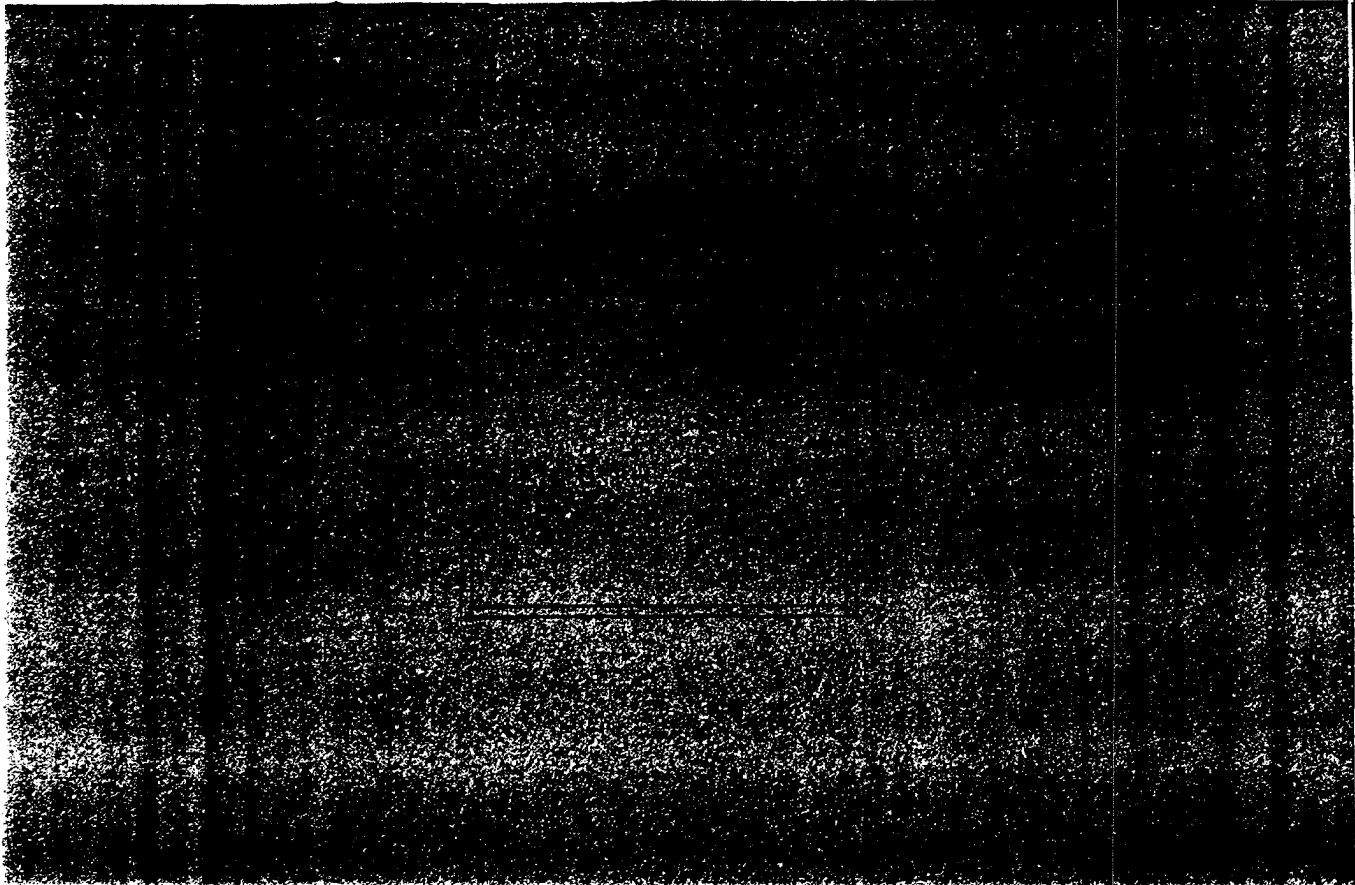


The Chameleon

JUNE
1902



The Chameleon.

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

VOL. V.

JUNE, 1902.

No. 6

"DULL" SEASON WORK THAT PAYS.



IT'S an old business truism that "the salesman who shows his customers how to make money out of what he sells never has to hunt for a job or wait around long for a chance to show his goods."

The Company realizes that the summer months, the "dull" days, can be employed very profitably by the representatives in doing work that will specially tend to help their agents make the most of their paint departments, and we wrote some of the representatives asking them to tell us how they employed their time during the "dull" days.

Some of the replies received, printed below, are full of interest and show clearly some of the things that help make a territory successful.

By H. E. Billau.

During the "dull" season I visit, as soon as possible, all my new agents, whether they have been sending in mail orders or not. I first interest myself in the advertising matter and find out if everything has been sent them that they ought to have. Then I try to get them to make proper use of it.

I go into the details of the Promoting Department more carefully than I did when I first sold them, and impress them with the importance of letting us know who are going to paint, so that we can assist, by letter writing, in making the sale.

I take up the mailing list with them and explain the advantage of sending in a good reliable list of property owners and what good results they must necessarily get from their list if it was a carefully selected one.

