The Chameleon

APRIL, 1903



Vol VI No 4

Varnish Campaign Number

N23572

The Chameleon.

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Vol VI APRIL 903 No 4

WHERE SHALL WE LAND IN THE VARNISH BUSINESS?

ONE of the most promising prospects for the continued expansion of our business is the immense field afforded by the varnish trade which we are now engaged in cultivating

It is no easy task to break in on the trade of those who have so long successfully worked and held this business It will take all the ability and energy we can put forth to enable us to attain the high place we have fixed as our aim

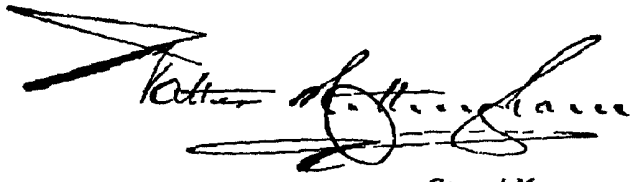
We want each representative to give his best thought and effort to this important branch of our work We want you to make it your particular business and your special pride to help us take a high place in the varnish trade It is a fine field to work in it is a fine opportunity for us to exercise our energies and skill and prove that in any work we undertake we *in* force ourselves to a foremost position

The eyes of the trade are upon us It was only a few days ago that I was told of a conversation that passed between two varnish men old in the business One asked the other where he thought we would land in the varnish business and the reply was to the effect that we would not likely cut much figure as no paint house had yet accomplished a conspicuous success in varnish Well we ll see We may not land for awhile—the voyage is likely to be a hard one and we must expect to encounter unfavorable winds and rough seas but *when we do land* it will be at the royal pier of success with flags flying high aloft and there ll be music in the air

The particular design of this number of THE CHAMELEON is to give you information of what is being done to strengthen our varnish campaign and we hope it will command your attention and thought and lead to increased efforts and larger returns There is no part of our business that we watch more closely today than the varnish sales Already it is the next largest item to S W P on our classified sales report The report that indicates light varnish sales is never considered an entirely satisfactory one We are quick to observe a man s standing in this item It is one of the first things to attract our attention and it very strongly affects our opinion of the work under review

It takes a good man to sell varnish, so that a good varnish report indicates a good deal

Walter Mittenham



General Manager

0007 SWP 000131616

Our First Real Varnish Battle

BY L.

THE varnish season is upon us During the next three months the varnish salesmen of the country will be placing their spring stocks and lining up the year s varnish business

The spring paint orders are nearly all shipped agencies are well established for 1903 and our mind are naturally turning towards the profitable business to be found in the varnish field and the bright prospect the 1903 arnish campaign presents

There is more to this varni h am paign than the mere fact that we ha e varnish to sell We are about to make history We are about to demonstrate to the commercial vorl l that we are in the varnish business and are prepared to take the sam position in the manufacture of varnish that we have maintained so success fully in the manufacture of paint This is the first time we ha e gone before the ountry with a f ll l n of varnish It is our fir t real arnish battle

Varnish s lling i not paint selling For generations the varnish men have kept their dealers loaded to the muzzle For thi reason we have got to force th issue We cannot wait for the dealer to want our varni h we mu t force him to want it Our ad ertising and promoting and the quality of our line will help do this But the dealer must have the goods or our efforts will be of no avail It is up to the selling force to make full use of the advantages we offer

The time is at han l when our varnish output will become so strong a factor that we shall have to specialize on many lines Varnish territories will be created and we mu t have men specially e quipped to take these territories To win in the coming battle means both honor and profit to the representatives and the Company The winners will be in line for the special work which is to come

We have every reason to go into the fight with confidence and with the determination to win We are all enthusiasti o er the magnifi ent line of varnishes the Manufacturing Department has furnishe l us We are more enthusiastic o er the ad ertising the P X A has provided and the campaign the P D has laid out We are most enthusiastic over our possibilities for becoming the greatest varnish house in the world Our varnish estimates are high for some territories they may seem too high but we ve got to reach them and we re going to There is no su h word as fail

