

Mr. R. B. Wallace, who has been our cashier since the opening of this office, has been transferred to Los Angeles to take charge of our Southern California Depot office at Los Angeles.

Before leaving San Francisco, Mr. Wallace was presented with a very handsome clock by the staff of the Pacific Division, as a mark of their high esteem and good wishes for his future success.

Mr. W. E. Slaker has been appointed to fill the vacancy made by Mr. Wallace's transfer. Mr. Slaker has been in our employ since last May.

For the past eight weeks there has

been a succession of serious labor troubles in San Francisco. The only two effecting us directly are between the teamsters and draying companies and the stevedores, making shipping a very slow and difficult matter. All our goods coming from the factory reach us under the protection of a mounted policeman, who remains until the goods are safely delivered.

Reports from the salesmen continue bright. Mr. Parsons gave practical demonstration of the good obtained by him during his vacation, camping in Yosemite Valley. He bagged two good S. W. P. agencies the first week out, at the advanced price. The best one had been on our B. P. A. list for two years. At the office we had been inclined to try some one else. Mr. Parsons stuck to his man and has reaped the reward of his persistence.

Southern California Depot Notes.

To the Pacific Division Staff:—The writer wishes to convey through THE CHAMELEON his sincere thanks to the Pacific Division staff for the practical expression of their kindness on the occasion of his transfer to the Southern California Depot. He feels the beautiful clock was unmerited, but it will be a timely reminder, ever ringing out that friendship so truly a Sherwin-Williams characteristic.

Sincerely,

R. B. WALLACE.

We regret having to report the resignation of our cashier, Mr. R. M. Dungan, Jr., on account of ill health. Mr. Dungan had two months leave of absence lately, which we all hoped would prove, as it seemed to be at the time, a permanent brace, but unfortunately after one month's trial of the

work, after his vacation, he found it impossible to continue.

Mr. Dungan has left Los Angeles for the dryer climate of Arizona where he carries with him the best wishes of the entire staff. Mr. Dungan is the regular type of The S-W. Co. office man. Bright in spirit, neat in his work, and always hard at it.

July sales show an increase of 50 per cent over same month last year. A new agent landed purchased over \$700 on his first bill. Not bad for vacation times.

Two Photographs that Show Growth.

A framed photograph of the printing office staff of the P. & A. Department has been presented to the Club Room by Mr. J. C. Earl, foreman of the office. The photograph was taken August 22, 1901, and presents a striking contrast to another photograph

The S-W. Printing Office Staff in 1886.



taken twenty-one years ago, when the printing office was composed of but seven men, only six of whom were employed exclusively in the department. The present photograph shows a staff of eighteen. Both photographs are reproduced on this page.

The second figure from the left in



The S-W. Printing Office Staff in 1901

the 1880 group is Mr. Earl, at that time pressman. In this year's group he is the central figure in the first row.

Record of New S. W. P. Agents.

The race for leadership for the ten months year closes as follows:

Pacific Division,	
G. G. Mowat,	57 new agents.
Western Division,	
E. S. Donnelly,	55 new agents.
Central Division,	
S. H. Robinson,	52 new agents.
Eastern Division,	
J. P. Minetree, Jr.,	37 new agents.
New England Division,	
G. L. Wasgatt,	28 new agents.
Canadian Division,	
R. Vincent,	24 new agents.

Leaders in Floor Finish Sales.

Eastern Division,	
H. T. Sheldon.	
Canadian Division,	
R. C. Mission.	
Western Division,	
J. P. Greene.	
Central Division,	
L. J. Fasquelle.	
New England Division,	
F. B. Hare.	
Pacific Division,	
G. G. Mowat.	

Leaders in Varnish Sales.

Canadian Division,	
W. S. Fallis.	
Central Division,	
L. J. Fasquelle.	
Western Division,	
J. P. Greene.	
New England Division,	
L. W. Barney.	
Pacific Division,	
E. T. Parsons.	
Eastern Division,	
E. E. Lewis.	

Suggestions for Improvement.

We have received only a few suggestions during the past month, and would urge all to remember the importance we attach to help that comes from you in improving the work of the various departments. We need your suggestions.

We record the two following suggestions received from Mr. Wm. Lawson:

New style of bearing for spindle on our 12 inch mill. This bearing is so made that the mill may be adjusted and still keep the bearing in perfect alignment.

New boring head for our drill press thereby enabling us to bore to a greater diameter than before. We have also received a suggestion from Peter Luzius which for various reasons cannot be put into effect at the present time.

Number of Employees.

The number of employees in the Company on September first was 813.

Movements of the General Manager.

Mr. Cottingham reached Montreal from the St. Maurice Fishing and Hunting Club at Lake Wayagamack on August 29th remaining there until the 31st.

He was at Newark September first and second and has since been at his office in Cleveland.

Another Good Word for Copper Paint.

Corpus Christi, Tex., 9-19-01.
Bluntzer Robertson & Co., City.

Gentlemen:—The Sherwin-Williams Copper Paint purchased by you for use on my schooner yacht "Folly" is the best copper paint I have ever used, and I can cheerfully recommend it to anyone who needs copper paint.

Yours truly,
C. C. CUTLER.

The Chameleon.