I point out the benefit that some of our old agents get by being familiar with all our advertising helps and show up the value of The S.W.P. and how it pays to adopt the suggestions it contains. All this will help to hold them over for another season and give us more earnest assistance in the use of all our advertising work. If the agent is new to the paint business and the goods are not moving as rapidly as they should, I look up some property holder that is going to paint and do the best I can to show how to sell a bill of paint.

Then I look up the painters—good time to find them as they are generally at work—

take the agent along, if I can, so that he will know how to talk to them. If a painter is adverse to using S.W.P. or questions the quality of it, I show the agent how to place confidence in the goods by opening up a can and putting it to any test the painter calls for. It's sure to win.

I watch the "indirects" of the old agents carefully and those that I think haven't sent in the mail orders that they should have. I visit them, find out the cause and treat them with the same dose the new agent gets. On these visits I try to be very thorough in my work, as one visit of this kind, this time of the year, brings about better results than a dozen hasty calls.

I believe this kind of work makes the agent feel that he is with the right kind of people and that he has the right kind of goods. He will not only grow enthusiastic for the time being, but he will become a "fixture" with the Company and it will be hard for our competitors to take him from us.

By C. S. Wheeler.

First, and most important of the "dull" season work, is the looking up of prospective customers. Usually this is the time when the B.P.C. and B.P.A. will listen, and is more inclined to be interested. It is also the time when his paint business for the past season can be criticised from the standpoint of what the other fellow has done for him. As a rule, the opportunity is a splendid

one to illustrate the advantages of The S-W. Agency. It also shows the salesman the chance of securing his man for another season—at least to the point of knowing what work will be necessary with him.

The "dull" season offers the opportunity to work with the old agent who is not enthusiastic, whose cry is either that the town is a lead and oil one, or the painters are combined against prepared paint, or his competitors are selling cheaper; something is surely the matter, and usually it is with the agent himself. Often these dilatory agents make the best ones when you get them started right. There are many things to be done to help them. Have a chat with the painters; land an order or two; visit the contractors. Show them "the way to get business is to go after it."

3rd. It is important that a new agent gets the right kind of enthusiasm at the start. These "dull" days are the ones to get up steam. Usually the one great point to take up is the advantage in the use and sale of S-W. P. as compared with lead and oil, especially the profit side of it to the dealer and the saving to the consumer. The advantage of having the exclusive sale of the line in his town; the individuality and prestige which our agency gives to his store; the size of our Company and the help it gives the S-W. P. agent are also strong points to drive home.

I always feel that work of this kind during the "dull" days saves many breakers and disappointments in the future for the new agent, our Company, and the representatives.

By S. A. Robinson.

The "dull" days are the "gingering" days—the days to put steam into the new agents and ginger into the old ones who do not seem to develop as they should.

What I do during the "dull" season is perhaps best illustrated by the following. Last year I called on an agent who had been selling S-W. P. for quite a while, but only seemed to hold his own, so I started in to put some life into him.

I found that a county officer was building a new house, so I called on him and went to see his wife, too. I succeeded in having S. I. C. put on the kitchen wall. I. F. P. on the floor, S. I. C. on hall walls, *Fluorlac* on the hall and dining room floor. *Metastatic* on the metal roof—a knocker by the way on cheap roof paint—and which was the means of painting five other roofs in the town with *Metastatic*. I also called on the owner of the largest frame building in town, and as a consequence the building is now being

painted with S. W. P. The result of this work was to boost the agent's sales considerably higher than last year. He had been "gingering!"

There are also B. P. C.'s to be looked up. When the cards come early in the spring and there is no time to look up these who do not seem promising, the "dull" days give us an opportunity to look into them, and often we are much surprised at the good agents we are able to turn up from them.

By W. E. Matthews.

It is a great question to keep the agents enthusiastic during "dull" season.

I always try to impress on all my agents that paint is one of the best things in their store and is worthy of just as much attention as any other line carried. I tell them what the other fellow is doing. I write them often and ask if there is any personal work to be done, and try to get them to keep a sharp lookout at all times for trade.

During "dull" season, or rather after the heat of battle is over, I let my agents know that they have done fine, telling them they have sold more paint than last season.

Sometimes I write some of my best agents, thanking them for their indirects, etc. I try to impress the fact on all my agents that we are always willing to help them with our Promoting Department, whether the prospect is now or next year.

I begin now to tell my agents to get ready for a rousing season next year. I am telling them all the time that we can help them do more business and that the game is not over until the last man is out. Considerable enthusiasm can be stirred up in this way. As an example *McKnight & Son*, at *Brookville, Pa.*, began to get ready for next year as soon as the season closes; also *F. W. Prothers*, Du Bois, Pa.

It is hard to tell how to keep the agents interested when painting is not thought of, but a letter now and then and a visit will oftentimes keep them thinking. It would be a good plan for each salesman during his slow season to get full information from his office about his agents. Those who have increased should be congratulated, and those that have fallen behind should be encouraged and an effort made to find out early what we can do to help them.

By A. W. Ballard.

How do I employ my time during "dull" season? In doing as all great men (politically great) do—"mending fences."

Is there "a doubting Thomas" among

my agents, he is to be brought into the fullness of faith. Is there a weak-kneed one, brace him up—give him steam.

With the new ones, get acquainted. One does not get my dealers to fix up their windows and their store. I try to impress them with the fact that during the "house-cleaning" so that everything will be "spick-and-span" when the busy season comes.