We e planned to help each representative make the most of the a ni h possibilities in his territory The manager of the Promoting Department has refreshed our memories with an outline of the aid the P D will give us the Division Managers will explain the more minute details and supplement the efforts of the selling force by planning special aid for difficult propositions If any of the representatives have special cases where they can ot l nd varnish agencies they should furnish full details to their Division Managers and a campaign will be arranged to fit the emergency

It is up to us to secu e our portion of these spring varnish orders We have all agreed that our varnish proposition is unequaled and we have no thought other than that we are to have our share of this spring s business If our expectations are well grounded we must turn our thoughts and efforts to pushing varnish from now until v ca tion time

To do this it will be necessary to make the next three months special varnish months We must have a dealer handling our varnishes in every town If our regular agent won t take hold try some one else for we e got to sell varnish

GET INTO THE VARNISH GAME

THE [illegible] *go d* [illegible] *m thods* [illegible] RI ON

The Factory View of Our Varnish Proposition

THE reason why our arnish proposition taken from the manufacturing point of view is more likely to give the dealer general satisfaction than any other lies in the simple fact that we h ve probably given the subject of the proper method of manufa tu ing good varnishes more conscientious attention than any othe maker

The manufacture of varnish is not altogether a difficult thing to understand It consists of the putting together of linseed oil gums of various kinds a id thinning the resultant with turpentine for the b tter grades and benzine for the cheaper grades The real varnish ho ever lies in the mixture of the oil and the gum and it is in the *knowing h w* to combine these two properly that so much of good varnish making depends

The hole subject of tisfactory varnish may be largely covered in the question of right material and the proper way to use it As in the manufacture of paint so in the making of varnish it is on the point of *knowing h w* to make best use of our materials that we begin to diverge from other varnish makers and to take a hand by ourselves ba ed on the experience we have gained through long years as users of varnishes in paints and the consequent knowledge of the requirements of good varnishes such experience gives

With a thorough knowledge of good varnish equirements to guide us it has not been difficult for us to go into the market and obtain those materials that are calc lated to produce the very best results It is not necessary to say here what care has been exercised in the selection of these materials nor to emphasize the caution with which

YOUR CONF DENCE WILL INSPIRE CONFIDENCE

WHAT [illegible] M BENEFIT [illegible]

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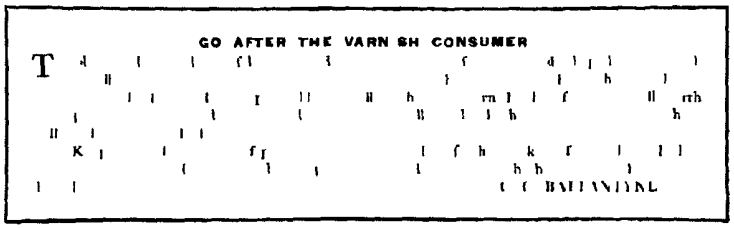


they are sorted by ourselves—your trips through the factory and your knowledge of our testing system will convince you that we are always able to secure with certainty the best for our purposes

Next to the knowing how and the proper selection of materials comes the question of proper appliances I can say to you with all confidence and conviction that we have without question the best equipped varnish factories in this or any other country Our appliances are the latest and most approved—kettles filter presses pumps storage tanks etc are the most adaptable for good varnish making that can be procured

But good materials proper appliances and the knack of knowing how would not produce the best results if they were not backed up by eternal vigilance in watching the varnishes after they are made and in testing them frequently during aging in order to make sure that they are ripe and right in every respect before they leave the factory We are most particular on this important point We never draw any varnish until we know from actual demonstration that it has all the qualities that it should possess—until we are thoroughly satisfied in our own minds that it is the very best varnish it is possible to make for its particular purpose and grade

I wish I could put force enough into my words to convince you beyond all shadow of doubt that the line of varnishes we give you is the equal of any in the market You may take my word for it that there is no better and you can enter into this varnish campaign with every confidence that the manufacturing department will back up your faith in the goods

What's Your Advertising Policy?