Published on the Fifteenth day of each month by
THE SHEERWIN-WILLIAMS PAPER, 31 Michigan St.,
Cleveland, for the interest and benefit of
THE SHEERWIN-WILLIAMS Co.'s loyal staff.

Vol. IV.

OCTOBER, 1901.

No. 10

THE TWENTY-FIRST ANNUAL.



NOVEMBER 4th is the date fixed for the opening of the Twenty-first Annual Convention. It will remain in session until the 8th. It seems hard to realize we have so soon swung around to another annual gathering. The year has been such a busy one, and so much has been crowded into it, the time has been all too short to accomplish all we wanted to, and so it has slipped away almost without our knowing it.

We are ready and in fine form for the next.

Owing to closing our business year September 1st we are able to hold our meeting earlier than usual. This will be a great advantage, as it will enable us to be early in the field, when we will get our work in with telling effect.

Our 1902 plans are about completed and only await the finishing touches of the convention. As usual they are extensive, no pains or labor have been spared to make them effective. We are eager to place them before the critical judgment of our representatives, and doubt not they will be improved by it.

I hope that every one who attends the convention will come prepared to take an active part in it and help make it the most instructive and the most interesting we have yet held.

These conventions offer us all splendid opportunities for improving ourselves, and for gaining fuller knowledge of all sides of our business. The chief purpose of them is instruction. We meet to learn. We gather together to grapple with and solve every problem connected with our business. We aim to know more about paint and varnish and how to make them, than any one else in the business. Knowledge is power. It's the man who *knows* his business best, that does it best.

I would say to our representatives, come and teach us what *you* know and learn from us what *we* know. That's co-operation and "CO-OPERATION" is to be the keynote of our meeting.

While the principal purpose of the convention is strictly business we welcome the occasion as giving us an opportunity to meet socially once again those who have been in the thick of the fight. It is a genuine pleasure to us to have at headquarters the workers in the field, and I can assure all that a hearty welcome awaits you.

General Manager.

Joseph Lacasse.

IN this issue of THE CHAMELEON it is our sad duty to report the death of Joseph Lacasse, which occurred very suddenly from heart failure, at Paspébiac, Gaspé Co., Quebec, on the 30th ult. The body arrived in Montreal on the evening of the 4th, and the funeral which was very largely attended was held on the morning of the 7th from the church



Joseph Lacasse.
Died September 30, 1901.

of St. Louis de France. The burial took place in Cote des Neiges cemetery.

The late Mr. Lacasse was a man of much solid worth and his death is felt with keen regret by everyone connected with the Company. In the Canadian Division he was one of the oldest and most successful salesmen,

and to all who had the pleasure of knowing him he was held in the very highest esteem.

Mr. Lacasse was born in St. Jerome, Quebec, about 52 years ago. He started as a carriage painter when 13 years of age. In 1863 he went to the United States and enlisted as a soldier in the civil war. He fought in numerous battles, but escaped with slight wounds. During his army career he was captured and held as a prisoner for six months. After the war was over he was honorably discharged and went into business in the States on his own account as a house and carriage painter. He returned to Canada seven years afterwards and married. He had two children, the daughter is married to Mr. R. Vincent, one of our salesmen, and the son is the manager of the Banque Hochelaga, St. Henri.

Mr. Lacasse went into business in Valleyfield, and for ten years did a large contracting business, decorating churches, etc. In time he gave up his business and returned to Montreal, when he travelled for the St. Hyacinthe Paint Works and P. D. Dods & Co. In 1896 he engaged with The Sherwin-Williams Co., taking hold of what appeared to be a most unpromising field, but managed to work up a fine trade, which grew so large that in November, '99, another salesman was engaged to assist him in some of his territory.

Try as we might, we are sure we could not say anything so appreciative of Mr. Lacasse's genuine worth as that contained in the following tribute to him sent in by one of his oldest and warmest friends, Mr. Rob't Johnson:

"I want to say how shocked as

well as pained we all were when the advice of Mr. Jos. Lacasse's death was wired in the other day. To me personally, this was one of the most to be regretted incidents which has occurred among our staff since the opening of this house. He was the embodiment of that class of man so rarely met with nowadays—the happy combination of courtesy, energy and enthusiasm which it will be hard to replace.

"A man thoroughly posted in his business, he knew our goods as none of the rest of us could comprehend them, yet this knowledge and his kindly explanation of the same in every detail were most free to all of us, so free and so pleasant that we used to consider it a rare treat to listen to 'Joe' talking S. W. P. and the other lines.

"I am glad that I was permitted to start in with him. Shoulder to shoulder we recognized what we had to do to make this business go here in

Canada: and it is a great pleasure to me to refer back to his last words when we were first leaving to sell S. W. P. 'Well, Rob' old boy, we are up against a hard fight, but you get Ontario, and you can count upon Joe for Quebec. We'll show the old man (Mr. Cottingham) that he has the right material.' In this, he did not fail, he was a success, a success in a part of this Dominion where our management frankly admitted it was not possible to succeed. But alas, there is nothing left for us to do but progress, and to develop still further what he so ably mapped out and carried forward to such happy results in his business.