The agent likes to have a salesman come around once in a while and shake him up good. A good talk about our goods, our methods, *Promoting Department*, etc., makes him enthusiastic and feel like getting ahead of some one else. I find that my agents thank me for talking to them in that way.

Fill your agents with the idea that our methods, our plan of carrying them out, are as near perfection as is possible.

By W. B. Haight.

To keep the S. W. P. agent enthusiastic during the "dull" season of the year has always been my aim. I try to impress upon my agents that during the "dull" months they should work all the harder, for it is the time when competitors are taking it easy.

Again, I argue that the warm months give an opportunity to talk to the painters and contractors when they are not busy, and that it is the best time to gain their support.

I mention the names of some of my dealers whose best business has been secured by going to see the painters, contractors, and property owners during the hot months.

Another point I make is that during the slack season when the clerks are not busy in the store, they should be sent out to put up signs, etc., throughout the country, and at the same time talk to the property owners, leaving some advertising matter, and getting them lined up for another season.

I tell my dealers, too, what I do during the "dull" season, how I go after those who I know use lots of paint and let them

know what kind of goods we make; how I try to get them to promise me their next order, and I suggest that it would be a good plan for my agents to follow.

I also get my dealers to fix up their windows and their store. I try to impress them with the fact that during the "house-cleaning" so that everything will be "spick-and-span" when the busy season comes.

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Fill your agents with the idea that our methods, our plan of carrying them out, are as near perfection as is possible.

By C. A. Thomas.

You ask me to tell you how, in my opinion, my time is best employed after having spring orders in. I would like to make a strong point of the importance of holding the confidence of the agent.

No matter how perfect the goods, there will be complaints on account of improper application, and these complaints aided by the generous roasting our opponents give us, will weaken all but the strong man.

I have made it a practice to frequently open packages and show the agent the goods. Our opponents do very little of this, and I know that our readiness to "show up" inspires a confidence that is not easily shaken.



A Creator of Strong Business Force.

AN ARTICLE THAT APPEARED IN "THE N. C. R." OF MAY, 1902, A MAGAZINE SIMILAR TO "THE CHAMELEON," AND PUBLISHED BY THE NATIONAL CASH REGISTER CO., DAYTON, O.

Editor "The N. C. R.," Dayton, O.

Dear Sir: Among my unfinished papers, I find your letter which contains a suggestion that I write an article for your paper on the "Value of Such Publications as 'The N. C. R.' and 'The Chameleon,'" the latter being the name of a monthly paper published by our Company in the interest of our staff.

I feel that I ought to carry out your suggestion in return for the compliment conveyed by it, and because I am a strong believer in publications of the kind referred to, and would be very glad to do anything within my power to aid or encourage them.

A man's business touches him very closely—almost closer than anything else. He devotes more time and thought to it probably than to any other one thing. It becomes a part of himself. The strongest sentiment in a man's make-up are his family, his religion, his country and his business. He ought to be devoted to all of them, for in them alone are to be found genuine happiness, contentment and satisfaction. The business in which a man is engaged, therefore, ought to awaken within him the same feelings of pride, of loyalty and of devotion that he entertains for his home, his creed or his native land.

If these sentiments are wanting in his relations to his work, then he cannot be expected to do his best. The absence of such feelings indicate that there is something wrong with himself, his business or his employer. There is lack of harmony somewhere, and lack of harmony means lack of co-operation, and co-operation is the very mainspring of every really suc-

cessful enterprise. So, it should be the great aim of every employer to gain for his business the hearty co-operation of every employee.

Every employee in order to do his best must feel a personal interest in his work. He must feel that whatever helps the business will help him, and whatever hurts it, hurts him. It is only in this way that he can stand up and fight for it with all his might as if it were his very own. He will, under such conditions, stand by it as he would stand by his country. Such a spirit dominating the employees of any business, such loyalty, such co-operation, are invaluable. They constitute the strongest possible business force. Anything that will help to create such a force is helpful to a business, and ought to be employed.

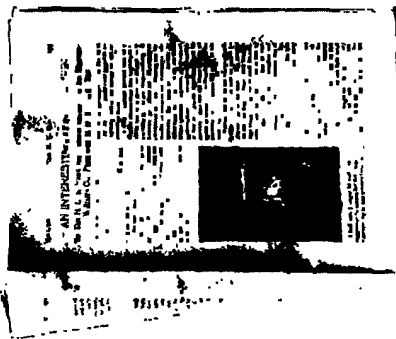
I believe such publications as "The N. C. R." and "The Chameleon" are helpful in this way. They help to keep up the interest in the work. They keep the many departments of the business in touch with one another. They give instruction and entertainment. They ought to inspire confidence and create enthusiasm, and, conducted in a frank and sincere spirit, they will.

When we began publishing "The Chameleon" regularly we stated its objects to be:

1. To give useful information about our goods.
2. To keep our staff well informed of changes and improvements in our business.
3. To unite the widely separated parts of our business.
4. To keep all in touch with headquarters.
5. To foster good fellowship and interest in one another.
6. To help make our work a pleasure.
7. To stimulate us to greater efforts.

We have tried to live up to these principles and have found a great deal of pleasure, and we think some profit, in the publication.