THE suggestion blanks for 1904 advertising will be in the hands of the representative May first They will be drawn up in somewhat different style than heretofore with the object of getting more definite and direct thought on our advertising policy as a whole We want and expect each person who receives a blank to give the closest and most thoughtful consideration to each question and produce the best paper within his power

The best and most successful advertisers are those who follow a definite policy—who know what kinds and methods of advertising are best suited to their own business and make all their plans accordingly on a systematic consistent basis from start to finish

The Company has always tried to

have such a policy We have one today It may be right and it may not

If it isn't right we want to know it If there's some better way to advertise paint and varnish we want to use it

We have an idea that in some respects our present policy could be changed and improved that we ought to work along somewhat different lines than in the past We want always to improve and progress

The representatives are in position to help us a lot in deciding some of the points we're not sure of You're on the field in all parts of the country You can see and judge the various methods of advertising in use You ought to be able to form some general policy of your own as to what should pay us best

We want your opinion we want you to give the subject careful thought and study and let us have your best judgment

Don't allow us to tie up so closely to old plans and methods that we get in a rut—unless the old ones are the best we can use

We're growing and building up splendid business with our present methods—but can't we grow faster and bigger still with others? We mustn't be too well satisfied with ourselves It's the man who gets in that condition that soon sees the other fellow overtaking him

We must keep head—if any Can we do it with our present advertising methods or must we change?

These are the ideas we want you to keep in front of you when you're making your suggestions for 1904 You'll have a full three weeks to think matters over after the blank reaches you but begin now Whatever you do don't leave the work till the last minute and then slight the matter for the sake of getting the blank in We shall consider that the blank you hand in represents your best advertising judgment in every detail

Prizes will be offered similar to those of last year

A Prize for Fall Campaign Suggestions

IN the suggestion blank for 1904 advertising we shall offer a prize of twenty five dollars in gold for the best Fall Campaign plan suggested

Begin to think *now*

Last fall we made our first concentrated effort to carry on a special fall campaign We didn't do much but the little we did brought such good results that we're determined to map out a strong plan this year and carry it vigorously We want something new to attract the trade and place larger orders on our agents shelves We also want something that will move the goods after we've placed them there

We are large enough and strong enough to stimulate the fall demand for paint far beyond former years if we use our organization effectively It's some plan to do that that we're after

Can you help us? There's honor in it for you if you can



0007 SWP 000131618

Our Varnish Campaign from the P D Standpoint

R DW MI

THERE are no varnishes more effectively advertised *for the dealer* than The Sherwin Williams Varnishes

The old time varnish makers have done much good advertising to the dealer and the large consumer but most of them seem to have neglected the small consumer that buys through the dealer

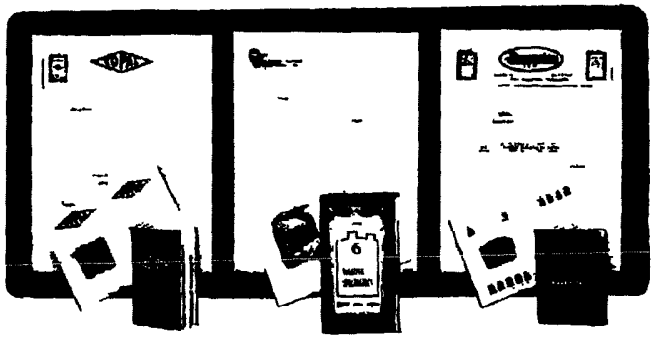


Some of the Varnish Advertising that has been going through the dealer architects

We recognized this fact when we first entered the varnish field and our happy faculty of being able to see things from the dealer's point of view made us both ready and able to go first of all after the trade for him We considered it more important to advertise to his trade than to our own

Simultaneously with the campaign to get our varnishes on the agent's shelves we began a campaign to move them from his shelves into the hands of his painters architects contractors and other consumers We have not even yet started varnish promoting work on the large consumer that buys direct from the manufacturer

These facts should materially strengthen your S W V arguments with the agent Don't lose sight of them for a moment The other fellow may be able to put up as good a talk on quality and other matter but when it comes to direct work with the man who buys from the agent



The [illegible] of the Varnish Letter to paint [illegible] d [illegible] d th [illegible] k ts th t ac mp y them



Some of the Mailing Cards [illegible] d [illegible] or V [illegible] h f [illegible] ow p w k w th p nt r d [illegible] t a t