"I regret his leaving us, more than words can express. I shall miss Joe every time I come into this office, and I would simply like to say in conclusion, that 'The Sherwin-Williams Co. has never lost a more loyal or devoted employee, than our dear old departed friend, Joseph Lacasse.'"

The Value of Fineness in Our Dry Colors.



ONE of the greatest factors in making a dry color easy and pleasant to use, is the degree of fineness to which it is ground. Aside from the greatest covering power, the increased beauty and such advantages, there is a certain pleasure and satisfaction for the man who actually uses an even, well ground pigment.

If he has tinting to do with it, he can obtain his results with the least trouble, and the absence of small lumps and foreign particles means the saving of a great deal of work.

Very often the inconvenience and annoyance caused by the presence of such materials will offset a great

advantage in price and quality. Then, too, the covering of a dry pigment is considerably increased by thorough grinding, and this is of especial importance to wagon and implement makers, who as a rule are not in a position to grind their paint as fine as a paint maker. Therefore we aim to sell our dry colors in as fine a state of division as we would ourselves grind them in paste form.

Inasmuch as this is such an important point, it would possibly bear a little more emphasis than has hitherto been given to it, especially as our recent success in getting the McCormick contract for Premier Non-Fading Red was largely due to it.

Town Reports: From the P. D. Standpoint.* Talk Number One.

BY JOHN COOPER.

TOWN reports are the stepping stones to future new agents. They are the foundation stones of our greater success.

A carefully filled out and complete town report is one of the best helps the Promoting Department can possibly get from a representative. It also enables the Promoting Department to give help to the representative.

A good rule to follow is to "put yourself in his place", and ask, "What information ought I to have in order to work this town to the best possible advantage." Then write up the town report accordingly.

The representative is the connecting link between the Promoting Department and the agent, the B. P. A., the P. O., etc. He knows the "ins and outs" and the many characteristics of the various classes, and in order to make the most of his information, in order to get the most good out of it, he should pass it along to the P. D. through the town report.

The Promoting Department is now on a very good basis. The organization is nearing perfection, many improvements have been made. We will have a better and more concentrated card system. Our new "follow-up" letters and circulars will be convincing and out of the ordinary.

We want a chance to use all these good things, and it's up to the propelling force to "make good", and see that we are kept busy, right up to the top notch.

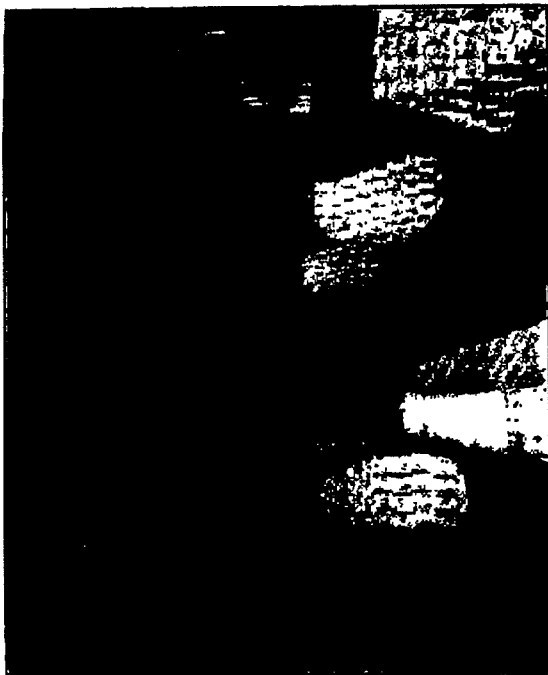
* This is the first of a series of talks on town reports. We shall take up in order the various classes and present, from the Promoting Department standpoint, the information necessary to best work.

Town reports should be invariably made out while all the little incidents of a call are fresh in your mind. "Procrastination is the thief of time," and it's also the thief of memory. It's a bad plan to put off for even a single hour the writing up of a report. Perhaps some of the vital and most interesting points will be forgotten. The man's weak point, the particular advantages of our agency, the point on which he can be best worked, may be forgotten, and then you'll wonder why he can't be landed as quickly as your talk with him would seem to warrant.

Then the next important point is to have the report reach the Promoting Department promptly—not to hold the reports for two or three days. Each day brings its own work and when two or three days' work is piled into one it clogs the machinery in your workshop and in ours.

There are many representatives, and if each one were to delay a day in mailing town reports it would mean a tremendous straining in the Promoting Department to keep abreast of the work. We must have time to do it right, and when we're crowded it's bound to effect the quality of our work for you. "Put yourself in his place" again and you will see how unwise it is to delay a town report. "Do it now"—is the motto to be kept under the hat band.

Effective methods backed by good paint is a combination that can make success for any dealer anywhere just as it's made it for The S.-W. Co.



Another good view in the S. W. P. packing room.

Everything Open.

SOME time ago an S.W.P. agent from the East visited the Cleveland Plant and was shown through by Mr. Parks. As they started off Mr. Parks said (as he often does to visitors) "Now if there's anything covered up that you want to look into, or that you want to smell of just let me know. Everything is open to your inspection."

"Do you mean it?" asked the agent in some surprise.

"Certainly," replied Mr. Parks. "I can stick my nose into the paint you're making if I want to?"