We believe implicitly in our staff, and why shouldn't we? They have



made this business what it is, and it's the greatest of its kind on earth. The machinery helped some, the quality of the products counted for much, and the capital was necessary, but it was the great, human, personal effort behind it all, the long hours of thought and effort, and the loyalty and devotion of the staff that forced it to the very front of the procession. It was co-operation that did it.

Please excuse the reference to our own concern: I couldn't help it. The pride we feel in it will crop out.

I take pleasure in saying that I read with great interest every issue of "The N. C. R." and have learned much from it. I don't know of any better paper of the kind published. It's instructive, it's interesting, it's brimful of energy and enthusiasm. It's a great little paper backed up by a great big concern.

Wishing you continued success with it, I remain,

Yours very truly,

WALTER H. COLLINGHAM.

A page of "The N. C. R." article

The Employee as a Promoter.

BY E. Y. PARSONS

CO-OPERATION was the keynote of the 1901 convention but nothing was said to the rest of the employees of The S-W. Co. of their possible co-operation, in a certain direction, in aiding the representatives in their work.

As I looked around at the great banquet, I thought what an unconscious but telling representation those happy, well appearing people were of their employers. It is human na-

ture for the observer to say of a happy, prosperous worker, "He is well treated and the firm he works for must be the right kind."

But, more than this, if all of our fellow workers would drop a word in season of the character and correctness of their work, no matter what department they may be in, what a promoting force it would be, and what a help to the talking force, the living "I's," the travellers.

To show the far-reaching effects of

what some are doing in this direction. I will give an actual experience. On a recent return from Eureka via Pacific Coast S. S. Co.'s Steamer Pomona. I had gone to my cabin and opened up my case to write reports and orders taken in Humboldt Co., when the door of the stateroom opened and my room mate, a stranger, came in. He noted the case and the name of The S-W. Co. on an envelope and at once said with much interest: "Why, I know of your Company. My wife's cousin's husband works in your Cleveland

Factory. My wife visited her last summer and heard all about The Sherwin-Williams Co. and what good paint they make. So, I talk Sherwin-Williams Paints all the time now to persons interested in paints."

And I stopped writing long enough to think what a wave of promotion would result if all the people enrolled under the banners of 'The S-W. Co. and their husbands and wives, saw to it that their cousins and the husbands and wives of all their cousins knew, appreciated, and talked S. W. P.

The June Advertising Meeting.

At the time of going to press the Advertising meeting was in session in Cleveland, those present being: Messrs. H. A. Sherwin, E. P. Williams, Walter H. Cottingham, Geo. A. Martin, J. C. Beardslee, A. F. Schafer, Geo. W. Ford, Thos. Madill, Edw. A. Wood, H. D. Whittlesey, C. C. Ballantyne, Hector M. Gordon, E. M. Williams, J. H. Daniels, L. J. Faquille, H. E. Billau, J. W. Ward, D. J. McMillan, Harry Dwight Smith.

A different procedure was adopted this year in the reading of the suggestion blanks. Instead of holding all the papers until the meeting convened, as in previous years, each paper, as it was received, was carefully read by the division manager and forwarded to Cleveland. Then the week before the meeting, all the blanks were read by a committee composed of Messrs. W. H. Cottingham, G. A. Martin, J. C. Beardslee, G. W. Ford and Harry Dwight Smith, all suggestions noted and those that were deemed worthy of action marked for consideration. This has given a great deal more time

for actual discussion at the meeting, and will enable the managers to get through the work much more quickly and more satisfactorily than in former years.

The blanks submitted this year are on the whole very good and show that they have been given much careful thought by the representatives and office staff.

It is very encouraging to us on the inside to be so loyally supported by the workers in the field and you may be sure that we thoroughly appreciate the enthusiastic spirit in which the blanks were received.

We expect to be able to announce the names of the prize winners in the July issue of THE CHAMELEON.

"1903 will be the greatest ever."

"The greatest requisite for advancement is to be fitted for the place above you. Many a young man has failed of promotion because he was not fitted for the opening when it came: and had not tried to see how much good he could do for his employer, but how little."

Good Words From the Road.

GOOD Words from the Road," are mighty encouraging to us on the inside. Sometimes when things are all going wrong- or at least it seems so, it puts new courage into us to know that the work we are doing is proving successful.

It's not so very long ago that the foreman of one of the factory departments said: "I'll tell you it makes me feel good to read the fine reports the salesmen make about the goods we're turning out here. Before THE CHAMELEON was published all we heard were kicks, rarely any word of praise. It's different now, though, and I hope the representatives will continue to keep the 'good words from the road' page well filled. It's helpful to every one of us."

Each representative ought to keep these remarks before him and whenever he hears a good word about any of our goods, be sure to pass it along, and figured it would take about eight gallons to do the job. When I called again in the town, a few days ago, the hotel was being painted, and you may be sure I was pleased when one of the owners told me that they had bought 8 1/2 gallons, used one gallon inside, and were just finishing the last coat, making 7 1/2 gallons of another paint house. It took 23 gallons of another paint to do the job before. J. O. HANSON.

S. W. P. Sells too Fast.
I had a customer say to me not long ago: "You have the best paint in the world, but there is one objection to it, it sells so fast that we can't keep a complete stock on hand all the time." W. B. HIGHT.