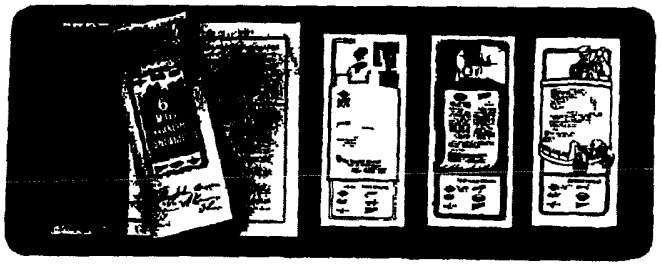
you have something not one of them can equal They can't even bluff about it as they can with quality talk

We've become so used to our good method of going after the small consumer through mail that we're apt to belittle its importance and especially are we so used to it in our paint advertising that we don't realize its significance in our varnish work

If we do realize it and are able to present it to our agents forcefully enough we can't help getting the orders

These two pages make a showing in varnish mail advertising that no other manufacturer can equal and they only represent a part of our system Most of what is illustrated here is included in your P D portfolio You can show it to your prospective varnish agents and put the warmest kind of talk back of it It's good advertising—expensive but effective It gets the business by going direct to the man who buys the varnish from the dealer If the names on our lists furnished by the representatives and the agents are good live names we'll back advertising of this sort against any other that can be used

The General Manager was going over these features with me a few nights ago and said I wonder if the representatives remember that we have all this good ammunition Do they use it as they ought to? There's so much of it I'm almost afraid



Spring [illegible] V [illegible] h Advertising [illegible] w [illegible] g m l d t l p t o [illegible] ca

0007 SWP 000131619

they ll overlook some of it

There s a danger that you may and it s for this reason that we ve planned this article and these illustrations We don t want you to lose sight of a single item They re all important business getters and the Company is losing money if you don t use them to help land the agents and help land the orders for the agent after you ve landed him

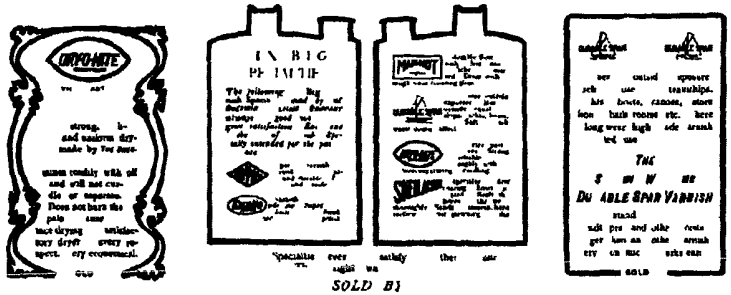
Just bear in mind that we have complete follow up systems for working *hundreds of thousands* of painters contractors and architects for any agent handling our varnish Show them with the aid of the I D portfolio the mailing cards booklets and letters we have ready to do the work Show them the illustrations in this article It ought to win them every time

We have special systems for Kopal Excello and Shellacine in addition to our work for the general line The free sample plans are not being used half as much as we believe the excellent follow up system warrants Even if the painter doesn t get his sample the follow up advertising is worth a lot to the agent

Every spring and fall we send out special varnish advertising to every painter s name on our cards regardless of whether he s been worked in other ways or not What we started on April 15th this year is illustrated It s strong work on the Six Big Specialties—a handsome folder followed up every two weeks with three attractive mailing cards Over twenty five thousand painters all over the continent get this advertising

In some towns our agencies will lose the benefit of it because they don t carry the Six Big Ones in stock But the advertising goes there just the same and will create a demand that ought to help you land an order next trip Ask any of those agents if the varnish they re handling is advertised to their painters in so good a manner

You re going out on a special varnish campaign the first of May Keep the P D proposition in front of you every day It s worth as much to you as the quality of the varnishes



Some big suggestions about the Six Big Specialties will be found in the new XYZ booklet Get a copy from your jobber

Work the Free Sample Plan

Testimonials from painters whose names are well known throughout the varnish trade are the strongest kind of argument that can be used in getting painters to work the full limit Make all your selling talks point in this direction