"Certainly,"

"Well, that just goes to prove where The Sherwin-Williams Co. stands. The other day I went to the factory of another paint manufacturer

and he had "stuck his nose into the paint" as often as he wished, he shook hands with the Assistant G. M., a former friend of S. W. P. than ever before. Send your agents to us every chance you get. A trip through the plant always means more enthusiasm and more business from them. Use the passes.

Mr. Parks to Move to Chicago.

MR. ALFRED M. PARKS, Assistant General Manager, who has been in charge of the Western Division business at Chicago for the past six weeks, will remain there permanently.

We have under way extensive plans for increasing the already very large business of this, the most important of our Divisions, and we feel sure that under the direction of Mr. Parks, the good record of the house will be sustained and advanced.

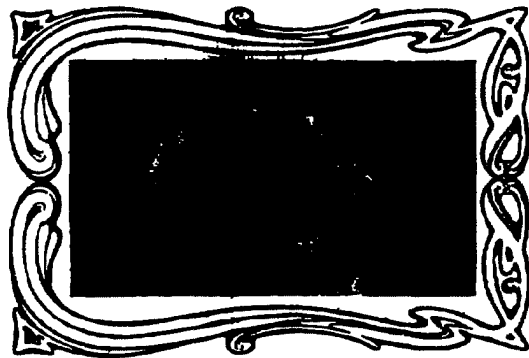
Mr. Parks' long and varied experience in the Manufacturing and Sales Departments will be of great benefit in developing to the fullest our plans in the west.

Mr. Parks came with the Company in 1883. His first position was that of Assistant Shipping Clerk at Cleveland. He was steadily promoted as follows: Shipping Clerk; Manager the Chicago factory at Pullman; Sales Manager, Cleveland; Assistant General Manager.

Mr. Parks is a stockholder in the Company and one of its most loyal and progressive members. He will

be greatly missed at headquarters, where he has so long been a familiar and popular figure.

Mr. Alfred M. Parks,
Assistant General Manager.



The Starting Point in Strengthening a Weak Agent.

THE article by "A New Man" in September's CHAMELEON interested me very much.

I want to congratulate Mr. "New Man", and at the same time, to most earnestly endorse the methods employed by him. In fact, I have all along advocated the adoption of this missionary work with consumers. I cannot see wherein a salesman is going to be contented in his territory, who does not hunt them up.

The matter of appointing an agent is easy; the question of getting the

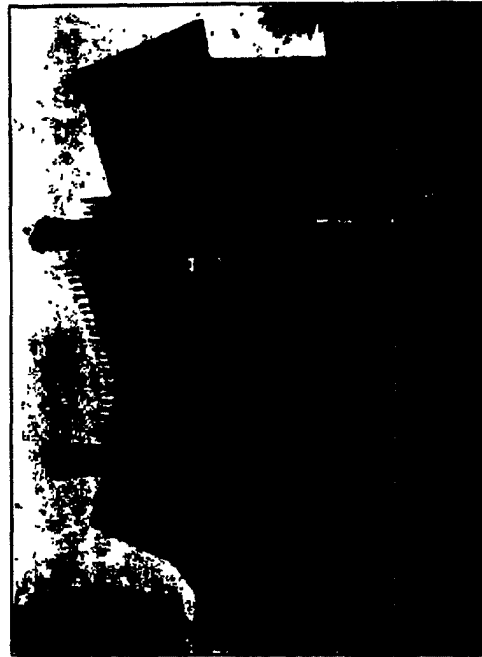
right one at the right time calls for good judgment; the way to educate him and his staff into the real merits of what he has secured in your goods and how they should be handled and displayed is quite another, and frequently a tedious task. It is a matter of study for the man at the wheel, and he has to pick out his course carefully and diplomatically, because he has to keep the whole of the machinery at work, and there must not be any friction anywhere.

Now this is my opinion of how

these products should be handled. Of course territories differ, just the same as men do. You will find all over the land that the character of the population is divided and subdivided up into groups. What goes with one of these groups will not with another. In some cases you hear every agent talking S.W.P. and praising its merits one to another throughout the whole section, while just over the line you are forced to listen to the very reverse, complaints and adverse arguments of every kind. Now in the former case your whole heart is warmed up and you begin to think that you possess a real snap. In the latter case you get the wind clean knocked out of you, and with your spirits forced clear down below zero, comes the opportunity to meet the consumer. I think through him lies the only avenue for you to win out

against yourself and the agent. Remember always, that you are selling the greatest of paint, and armed as you are with all its advantages over every other product I don't think it a very hard matter to reach the heart of the consumer, for there is an awful lot of truth left in the old saying, "The best way to reach a man's heart is through his pocket."

This method has invariably been my strongest claim to supremacy. I invariably enter into the actual cost with either dealer or consumer, no matter which, between S. W. P. and white lead and linseed oil, and I am always contented to rest my case on that point. After all the tests which I have made, and they have been many and severe, S.W.P. has always under all circumstances proven to be the most economical painting product with which I have ever had anything



An S. W. P. House.
Residence of J. E. Applegate, Rogers, Ark. Body, 47c; Shingle work, 46c; Trimmer, 48c; Sash, 38c; Roof, 36c.

to do. Of course there are myriads of arguments on the way up to this point, every one of which is in our favor. They are too numerous to mention here.