Another Convert.

Here's an encouraging letter from one of our Los Angeles supporters:

"I take pleasure in saying that in all my experience as a painting contractor, I have never used a paint that has been so satisfactory as S. W. P."

"It covers more surface and does it better than any other paint I've ever used."

"Am also greatly pleased with The Sherwin-Williams Varnishes. For two years past I have been using them almost exclusively." J. A. MILLER.

Mr. Miller is a very strong advocate of our goods, and is doing much to increase their sale in Los Angeles.

R. H. SHANKON.

Kopal Wins.

Mr. Sam. G. Stone, our new agent at Butler, Ind., advises me that the painters of his town swear by Kopal, and tell him that it is the best thing he ever bought for their use, and that from the testimony of the people, who use it, he is inclined to think that it is the best varnish value on the market.

Mr. Stone, by the way, is a hustler, and will be a good agent, as he makes but few changes in his sources of supply.

EDW. S. BLANCHARD.

S. W. P. Again the Winner.

Some time ago one of my agents lost the sale of S. W. P. for a house on account of price. After using every argument he could possibly think of, he was unable to land his customer, who left the store and decided to buy a cheaper paint.

He bought the cheap paint, had it sent to his house, and began to apply it at once. After using three packages of the same number, he discovered he had three different colors on one side of his house.

He remembered our agent's argument regarding S. W. P. being true to color, so at once decided to return the balance of the cheap paint and give S. W. P. a trial.

He had given his house one coat of 4 1/2

Metastatic

Mr. J. P. Head, Road Master for the Texas Central Railway, informed me recently that he had just used two barrels of Metastatic on his bridges and the goods turned out better than I told him they would. He says we are far too modest in our claims as to what Metastatic will do.

F. F. MEYER.

Does it Spread?

Here is a "will it spread" talk for you: I called at Newport, Ky., to place a spring order, and while there I talked paint to the hotel owners and succeeded in convincing them that S. W. P. was the paint to use,

when I arrived in town for my sorting order and was so well pleased with the result that he helped us sell S.W.P. for two more jobs in town. Our agent is now firmly convinced that S.W.P. is everything we claim for it, and says he will have no difficulty in the future in getting the extra price.

Won by S. W. P. J. J. HURANESS.

Recently I had a painter make this admission to me:
"Until this year I had been constantly fighting prepared paint, but S.W.P. at last won me over, and you might say against my will."

The Finest Afloat on the Great Lakes.

THE two finest passenger boats on the Great Lakes, the "Northwest" and the "Northland" of the Great Northern Steamship Company are painted from stem to stern with The Sherwin-Williams Marine Products. These two boats ply between



The S. S. Northwest painted throughout with The S.W. Products

Buffalo, Cleveland, Chicago and Duluth and are well known on account of the palatial manner in which they are fitted out, and the extreme beauty of their interior finishing.

The Great Northern Steamship Co., and at present control over 75 per cent of the business sold there.

"When my customers insisted on S.W.P. and asked me how much paint to buy, I invariably figured too much as I thought I could estimate on the same number of square feet as lead and oil covers having no idea of the covering capacity of S.W.P. Consequently I had to tie up to S.W.P. in the end in order to save my reputation as an estimator. Then, too, S.W.P. spreads so easy and looks so well, I have been able to make more money out of it than lead and oil and I have succeeded in strengthening my reputation for good work."

"A. NEWMAN."

Northern Railway Co., is one of the largest transportation companies operating on the Great Lakes. In addition to the "Northwest" and the "Northland", they own a fleet of six large freighters, every one of which is painted and finished with The S.W. Marine Products.

The "Northwest" and the "Northland" measure 358 feet over all and forty-four feet beam. They were built by the Globe Works of The American Ship Building Company, the biggest ship building company in the country and which is a very large user of our products. We are gaining steadily in marine sales in the Great Lakes district, which comprises Lakes Michigan, Erie, Superior, Huron, and Ontario.

DIVISION NOTES.

Central Division.

One of the leading hotels in the Central Division writes: "Sample of Aluminum Paint which you included in our order has been tested and our house painter is more than pleased with it. We expect to use a great deal of this Aluminum Paint during the summer months. We know the reputation of The Sherwin-Williams Paints, and if they prove all claimed for them, we will probably be able to do quite a business with your house."

We were favored a few days ago with a call from the County Commissioners to consult with us in regard to paint for the Brooklyn bridge in Cleveland and other large work. After full inquiry and investigation they left an order for ten barrels of Metalastic as a starter, and expect to use large quantities of it during the summer.

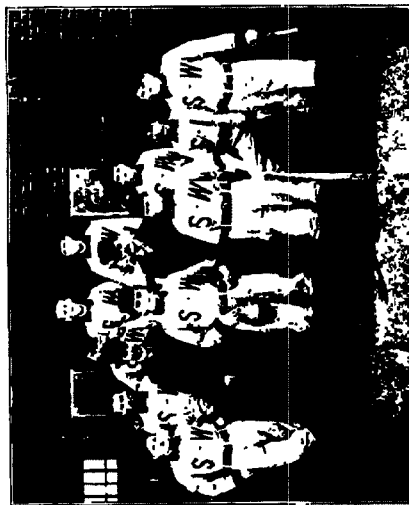
We were glad to have Mr. "Ad" Ward with us for the past week or so. He has put in some profitable time with several of our agents, and his work and suggestions are always received with satisfaction and profit.