Paola, Ohio Excellent Varnish for the money Sold a can to a painter who had used high priced varnish for years and he said he could not tell the difference in the finish Will sell him again

W E ANDERSON

Ansonia, Conn. We have tested the Kopal Varnish and find it to be equal for the most part to any high priced varnish on the market and will recommend it to our customers

WESTERN SUPPLY CO

Gibsonburg, Ohio The Kopal Varnish we purchased of you is giving very satisfactory results and we are pleased to say that it is proving itself equal to the best Kopal Varnish we have ever used

PETER WINEBOEN

Ithaca, N. Y. Your sample can of Kopal Varnish received and we are pleased to say that it is a fine varnish and we will be glad to handle it

J B CHEER

Glenwood, Minn. The sample can of Kopal Varnish received in good condition and we are pleased to say that we like it very much It is a fine varnish and we will be glad to handle it

C W MOORE

Maple Valley, Wis. Have used the sample can of Kopal Varnish and find it to be a good varnish and will be glad to handle it

THEODORE GROTH & CO

Cleveland, Ohio Kopal is just OK We will be sure to get a good start from this year

H I HOLDEN

Stockton, Cal. Kopal Varnish received and we are pleased to say that it is a fine varnish and we will be glad to handle it

I W GRACE

Buffalo, N. Y. Kopal Varnish has a fine luster and produces a hard and tough finish and is good varnish for the money

FRW CORNER

Atlanta, Ga. Have used the sample can of Kopal Varnish and find it to be a good varnish and will be glad to handle it

WESTERN SUPPLY CO

Peoria, Ill. Excellent Varnish for the money Sold a can to a painter who had used high priced varnish for years and he said he could not tell the difference in the finish Will sell him again

BEN MEYER

Akron, Ohio Have received the sample can of Kopal Varnish and we are pleased to say that it is a fine varnish and we will be glad to handle it

L S BICHTOL

Algona, Iowa I have received the sample can of Kopal Varnish and find it to be a good varnish and will be glad to handle it I think I will use it prefer to another Cutting with fifteen years I might to know what good varnish

J F N

Chicago I have used the sample can of Kopal Varnish and find it to be a good varnish and will be glad to handle it

FRED GROTH & CO

Show all testimonials to your dealer—they will help you land the order

0007 SWP 00013162O

DIVISION NOTES

Western Division

V V g V n h an l V ct ry—
V m t go aft t
V g to pu l tl l
V rn l V to th lt

Just a little bit fagged perh ps after the splendid hustling put in so far this year but many a race was won by a little extra pu t on the home str tch

The month of March in total ales of all lines was the g eatest in the history of the Western Di ision There is a chance for an impro en ent in arnish sales here

Will the men of this di ision put in an extra arnish effort from now until July vacation? Let s mak the finish show the greatest ever

Mr Harry I Younge man uc ceeds Mr Bristol on territory num ber 109

Since moving into our new quarters e ve had an unusual number of vis itors from head ju rters All e press thei selves as highly pleased with the splendid new plant Great results are expec ed of us on account of this exceptionally fine equipment Each one in the factory in the offices and on the road putting forth their best efforts n w will accomplish it

—

Don t forget special effort on varnish up to vacation time A M PARKS
Mgr W st n Di

Eastern Division

When the great sea monster Cedri swung into her berth on the afternoon of March 20 one of the first do vn the gang plank was our esteemed ellow traveler F C Donnison His



m C D n

return has been long looked forward to and we have been waiting for many months to extend our most cordial welcome which is his in the fullest measure Leaving New York Decem ber 14 1902 Mr Donnison has very nearly been around the world traveling about 75 000 miles by rail and w ter breaking new ground continually and successfully day in and day out losing only three days owing to sickn ss during all of this time Mr Don nison naturally enjoying good health ith strict attention to the rules which maintain it has made possible this remarkable record and in the face of most trying climates and extraordi nary conditions and difficultie Mr Donnison will receive his mail at this office during his visit

Every man with seaboard territory should set his spinnaker for sailing into the Ma ne bus s good and st ong during April