I hope that we will have more letters on this subject in *THE CHAMELEON*. Discussing such a subject is certainly one of the most interesting parts of our business. After twenty-five years of experience in selling paint, I realize more forcibly the fact that I am representing something worth studying. The more you study S. W. P. the more it will reveal itself to you.

I get weary all over at the lack of progress some of my agents are making. Why with me, a real, live, en-

Good Words from the Road.

Rapid Growth of a New Agency.

Wm. Bryant, a farmer, of Campbellburg, Ky., who wished to paint his house at the least possible cost, bought paint from a Chicago concern at \$1.00 per gallon, delivered. He put one coat on the house, but was so displeased with the result that he bought S. W. P. for the second coat of our agent, Dr. Louis Coblin.

This agency was established last April and Dr. Coblin says S. W. P. has been used for nearly all the painting done in the town since that time and that the only reason more was not used was due to the fact that shipments could not be made fast enough.

S. H. ROBINSON.
Property Owners and Painters Com-ing Our Way.

L. H. Bradfield, an agent at Abilene, Texas, tells me he is much pleased with the goods. Those painters who have used them, claim they are better than any other paints they ever used. I look for a steadily in-

thusiastic agent is just like an oasis in the Sahara Desert. Now the good one, the real live enthusiast is just the man, the one that knows what he has. The other fellow is the one that you have to get up the hill; it's a hard, discouraging pull, because when you get him half way and begin to think that you have him nicely going, he slides right back. But in my experience, I will fetch him through the consumer every time, and when you get him in this way he is generally all right. It's the best starting point—his enthusiasm is bound to keep growing as his trade grows. When the people know what they want in paint as well as in bread, the dealer knows what paint to sell.

creasing trade here. The list of names of property owners Mr. B. sent in for us to work cost him considerable money. There's not a dead one in it and each owns paintable property. He has secured four houses already as a direct result of your following them up through the mail.

F. F. MYERS.

An Enthusiastic Painter.

Down here in Georgia I have a painter who thinks there is no other paint made than S. W. P.

He wears a linen duster when at work upon which is printed, front and back, "The Sherwin-Williams Paint."

A short time ago he had occasion to go up town after something and just as he arrived in front of a competitor's store he met a friend and stopped to talk. The competitor came outside and politely requested him to move along up the street as he didn't care to have S. W. P. advertised in front of his door. But no

matter where it's advertised it will still keep him and all other competitors on the run. W. B. HAIGHT

Some Advertising Incidents.

I met a salesman recently and we went for a walk. When I told him what I was doing, he at once took out his note book showing me memorandum and said, "I saw a window dressed with your paint at Rochester, N. Y., and decided to look into it, as my sister is going to paint her house in Troy, N. Y." Of course I told him my story, got his sister's address and

While painting signs in Hornellsville, two men stopped to look and one said, "Sherwin-Williams are great advertisers. I saw the same sign all over Buffalo and at Niagara Falls, great large signs with big drops of paint spilling over the earth."

Little things like these make me think that there is something in it.

JAMES W. WARD.

A Fable on the Cost of Advertising.

BY SYDNEY W. SMITH.



ANY of my experiences with dealers are no doubt the same as those my fellow salesmen are continually running up against in their respective territories. I run across a dealer once in a while who can't get it through his head how in the world The Sherwin-Williams Co. can do so much advertising—so much more than all their competitors—without making the consumer pay for it.

I sometimes find it an easy matter to set this dealer thinking right by telling him "The Fable of the Man Who Had a Good Thing and Spent Money to Push It", which runs as follows:

There was once a Man who Owned an Apple Orchard. It yielded him one Thousand Dollars a Year. His Neighbor owned one just like it. One day the Man began to Think. He Decided to Spend some Money and Straightway paid out One Hundred Dollars cultivating his Orchard.

His Neighbor laughed at him and said, "Who Pays for all This? You

will have to Add Ten Per Cent when you Sell the Apples to Cover the Cost." He Continued to cultivate and said Nothing.

That Year he got Twelve Hundred Dollars for his Apples. Did he have to Charge more Money for them? Not he. He Sold more Apples—that was all—and gave Better and Larger Apples—in fact they were Full Measure Apples. This led to an Increased Demand and Bye and Bye he had to buy out his Neighbor on account of his Growing Business and because The People were rushing to buy his Kind of Apples. His Neighbor gave up Trying to Compete.

But the Man who was doing all the business continued the Same Policy of Spending Money to Cultivate the Soil—in other words of Spending Money to get Business. Very soon he had all the Good Business there was and Covered the Earth with his Brand of Apples.

Moral—Good advertising pays for itself.

BRUSH MARKS

Central Division Notes.

We feel greatly encouraged from recent results in our Promoting Department. Replies to the two "follow-up" letters which were sent out early last month have been very favorable and we believe will result in some new agents this fall. We have already landed quite a few—some through the Promoting Department alone—and present indications show that many more are on the way toward us for the coming spring.

Our first month shows a handsome increase in new agents as compared with last year, and we are now rushing our promoting lists for 1903 with all possible dispatch.