Query—What part has the Accounts Department in preserving the A.A.? **Answer:** To keep some people from taking the earth.

A base ball nine has been formed at Cleveland, the members of the team being factory and office employees, with Mr. H. Austin, of the S.W.P. packing room, manager, and Mr. A. E. Oldham, of the factory office, treasurer. The club is nicely uniformed in gray suits with maroon trimmings, the entire regalia being furnished by the Company. The club is a member of the Commercial League of Cleveland, and if it follows the example of the team of two years, it ought to sweep everything before it.

The first game played with H. Black & Co. resulted in a victory for the S.W. team, the score standing seventeen to four, seven innings, the game being called on account of rain.

At the time of going to press, June 1st collections are under way. Both in volume and promptness they average well as compared with former years.



The S.W. Central Division Base Ball Club

Western Division.

Mr. Parks' complete recovery is assured. He is still under his physician's care, but outside of natural weakness is looking better than ever. He and Mrs. Parks left Chicago on May 14th for a short visit to Cleveland and Montreal, sailing from the latter city on May 22nd for Europe. They expect to stay abroad until August 1st.

The best work the Promoting Department can do now to help the representatives is to write special letters to their best prospects. Send in your list of such names by return mail and let us work with you.

It is encouraging to see so many good orders coming in from the C. & M. trade. There is a great field for good business in this line, and every effort should be made to get in touch with the C. & M. concerns in each town visited.

Mr. Hommel is now the Kopal leader in the Western Division. Mr. Greene, who had been first until this month, is now second. The enthusiastic spirit with which W. D. representatives are pushing Kopal is very gratifying, and they are to be congratulated on the good work they are doing. Continue to push it for all you are worth.

Eastern Division.

We are glad to see the entire line of shell goods and varnish having unusual attention on the part of each representative. Remember the price and be a "sure winner."

The work with street railroads in this division does not reach our ex-

Aluminum Paint sales are on the increase. It's a good thing, and we hope the representatives will push it harder than ever.

The Railway Department reports another successful month. The letters of inquiry we have received in connection with the Depot Paint booklet are encouraging.

The P. O. work is keeping the Promoting Department busy. The "F" inquiry postals are also coming in well, and are being taken hold of in good style by the agents. "Sold! thanks," are the usual remarks on the cards when returned.

With the present outlook and the encouragement we are having in collections, there is every probability that the largest percentage of our accounts will be adjusted this month.

Mr. Ballard is on the sick list, but is expecting to be out again in a few days.

General Superintendent Mr. J. C. Beardslee spent Saturday, May 24th, with us.

We will watch with interest the result on each territory this month.

Remember the Railroad Promoting Department work, and follow up the inquiries received from your territory vigorously. We need a "new sched-

"on some territories so far as railroad business" is concerned.

The C. and M. work on the territories is not uniform, and there are many good accounts we should have on our books that need attention at this time.

Mr. W. B. Haight will represent us in the cities of Philadelphia, Washington and Baltimore, our business having grown in these three cities to such an extent as to warrant the trade being looked after more closely.

Mr. Wm. M. Tripple, of Wm. Tripple's Sons, Canton, Pa., well known to all readers of THE CHAMELEON and "The S. W. P.," as one of our most progressive and successful S. W. P. agents, has come under the S. W. P. flag entirely and is now representing the Company in Pennsylvania. We welcome him heartily and wish him good success.

New England Division.

The sales are holding up remarkably well and the outlook is that they will continue through June. In fact the orders have been so heavy we have been unable to secure stock fast enough to fill them promptly.

New England Representatives! We have only three months more in which to corral the Kopal and Varnish prizes, and "it's up to you." Each man has a fair show, and should work to win.

After Mr. Gordon's return from the advertising meeting the vacations will begin. We expect the boys to make the most of them, and to lay up lots

The Promoting Department successfully interested one of the largest buyers in New York City, Mr. Wilson securing their order for S. W. P. and our full line. This company has fourteen delivery wagons, which will be painted with The S. W. Co. standard colors and carry the "cover the earth" design. They have two large prominent stores. Does large city business pay?

We have been very much gratified these last few days to note the readiness with which remittances for June 1st bills have been made, deposits averaging over \$3,000 per day.

of muscle and reserve force for the fall campaign. We are awaiting with interest the decision on the advertising prizes.

The spring rush in the P. D. is letting up considerably now, although we are still working a few B. P. A. s. and property owners. The heaviest part of the work this spring has been in following the property owners and painters names, sent in by the agents. This work has been carried on with a marked degree of success, and has conclusively proven the value of "personal letters." We are now working on a list of B. P. A. s for the fall campaign.

Pacific Division.

Business coming in from all territories in this Division is splendid, the sales for nine months ending May, 1902, being considerably ahead of the record for the entire year of 1901. We are all working to knock the 1902 estimates sky high.

Our Honolulu agents are the right kind of people. Their opening order, over 2,000 gallons of S. W. P., is on its way from Newark around Cape Horn. In the meantime they are so enthusiastic they are drawing liberally from our San Francisco stock.

Southern California Depot.