— —

The Big Six —keep them coi ing and make l g sales Pull ha d for the top Th s is the month of all onths that we want to see the Last

SELECT YO R ENTERING WEDGE

O [illegible]

ern Division driving e pecially hard on varnish busin ss Plan to make the varnish campaign in April the most aggressive possible

The Street Railway an l Railroad work is improving and n ver has there been so strong a disposition on the part of nearly all of the staff to make a showing—keep it up

— —

Before asking for information on regular lines consult your A I P catalogue and our descriptive book lets—they are full of information

The C X M business is starting well—keep your kit of C X M tools bright and a good edge on all

—

We expect to see the arnish busi ness boomed in April and be the greatest spring tonic ecommended to the trade H D WHITTLE
Mgr I t rn Di

Canadian Division

The follow up plan as outlined in the last issue of THE S W P has taken hold very strongly here and the A B C electrotypes are being asked for frequently

— —

The steamship trade has been ex ceptionally good so far this spring and we shall watch this class of trade very closely

—

Since last writing we have been successful in securing two large var nish contra ts Owing to our large and varied assortment of Varnishes Japans and Sh llacs we are able to obtain at least a share of trade from every class of consumers of these lines Don t forget that the P D is able to look after the promoting of varnish sales as well as of paint

— —

We are glad to report that Mr Budge who was seriously ill for the past three months has reco ered and is back at his desk again

We were pleased to ha e h d a isit from Mr Richardson during the past month C C BALLANTYNE
Mgr Canadian Di

New England Division

March has brought the usual quota of bad weather days but we have had enough sunshine to encourage stock orders an l orders from property own ers The result is that we shall come out ay ahead of the game on the amount of goods shipped

— —

Kopal and E cello plans are prov ing contagious More agents have been nterested and e are on the lookout for others

The Si Big Varni h Specialties are s ing fast W re getting r peat orders all the time Testi nonials on Kopal and E cello from practic l painters are exce dingly gratifying

To how how our system impresses

0007 SWP 000131621

B P A s e quote the following from a letter recently re eived

> N t we k fo th past t el k b t hat y l nt me lette d rt g j t It ry pl to m th t l h th r g t h y p t g t f l l th l j Se l oo jt c f Fa l P t t

This looks as if something were do ing and goes to prove that no lette s sent to the pro j ective trade mi s the mark These letters ar all the time making dents and eventually the B I A and I O must ca e in

The men are digging out orders from all sources and promises are being turned into sales Keep e er lastingly at em boys and we are boun l to win S W I and S W V should get into every town where paints and varnishe a e u ed Let u get in this spring the sooner the letter Do it now

HECTOR M C RION
Mgr Ne Engl l Div

Pacific Division

Pleasant trip flashi g c oss the i e to us from the Hawaiian capital announced the arrival of our manager in Honolulu in pursuit of contributions from our newly acquired territory there to the big figure fo the yea

On the territories nearer home e have already hot considerably by the ia k set and still look for more

We are pleased to report that M h ne Paint s winning a name for tself in San Francisco Our custom ers repeatedly say You goods are all right and we shall continue to use them They all express the same opinion that it is the first time th y have h d uniformity and sati faction generally with any machine p a nt

Los Angeles Depot

One of our local representati es Mr L I Bradley and Mis Ada Daken were married on Friday Mar h 13th at Vincent Methodist Episcopal Church We wish them all happiness

San Diego Depot

The paint rs strike here has dis arranged matters somewhat but this we hope is only a temporary affair

South Western Division.

If there e er was a fitting time to use our 1903 watchword Dig deep it is right now This varnish busines will not ome for the wishing One has to lig deep dig often and keep on digging

We can make our varnish sales almost what we will it is only a ques tion of d ci l ng what we want learn ing ho to get it and then practising regu arly what we have learn d *It t l made nly by a ting*

To do one thing at a time and do it thoroughly is the secret of success Then spend one day at lea t in each week at *ho ing ith im S W I l ir h* and the returns will aston ish you

A plain truthful statement is not enough to induce a dealer to put in our varni hes There must be a regula ampaign of education and it must be kept up until by its very persistence and voluminousness t in p es es and onvin es Cu campaign of education on S W V is just as thorough as on S W P When we say this we say *much*

F F MYERS
Mgr S the n Di

DEPARTMENT NOTES

Trade Sales Department

Record of New S.W P Agents.