We feel indebted to our representatives for the full reports and complete information which they have been giving us in the past, and while we fully appreciate the extra time and labor which this work must call for, we realize that the hearty co-operation with the representatives on each territory is absolutely necessary in order to give us the help that we desire and make this department more effective for them and for us than it has ever been before.

The National Hardware Association of the United States met in Cleveland, October 9th, 10th and 11th, and Messrs. Fisher and Vance were on hand to extend the courtesies of The S.W. Co. to any members of this gathering who might be interested in our products.

In further developments towards "covering the earth" there will be at least two or three new territories added to the Central Division for the coming

year. We regard the openings as of unmistakable promise and are abundantly satisfied that as all representatives, new and old, are able to cultivate their fields more closely we can not fail to secure more speedy and satisfactory results for us all.

Preparations for the Central Division's share in the 21st Annual Convention of The S.W. Co. are now in active progress and occupying a little more time than our available spare time. We are looking forward to a scope of interest and enthusiasm in this gathering which will fairly eclipse all previous assemblies and mark a most important event in our history.

Our C. & M. Department received on Saturday an order for a car-load of P. M. and Q. D. goods from W. A. Paterson Co., Flint, Mich. With a wise man to sell and wise men to buy, the combination is irresistible.

Mr. W. H. Dawson, an attache of the Civil Service of India, stationed at Lahore, paid the General Office a call on October 8th. In India, Mr. Dawson said he had heard The Sherwin-Williams Co. spoken of as one of the largest and most modern manufacturing institutions of its kind in the world. After he had been shown through the works Mr. Dawson was loud in his praise of all he saw, and said the reports he had heard of the Company in India were not in the least exaggerated.

L. R. Greene, assistant manager of the F. & A. Department, has been seriously ill and confined at the Cleveland General Hospital for the past

four weeks. He was removed to the hospital on the 17th of September suffering from symptoms of typhoid fever which developed into appendicitis. On the 24th of September he underwent an operation, which while it was successful has since left him far from being a well man, and it is altogether likely that it will be the first of the new year before he will be back at his desk. Mr. Greene's many friends in the company while regretting his illness are all glad to know that he is on the way to rapid recovery.

Western Division Notes.

The entire offices are being thoroughly cleaned and renovated. When finished they will represent more than ever the typical Sherwin-Williams working force.

The Kansas City office, beginning with September 1st, has been billing direct to customers all goods shipped from their warehouse.

Mr. John Hessel, agent at Antigo, Wis., paid us a visit last month and was greatly impressed by the workings of the Promoting Department card system. He returned to Antigo intending to inaugurate a similar system in his business on a smaller scale.

Mr. Jeffries, long time agent at Hicksville, O., called on us recently with the object of effecting some arrangement whereby he would be enabled to continue his representation of S.W.P. on a larger scale in a centrally located western city.

We have lately received word from representative Donnelly to the effect that he is working up a car-load shipment for Texas, and we expect soon to get the order.

The floor space devoted to the Promoting Department here has just been increased 50 per cent, and now accommodates 14 desks.

S.W.P. expansion in the great west goes on without abatement. At Omaha there has just been established a distributing agency for The Sherwin-Williams Paints, with the Richardson Drug Company of that city as distributing agents. The Richardson Drug Company in the conduct of their large business operate a very large paint department, and as a business firm they are widely known and respected. Now that they have become distributors for S.W.P. it is easy to predict that their business will continue to grow at a rapid pace, especially so in the paint department.

As a means of forming a closer acquaintance with the management and representatives of our new Omaha distributors, they were tendered a banquet by The Sherwin-Williams Co. on the night of September 14th, at the Millard Hotel, Omaha. The banquet was a very pleasant affair and the opportunity it afforded for all to shake hands and to become better acquainted was accepted to the letter. The Sherwin-Williams Co. was represented by A. M. Parks, Assistant General Manager, Cleveland; John P. Greene, Chicago; S. H. Stewart, Sioux Falls; G. L. Hancock, Topeka; J. F. Hummel, Omaha. The following were present from the Richardson Drug Company: C. F. Weller, H. S. Weller, F. C. Patton, F. F. Parter, A. W. Hallen, H. F. Fales, C. K. Weller, F. M. Rector, J. W. Fischer, T. R. Wylie, P. H. Patterson, H. C. Graham, S. W. Wallace, W. T. Brinkhoff, Paul Rebachub and C. H. Sherman, of the Sherman-McConnell Drug Company.

Eastern Division Notes.

We have just closed a contract for two bulletin boards along the railway on the Meadows between Jersey City and our Factory. These bulletins should make a conspicuous and strong ad and will add greatly in identifying our position with the Eastern trade. We anticipate further general advertising, the placing of which must be effective throughout the Eastern section. Our famous 24 sheet posters are conspicuous on all of the prominent railroad bulletin boards in the vicinity of Newark and the Oranges.

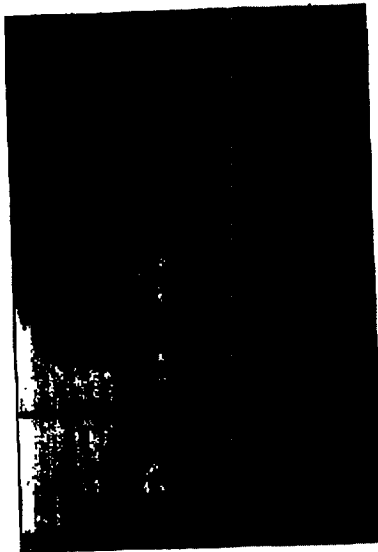
S. W. P. has made staunch friends of Messrs. Hockenjos & Co., who are the most prominent and reliable paint dealers in Newark. We anticipate a good volume of business through our new agents who are up-to-date in every respect and great believers in advertising and special window display work.