Sales of S. W. P. are over double what they were this time a year ago. Someone has got to hustle to make room for the S. W. P. painter, and his number in Los Angeles is increasing every day.

Business is good all the way through.

DEPARTMENT NOTES.

Trade Sales Department.

Record of New S. W. P. Agents.

The record for new agents for the entire Company is very gratifying indeed and taken as a whole is indicative of the good work that has been done.

Now that the "dull" season is coming on every effort should be made by all the men to whip into line every available prospect and to land those who are "on the fence" before the close of the season. This is the time of the year when each territory can be scrutinized carefully in the light of the season's work, the weak points strengthened, plans made for the fall campaign, and it's the best possible time for "mending fences."

Should there be any particularly "hard nuts" in your territory that you were unable to land earlier in the year, now is the time to go after them. Get the Promoting Department to help—they are in the best possible position to render you good assistance.

The hot pace set by Mr. I. M. Benedict still holds him leader of all divisions in the number of new agents secured and he is to be warmly complimented for his good work. For some

reason, however, the number of new agents landed in the division during the past month has not come up to expectations.

The leaders in all the other divisions remain unchanged except in the Western Division where Mr. R. H. Baum changes places with Mr. S. H. Stewart with but a margin of one separating him from second place in the entire Company. The leaders in each division and their records follow:

Central Division.

I. M. Benedict, **70 new agents.**

New England Division.

Ralph F. Ketchum, **42 new agents.**

Western Division.

R. H. Baum, **41 new agents.**

Eastern Division.

S. G. Pollock, **38 new agents.**

Canadian Division.

D. Crevier, **28 new agents.**

Pacific Division.

Geo. W. Mowat, **24 new agents.**

Leaders in Flour Finish Sales.

The Eastern Division still has the honor of holding the first place in the sale of Flour Finishes, with H. T. Sheldon as leader. Mr. I. G. White

in the Canadian has succeeded in passing Mr. Falls to the top of the ladder. The Western Division takes the third place on the list, Mr. J. P. Greene, the leader, having distanced Mr. Pasquelle of the Central and Mr. Mowat of the Pacific. The New England Division still holds the same place, with Mr. Hare leading.

The record of all Divisions is as follows:

Eastern Division.

H. T. Sheldon.

Canadian Division.

D. G. White.

Western Division.

J. P. Greene.

Central Division.

L. J. Pasquelle.

Pacific Division.

Geo. G. Mowat.

New England Division.

F. B. Hare.

The Leaders in Varnish Sales.

Mr. Falls, of the Canadian Division, still retains the leadership in the varnish sales of the entire Company, with Mr. Robert Johnson running a very close second, he having succeeded in passing Mr. Pasquelle, who now holds third place. The Eastern Division has moved up one place, with Mr. Sheldon still at the top, and Mr. Millsbaugh second. In the Western Division Mr. Walton has wrested the third place from Mr. Pinkerton. The leaders in the other Divisions remain the same.

The record for the entire Company now stands:

C. & M. Sales Department.

We have added another new red, Lucier Non-fading Red. It is similar in color to Vermilion Paste No. 456, but on account of its nature can be supplied only in paste form. It is light enough in gravity to dip satisfactorily, but is considerably heavier than Premier, and is also not neutral

Kopal Sales.

Kopal varnish still continues to go ahead at a wonderful rate, and it's making such fast inroads on lines of other makers we urge all the representatives to continue to push it with vigor.

The leaders are as follows:

Central Division.

L. J. Pasquelle.

Eastern Division.

H. T. Sheldon.

Canadian Division.

W. S. Falls.

Pacific Division.

Geo. G. Mowat.

Western Division.

Jos. F. Honnell.

New England Division.

L. W. Barney.

There is very little margin separating the leaders and with good work and an occasional "spurt", first place in Kopal sales is open to the man who tries for it. GEO. A. MURRY.

like Premier in its effect on varnish coats and that claim should not be made for it. Makers of small implements will be especially interested in Jucifer. It covers with one coat on black iron without a primer.

Premier Non-fading Red is still forging to the front. Some very large buyers who a year ago could not be interested in the goods are voluntarily writing for samples and quotations.

The S-W. Ajax Insulating Black and The S-W. Ajax Insulating Varnish (clear) are also new products. Electrical manufacturers, street railways, power companies, etc., use large quantities of such goods. Get information and prices from your sales manager and go after the business.

The new sets of A. I. P. glass samples are now ready for distribution. Salesmen who have manufacturing trade that use such goods should provide themselves with a full outfit.

Railway, Street Railway and Marine Sales Departments.

Railway business continues to come in greater volume than ever before.

The race for first place in railway, street railway, and marine business so far as trade salesmen are concerned, is close between Messrs. Woodrow, Parsons, and Vance. We congratulate these gentlemen on the showing they are making.

In acknowledging the Depot Paint booklet, the Chief Engineer of the Buffalo & Susquehanna R. R. writes as follows: "I have your letter of the 16th. I beg to advise that we ex-

We still note a lack of interest in C. & M. work even on the part of some of the best men, and we hope to soon see a change that will warrant our leaving in their territory for another season the larger accounts which were uncared for this year.

