



The Chameleon.

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No. 2.

Issued occasionally by the Executive Department of The Sherwin-Williams Company as a means of communication between the heads of departments and traveling representatives.

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The number of copies issued is strictly limited to the persons indicated above. Each copy is exclusively for the person to whom it is addressed and after reading should be safely kept or destroyed.

Every person receiving a copy of this is kindly invited to contribute such matter as seems to be appropriate. If so requested, the name of the contributor will not be given, but no anonymous communication will be inserted.

"PURE MEANS PURE."

The words at the head of this article have become a watchword with certain manufacturers. They have been largely used in connection with oil colors, and while the sentence referred to has only been used by one manufacturer, its equivalent has been used by a number. The jingle of the phrase appeals strongly to the unthinking who do not stop to analyze it further.

Naturally pure means pure, but, this granted, let us for a moment stop to think what it really means so far as this line of goods is concerned. In the mind of an expert it means nothing, simply because purity in this line of goods is in no way indicative of quality. This, however, can be best explained by an illustration, and we will take for that illustration a familiar color.

Burnt Umber is procured from the earth and may contain all the way from 12 to 40 per cent. coloring matter in the form of oxide of iron, the balance being silicious or clay matters. We think no extended analysis will be necessary to show that an

Umber containing 12 per cent. of iron might be absolutely pure and at the same time be of inferior quality. It has seemed to us on the other hand that the expression "First Quality," as applied to a line of colors of this nature, might not only cover and include purity but convey an impression far beyond. It includes a careful and intelligent consideration of many samples, all of them pure. It includes the purchase of the one, which in the opinion of the expert making the examination, affords the best value. It includes the preparing of these carefully selected pigments in the most intelligent and careful way and seems to suggest an article which no further care, no further expense could make better than it is. We are well aware that this term may not at the present time convey this idea to the general mind. The question that confronts us is, can it be made to do so? If it can, it would seem that earnest and consistent pushing of this idea by salesmen would result in impressing upon the trade the fact that "First Quality" meant just what it seemed to mean and make it a watchword that would overpower and drown out the meaningless jingle referred to above.

On the other hand, prejudice is strong. The people whom we approach are not persons who are trained in accurate thinking, and it may be possible that in endeavoring to use a term of higher meaning, we are losing something of force, in appealing to the consumer, that the others are gaining. If it is true that "pure" is a word to conjure with, and that a stronger and more lasting effect can be produced

by its use, we do not, of course, desire to cater to our own prejudices in this matter to the detriment of our business.

This whole question is brought up by inquiry received from a salesman in the Cleveland House, who asks if it would not be a good plan for us to put the words "Strictly Pure" on our First Quality Oil Color labels?

We feel that the salesmen, being closely in touch with this and likely to be effected in one way or the other, are best qualified to judge in this matter and we should be glad to have them as soon as they find it convenient, after receiving this copy of *THE CHAMELEON* to indicate their preference, by voting "yes" or "no," and sending their votes to their respective Sales Managers.

ENTHUSIASM.

Have you ever felt it? Of course you have. If you have been with this company twenty-four hours you must have experienced it.

Well do I remember my first visit to the Cleveland plant. I had not been long in the place before I was greatly impressed with the enthusiasm of the whole establishment—all of those with whom I came in contact. I soon caught it myself, and felt then and there, that nothing short of such a business would ever satisfy my ambition.

Enthusiasm goes hand in hand with prosperity, and who is there that does not rejoice in seeing a prosperous man? Enthusiasm emanates from confidence, and is the offspring of hope. It must always be genuine or it is *not* enthusiasm, but poor hypocrisy easily detected. To be real, it must be felt, and to feel it one's mind must have good cause for being aroused. For instance, one cannot acquire much enthusiasm for poor paint; but oh! what a subject for real, genuine, hearty

enthusiasm is old S. W. P. What feelings of pride, what feelings of confidence, can it awaken among those who know it, among those who sell it, and those who use it.

Enthusiasm is a good thing. Its good to be enthusiastic over the goods you sell. Its good to be enthusiastic over the firm you represent. It is not a bad thing to be enthusiastic over yourself. But it is still greater if you can create enthusiasm among *others* for your goods, your firm, and yourself. Herein lies ability and power. If you cannot be enthusiastic over your business and your firm, drop it. Get into something where you *can* be enthusiastic; your chances for success will be greater there.

Enthusiasm aids pluck, enlivens perseverance, and lightens labor. It makes the heart light, and the mind bright.

Before I close these wandering thoughts I want to say, there is a whole lot of enthusiasm up here in Canada over this business. Enthusiasm in the office, enthusiasm in the warehouse, enthusiasm in the factory, on the road, in the stores, and in the paint shops, on the farm and in the home. It helps lots, too. Let us have more of it.

WALTER H. COTTINGHAM.

The "*Oil-Colors and Dry-salters*," an English journal printed at London and Glasgow, referring to American news in a late number, has the following:

"The Sherwin-Williams Co., among the very largest manufacturers of paints in this country, have outgrown their already immense establishment. They lately leased the upper floors of a large building in the neighborhood, and in that space located their printing department. Here is done all the printing and binding, advertising printing, colour card work, stationery printing, and all such work used by the company at its home and its branch offices."