The Western Division has swung into its old time winning pac a d i leading the other d visions by a good margin Of course a good beginning usually insures a good ending but we un le stand that the Southwestern has its eye on the new agents record and intends to gi e the Western a run for its money before the home-stretch is reached We shall watch the struggle clos ly

The other divisions stand up fairly well but are a long ways b hind the leaders

Western Division
W H Kane *47 new agents*
Southweste n Di ision
S P Moore *32 new agents*
New England Divi ion
R I Ketchum *23 new agents*
Canadian Division
Geo F Boomer *21 new agents*
Central Di ision
I M Benedict *20 new agents*
Pacif Division
G C Mowat *18 new agents*
Ea tern Division
H C Haight *15 new agents*
J I Min t ee Jr *15 new agents*
M B Roberts *15 new agents*

Leaders in Floor Finish Sales.

It is the same old story in the Floo Finish competition Mr Sheldon lead ing by a fairly go d m g n Mr Harkne s of the Canadian however shows by this month s record that he has the fighting spirit in him and bids fair to make Mr Sheldon trot a lively heat before the ne t month olls around

Ea tern Di ision
H T Sheldon
Cana l an D on
J J Harkness
New England Division
R I Ketchum
Pacific Division
C C Mo at
Western Division
S H Stewart
Central Di ision
A D Joyce
Southwestern Di is on
W W Walton

Varnish Department

Leaders in General Varnish Sales.

The varnish competition is full of unusual interest this month many changes having taken place in the positions of the contestants and doubt less still greater changes will occur before another iss ie of THE CHAMELEON for we are on the eve of our first spring varnish campaign

The Southweste n Division still holds a strong position at the top of the list Mr Moore leading in the en

MAKE YOUR BELIEF IN S W V FELT

I ALWAYS [illegible]

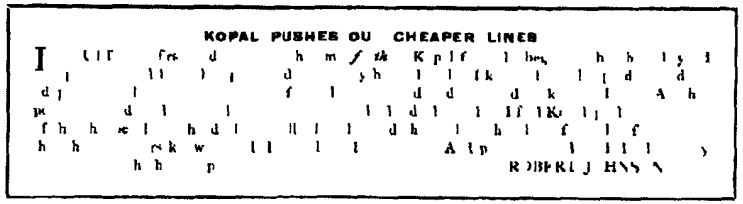
A I JOYCE

0007 SWP 000131622

KOPAL PUSHES OU CHEAPER LINES

I [illegible]

ROBERT J HNS N



tire Company Mr Ande son being lose second The Canadian Division still holds second pla e with Mr Wha len a strong first The Western Di vision has taken a spurt Mr Dyson having carried its banner to third posi tion The Central has dropped back to fourth place Mr Vance still lead ing The Eastern is fifth being less than 1 / behind the Central The standard bearer have ho e er changed in the Eastern Division Mr Minetree and Mr Waterman now holding first and second positions The Pacific steps ahead of the New England Division and Mr Felch leads Mr Smith for first place Mr Hare has taken Mr Horton s position in the New England with a lead of only 1 / over Mr Wells who maintains his former pla e

The list is as follows

South estern Division
1st—S I Moore
2nd—J W Anderson
Canadian Division
1st—J J Whalen
2nd—C A Thomas
Western Division
1st—Geo L L Dyson
2nd—R L Sonquist
Central Divi ion
1st—J H Vance
nd—E E Swine or
Eastern Division
1st—J I Minetree
2nd—H A Waterman
Pacific Division
1st—C F Felch
2nd—S W Smith
New England Division
1 t—F B Hare
2nd—I B Wells

Leaders in Kopal and Excello Sales.

This competition has become the most exciting one in the history of the Company There is less than $100 00 difference between the five leaders and the sixth is close at hand No doubt next month will make great changes in the list

The leaders are

Southwestern Division
W W Walton
Canadian Division
C A Thomas
Central Division
J H Vance
Eastern Di ision
H I Sheldon
Western Di ision
H F Billau
Pacific Division
C C Mowat
New England Division
I B Wells

Leaders in Mar not Sales.