We regret to mention that Mr. F. P. Spillman has been obliged to defer

work on his territory in North and South Carolina owing to an attack of malarial fever. We trust the fever will be broken and Mr. Spillman soon again in his usual good health.

The Manager of the Promoting Department of the Eastern Division, Mr. B. C. Kelson, has reorganized our territorial records and all information and data given with reference to agents and dealers will be authentic. The new territorial lists have been worked up with great care and the information asked for personally by correspondence needs most careful thought and close attention on the part of the representatives in order that each territory may share an equal amount of valuable assistance through the Promoting Department force.

We ask that all reports be thoroughly examined on the part of each representative and any points in question taken up with the office promptly in order that the greatest amount of good may be obtained by these reports which are gotten up with great care, and if



Keeping pace with the orders at Kansas City.

rightly used should be of great assistance on the territory.

A few weeks still remain for closing up all unfinished business preparatory to attendance at the convention, which we look forward to as being one of the most successful of any which we have yet attended.

Some week or ten days ago, we sent quite a package of advertising matter to Bronson & Snyder, of Lowville, N. Y., to be used by them at their fair.

Recently we received word from them as follows: "Our display at the Lewis County Fair took first premium. It was made up entirely with The Sherwin - Williams Paint, nothing else."

We continue to hear only the most favorable reports of our Copper Paint and other goods sold through the Marine Department in the New York harbor, and our Steamship Paints will soon be "covering the sea" as well as the earth.

Canadian Division Notes.

Our popular Manager, Mr. C. C. Ballantyne, was married on Wednesday evening, October and, at the Church of St. Philip, Montreal West, in the presence of a large assemblage of invited guests, to Miss Ethel M. Trenholme, daughter of T. A. Trenholme, Esq. The church was decorated with palms and cut flowers, and the choral service was very beautiful and impressive. A reception was afterwards held at the residence of Mr. Trenholme, where Mr. and Mrs. Ballantyne received the congratulations and hearty good wishes of nearly two hundred guests. At 10.15 they left for Toronto and Buffalo. The

station platform was crowded with friends who showered them with rice, and cheered them heartily as the train pulled out.

On the preceding Thursday the Canadian staff showed their appreciation of Mr. Ballantyne as a manager and friend by presenting him with a magnificent oak cabinet of cutlery and silverware.

The presents received were most numerous, testifying in a marked degree to the great popularity of the bride and groom. One of the presents was a solid silver tea set from The S-W. Co.

Mr. and Mrs. Ballantyne have the best wishes of all for a long, happy and prosperous married life.

It is with sadness we refer to the sudden death of one of our oldest and most successful salesmen, Mr. Joseph Lacasse. We cannot speak too highly of Joe. He was a unique character, a most lovable man. No one ever heard him speak an unkind word, and his word was as good as his bond. He was a good man in every sense of the word, and The S-W. Co. has lost a most enthusiastic and devoted salesman. We tender our most sincere and heartfelt sympathy to Mrs. Lacasse and her bereaved family.

New England Division Notes.

The strike of the N. Y. & Boston Despatch Express Co.'s employees may prove an inconvenient affair if it will include all teamsters in the union. We have suffered no delay in shipments as yet, but if the report is true that a general strike is to be ordered this week, we may be seriously inconvenienced.

The work of the Promoting Depart-

ment has progressed in an encouraging manner. Nearly 200 replies have been received from the second P. D. letter, many of which have given us a foothold which with a few good "follow-up" letters we may turn into agencies. The new agent's record has started in well, although we do not anticipate placing many new agencies this fall. We have established seven this month, and feel quite encouraged with this work.

September has proved to be a fairly good painting month. We are watching with interest the campaign reports of work done in England, Australia and the South Sea Islands. Mr. Rawei of New Zealand, who was with us a few months ago, recognized the good qualities of S. W. P., and now if he should build, will be able to buy his paint stock of our new S.W.P. agents in New Zealand. There is no place so isolated that it can escape the forward movement of S. W. P.

At this time it gives us pleasure to welcome Mr. Geo. A. Martin, Manager of the Trade Sales Department. We wish him success and feel sure his work will be made pleasant because of the hearty co-operation he will receive from the entire force.

The Promoting Department landed a good S.W.P. agent direct, with an order amounting to about \$100.00. These successes encourage us in "keeping at it" continually.

Pacific Division Notes.

Our Promoting Department letters went out sharp on time. At first sight we thought they were good ones, but now we know they were, from the number of live replies received. The salesmen are now after the interested B. P. A's.

Miss Ruth O. Hopps accepted a position with us last December as record clerk. As she has shown an aptitude for doing her work well she has been promoted and is now in charge of our Promoting Department work.

Mr. James C. Smith, a junior clerk, is the latest addition to our office staff. He has every appearance of a lad who will give a good account of himself.