At the convention of The Southern Carriage Manufacturers, held in Charleston, S. C., May 6th, at which Mr. F. G. Moore and Mr. W. B. Wise were present, it was decided to form an association under the name of The Southern Vehicle Association.

Mr. Wise returns with great hopes for the future as the southern trade is rapidly growing. We might say that we now control over 80% of the southern carriage business.

At the banquet which followed the convention, The S-W. Co. received special mention as being the most progressive house of its kind in the world.

Eastern Division captured another big order for Machine Paint; 20 tons. A. E. SCHAFER.

Examined the booklet very carefully, and through the purchasing agent, the shops have placed a trial order for 113 gallons of your Depot Paint."

The order has since come in and includes also the first order this road has sent us for Car Body Color.

Street Railway.

The Pole Paint letters have gone out; follow them up. Pole painting will be going on right through the season.

All the representatives have by this time been advised of the preparation of The S-W. Ajax Insulating Varnish

and The S-W. Insulating Black. Immense quantities of these materials are used by street railway companies. By reason of both quality and price, we should get a large share of this business. See the chief electrician, an official whom you have not had reason to call on in connection with our other lines.

Have you tried to sell paint for the big engines and generators in power houses? The engineer in such places nine times out of ten makes requisition for Japan Color and Varnish. He

Export Department.

Bluefields, Nicaragua, flies the "S. W. P." flag with good prospects for a nice business. This is directly the result of P. D. work, and is one of the many foreign points where the Promoting Department have secured excellent results.

The last advice from Mr. F. C. Donison was from Manila where a surprisingly large business has been secured. Special Interior Colors are being applied to one of the largest and most conspicuous Hospitals on the island.

Manufacturing Department.

Plant Number One.

The Cleveland Factory was shut down to observe Decoration Day, but contrary to the usual custom in such cases, we started up again the following Saturday morning, feeling that we could not at this season of the year afford to lose any more time. Some of the departments worked over-time during the week in order to make up for the time which would be lost on Decoration.

The following subjects were dis-

either gives a flat coat with a coat of clear varnish or makes his own color varnish. Buggy paint can be made to match his idea of color at \$2.00 per gallon. It is much cheaper for him to use and will give more uniformly good results.

Marine.

Marine business from trade salesmen's territories has increased almost 100 per cent. Don't allow a let-up during this last quarter.

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

Export Department.

Mr. Richardson reports most favorably with reference to the possibilities for business throughout England and Ireland. Our Irish Agents are pushing S. W. P. hard and are now handling our full line. Preparations are under way for a handsome S. W. P. exhibit at the Dublin Horse Show.

Among the heavy shipments made abroad during the month was several carloads consigned to the Hawaiian Islands as a result of Mr. Alex. Slater's visit.

H. D. WHITTELEY

discussed at the last meeting of the Foremen's Club, June 2nd: "Ways to prevent strangers from gaining entrance to the factory." "The treating of fire blankets with chemicals to make them more fireproof." "The desirability of changing the date of paying employees." "The recent vote taken to change the constitution of the Benefit Association."

Mr. Lester Davis, foreman of the Machinery Department, gave a very interesting talk on the construction of paint machinery: the proper way to

operate it; the precautions necessary to extend the life of the machine, and how to get the largest output.

The next meeting will be held on July 7th, it being decided to meet but once a month during the hot weather.

Plant Number Two.

A Club House to be located on the shore of Lake Calumet is being planned for the employees of plant No. 2. It will be used for the enjoyment and recreation of the employees of this factory.

A Sherwin-Williams Club is now being formed here, and it is intended that fishing and boating be participated in during the summer months, skating and ice boating in the winter.

It is also intended to organize a Foremen's Club.

Mr. Beardslee was with us on the 27th and 29th of May.

Plant Number Three.

Daylight is beginning to shine through the gaps in our sadly depleted stock. Montreal and Toronto are both in the same boat in this respect. The one-third per cent increase in sales over last year is a "hard proposition" to be "up against." We have hitherto proved a match for the Sales Department, but their work is now supplemented

by that of the Promoting Department, and "two to one ain't fair."

It now requires two factories to keep us supplied with cans for our enlarged output.

During the month of May we broke all previous records for output by an increase of fully 10 per cent over any previous month.

Plant Number Four.

The shortage in the lead supply has been a serious handicap during the past month. The situation has not improved to any great extent, but relief is said to be in sight, and by the end of the month we hope to be on our feet once more.

Mr. E. J. Moore, Master Mechanic, spent a few days with us last month. His practical experience and valuable suggestions were very helpful and much appreciated.

We regret to report the death of one of our fellow workers, Wm. Quinlan, who died in St. Michael's Hospital of pneumonia on the 22nd ulto. Mr. Quinlan had been with us since the removal of the office from New York, and was regarded as one of our best men.

P. & A. Department.

The "P" work is now entirely out of the way, and the lull in the general work gives a much needed opportunity to get in shape for the 1903 advertising, which will be taken up as soon as the advertising meeting adjourns.

The Sample Department is busily engaged on the new "P" booklet, also the new A. I. P. glass samples.

Plans are under way at the present time for the enlargement of our floor space. If satisfactory arrangements can be made we will obtain much needed room and will be able to take care of future work with much more promptness. The crowded condition of the P. & A. Department has had much to do with our inability to care for our work promptly.

GEO. W. FORD.