MR. C. C. BALLANTYNE.
31 ST. ANTOINE ST., MONTREAL.

To simply say that the "Covers the Earth" ad. is a great success, is putting it too mild, as shown by the varied use of the design by our customers as well as by ourselves. One of the latest variations in the use of the design is that of our friends J. T. Walker Sons, of Washington, D. C., who are not only one of the most enthusiastic S. W. P. agencies, but are pushers in business. They recently sent the President of our company a photograph of their store with the "walking ad." as a central figure in front. First, there seems to be a person, we know not its sex or color, its feet only being visible; we shrewdly suspect, however, from the location, that it is a colored man. Covering the head and resting on the shoulders is a globe, apparently $2\frac{1}{2}$ to 3 feet in diameter, with various bright colors of Buggy Paint splashed over it. In front and rear of the person are large signs, perhaps $2\frac{1}{2}$ by 4 feet, on which is printed in large letters, "The Sherwin-Williams Paint Covers the Earth. Sold by J. T. Walker Sons, 204 10th St., N. W." When our customers show such interest, and cheerfully, of their own volition, and at their own small expense, supplement our larger efforts and expense, only one result is sure, and that is, a successful business.

BICYCLE AIR DRYING ENAMELS.

Bicycle air drying enamels are varnish colors of high grade. They should give satisfaction if used by persons who understand painting. As a matter of fact, however, they are largely used by persons whose knowledge of painting is extremely limited; this may lead to much unjust criticism. It has seemed to the writer that it might be well to call the attention of all reached by THE CHAMELEON to some points which will tend to obviate complaints.

First. Have the Frame Clean. One of the most fruitful sources of complaint lies in the condition of the frame itself, when the paint is applied. The frame must be thoroughly cleaned from grease and left perfectly smooth. It must be carefully washed, if soap is used, in order to make sure that none remains on any part of the tubing. It should, as a precautionary measure, be washed with benzine just before the enamel is applied, and the person applying the enamel should be very careful not to handle the frame after this. Grease left on the frame through carelessness in cleaning or handling will result in unsatisfactory drying. If the frame is not cleaned so that it is perfectly smooth, it will present a sandy appearance, instead of the full lustre desired.

Second. Be Particular About Stirring. Another possibility of complaint may come from insufficient stirring. Varnish paints are harder to stir up smooth than oil paints and a certain amount of sediment may be found in some colors, that is quite hard and which is quite difficult to bring to a smooth condition. Stirring this might result, if care was not used, in simply breaking up the hard cake and disseminating it through the can in small particles, thereby causing a sandy appearance on the finished frame.

Third. Use a Good Brush. The char-

acter of brush used is another reason for poor results. A well broken in varnish brush is what should be used. This is naturally almost impossible to procure, and the next best is a new brush carefully cleaned by washing in benzine. If a new brush is used without proper cleaning, there is a danger that the dirt, dust and loose bristles from the brush may flow out in the enamel and spoil the finished appearance of the job. If an old brush that has been used in oil paint is used, there is danger, on the other hand that the turpentine will loosen up the dried oil paint and that the small particles of skin will mix with the enamel, ruining the smoothness of the finish.

Attention to these simple requirements will materially increase the satisfaction of these goods and the failure, give rise to many criticisms.

Montreal, March 11, 1897.

To the Editor of *The Chameleon*.

Dear Sir: In response to your kind invitation to contribute something of interest in regard to our business, and affairs in general pertaining thereto, I take very great pleasure in embracing this, my first opportunity, to congratulate you on the first edition of your paper, which reflects no little credit on its promoters and editor. It bids fair to be a paper of great value to the salesmen of The Sherwin-Williams Co., of which I have the honor to be counted among the number, inasmuch as a salesman who has been several weeks, or months, as the case may be, away from his headquarters will devour with great interest any items of news he may glean from *THE CHAMELEON*. I can assure you, sir, your paper will be greatly appreciated on this side of the line by the Canadian salesmen, and we will watch with keen interest all items of news in connection with your large business in the States, and I

venture to say the same interest will be exhibited by the American salesmen, and heads of your different departments, in the progress we are making with the celebrated The Sherwin-Williams Co.'s paints in this great, but sparsely settled country of ours. But we believe in the near future it will be a far greater country than it is at present, with the aid of a good paint, of which our country stood greatly in need before The Sherwin-Williams Company came here. We hope to materially help build up a nation if not in quantity, then quality to equal our great sister republic, to which we are proud to be so closely allied, geographically and commercially.

Wishing you and *THE CHAMELEON* every success, I am sir,

Yours very truly,

C. C. BALLANTYNE

ANNUAL MEETING.

Begin early to think and plan for this convention, and make notes of anything that will add to the interest and profit of this occasion. This is the way to bring the greatest advantage and success to ourselves and others.

Duke of Sumer

Texas

Chas. Sheen + Paul Dean

First Soldiers Dealers in