News of the Export Department.

The last mail received from Australia comes from Perth, West Australia, where our foreign representative, Mr. F. C. Donniison, has established an agency for our full line. Mr. Donniison has since returned to Sydney and secured repeat orders duplicating original shipments of Coach Colors for our agents, Messrs. Morgan & Smith.

We made shipment last week of 160 cases including 800 gallons of S.W.P. to Dublin, Ireland, together with miscellaneous goods.

We anticipate securing some good orders from Cape Town by next mail from our representative in South Africa, Mr. W. Tyrre Stevens.

Mr. Wm. B. Haight is en route to Cuba and Porto Rico in the interest of our export business.

As Agent's Test for XX Drop Black. Cleveland, Aug. 21, '01.

The Sherwin-Williams Co.

Gentlemen:—We had a recent complaint from a large carriage manufacturer in the city on your XX Drop Black in Japan.

They claimed that when they varnished over the goods the varnish crawled and pitted badly. They



One set of windows of The A. T. Osborn Co.'s double store as decorated during the G. A. R. Encampment at Cleveland.

claimed the varnish was all right and the fault wholly with the black.

We sent our salesman (who is a practical painter) up to make a test. A representative of the varnish manufacturer was there also to make the test with him.

Test number one was over an egg shell gloss of XX Drop Black and varnished as follows: One half of the spoke with No. 1 varnish which the manufacturer was using. The other half with another prominent make of varnish which we will call No. 2. No. 1 varnish shrunk and shrivelled up badly over the black, No. 2 varnish dried smooth and bright.

In the second test one spoke was painted with XX Drop Black and another spoke with another prominent make of Black. One half of each spoke was varnished with No. 1, and one half with No. 2 varnish. The No. 1 varnish pitted very badly and dried dead. No. 2 varnish dried smooth and bright.

In the third test we painted one half of one side of a tin varnish can with XX Drop Black and one half with the other make of black. We then varnished half of both blacks with No. 1 varnish and half with No. 2 varnish. No. 1 varnish dried dull and pitted badly. No. 2 varnish dried bright and smooth. The manufacturer gave us another order for black and placed the blame were it belonged.

One more victory for The S.W. Co.'s Black!

Very truly yours,

The A. T. Osborn Co.

Railway Meeting.

An interesting and profitable meeting of the Railway Department was held at Cleveland Sept. 14th and 15th. Those in attendance were Messrs. E. P. Williams, W. H. Cottingham, J. C. Beardslee, W. B. Albright, F. M. Richardson, J. H. Eames, Thos. Madill and E. M. Williams. The changes in prices since promulgated were decided on. The entire railroad situation was gone over carefully and was found full of encouragement. It will be a mighty

big gain that will satisfy us for next year.

It was with regret that all learned from Mr. E. P. Williams of his retirement from the active direction of the work of this department.

Mr. Williams' personality has been a chief factor in the growth of the department. His wise counsel and his kindly interest in those most closely associated with him in railway work have been a large influence towards the success of each one of us.

The work of the department will now come under the direct supervision of the General Manager, under whose leadership we confidently expect to even surpass our past successes.

Premier Still Conquering.

Another big order for Premier Non-Fading Red has been landed by Mr. Quinn. It covers a contract for a year's requirements and one car load for immediate shipment to The Warder, Bushnell & Glessner Co., Springfield, O.

The order was received on Friday morning, the tenth of this month, and the first car started on its way at six o'clock in the evening of the same day.

What One Trial Can Do.

Portland, Ore., 8-18-1901.
The Sherwin-Williams Co., Cleveland.

Gentlemen:—I have just finished a job of painting, using thirty-four gallons of your mixed paint with best results. It does not settle in the paint pot as most paints do, spreads easily, covers well, does not dry dead, but has a smooth, fine lustre.

This was my first experience with your paints, but I assure you it will not be the last.

I am a first-class painter of thirty-six years experience, have used many kinds of paints, but none give better satisfaction than yours, which seems

in all respects to be perfect paint.

Many painters of today do not use proper care. My many years of experience have taught me that the surface should be dry before the paint is applied, each coat should be given ample time to dry thoroughly before applying another.

If you have any special information as to applying your colors please send them to me. A man never gets too old to learn. A painter must keep abreast with the advancement of the manufacturers if he expects to secure first-class jobs and give perfect satisfaction by using their material.

Respectfully yours,

G. W. WELCH,
170½ Third St.

Hip! Hip! Hurrah!

It will be interesting to all of us to know that the successful cup defender "Columbia" is painted with our Yacht White Finish and Flat White. The Morse Iron Works, Brooklyn, superintended the painting and the gallant flyer has been given a coat of paint every time she has been hauled out to have her hull polished and the bottom plates scraped and cleaned. It is the old story of success crowning the efforts of all S. W. P. has to do with, and of course the Columbia couldn't do anything else but win.

Movements of the General Manager.

Mr. Cottingham spent a week at the middle of September with the Western Division. He was back at headquarters until October second, at which time he left for Newark. On the seventh he left Newark for Boston, remaining there two days and then going to Montreal. He was there up to the twelfth when he returned to Cleveland.

Mr. Martin has accompanied the general manager on these visits.