This contest is getting fierce there being hardly $150 00 between the first and the last and the first five b ing but a f w doll part with such a state of affairs existent it is anybody s race

The leaders are

Eastern Divi ion
H A Waterman

Pacific Division
G G Mowat
Western Divi ion
S H Stewart
Central Di ision
A D Joyce
New England Division
A J Horton
Southwestern Division
J W Anderson
Canadian Division
J F Auger

Leaders in C. & M. Varnish Sales.

This contest is warming up and Messrs Hills and Rogers are making a pretty race for first place Mr Hills be ing only a small percentage in the lead

The leaders are

Central Division
N F Hills
Eastern Division
I R Rogers
Canadian Division
R C Misson
New England Di ision
I W Barney

We expect some gre t result f om the pecial arnish campaign which begins at on e This campaign mean as much to our varnish out put as the spring campaign on S W P means to our paint out put We know every repreresenta tive is ready to do his part and expects to make a showing which will demonstrate his ability as a varni h salesman May the best men win

I J FA [illegible]
Mg [illegible] Sale Dept

Manufacturing Department.

Plant Number One, Cleveland.

The S building which has just recently been a at d by the Dry Color Depart nent has been lea ed of all dry color machinery and the work of installing more paint mills is already in progress We expect soon to have a complete equipment for the manufacture of shelf go ds running in thi building

Though the number of orders re ceived has been steadily growing heavier we have been able to keep th m p tty well in han l It has been necessary to run some of the de part nents over tim There has been quite a little difficulty in getting c s for shipment of tock to the branch [illegible] ou e h ch has pr v nte u from executing their orders with as much promptness a we hould like

Plant Number Two Chicago.

The new Dry Color Works opened up for bu ine s in dead earnest March 16 and has si e then been going at a steady gait On that date the Cleveland employees arrived aft r a very pleasant trip One entire coach was at their di posal and they re ceived every attention on th way

Work was carried on as usual in Cleveland till Saturday noon and sta t d promptly Mon lay morning in Chicago Immediately after their ar rival here the facto y employees donned their white ov ralls and jack ets and set to vo k with a zeal and an enthusias n h h knew no bo nd The factory is running full for e n w and everything is going smoothly and surely

Plant Number Three, Montreal

W a no b g rn ng to reap the benef t of o r hard work lu ing the winter The sub tantial and carefully assorted stock a umulated by the efforts then p it forth enables us to fill all orders rapidly and smoothly al though they are oming in nearly twic

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as fast as we can manufacture This state of things however, involves the re handling of goods a great many times which with our very limited facilities is both laborious and expensive However all such hardships are borne cheerfully in anticipation of the welcome relief which is now within measurable distance in the shape of our new factory

Plant Number Four, Newark

The month opens with every promise of being fully up to our expectations in volume of business The surplus stock which was piled up during the dull season is being rapidly moved and we anticipate a record breaking month

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A meeting was held on Saturday March 28 for the purpose of discussing the organization of a permanent base ball team for the season Mr Fred Cook was elected captain pro tem Practice is being entered into enthusiastically and we expect to put a team in the field that will be representative of The S W Co and Plant Four

Accounts Department

Not in twenty years have so few people failed in the United States and Canada as in 1902 80 of 1 per cent Failures in 190 were 2 per cent less than in 1892 although there were 203 000 more people in business

In these ten years the large t gain of people in business is on the Pacific coast 13 per cent

Liability to failure bears a clo e relation to the amount of capital employed

Not in ten years was the percentage so large of failures of those of only moderate or no credit capital rating as in 190 being 89 5 per cent of the total With increase of prosperity adventurers increase with too little capital

The largest number of failures was in the south

While in the whole country failures decreased 6 per cent in the outh they *incr a e l* 15 per cent In middle states they decreased 7 per cent in eastern 16 per cent western 6 per cent northwestern 18 per cent Pacific coast 5 per cent in territories about 33 per cent Failure of those in good credit was only 9 6 per cent or the smallest in eight years

In Canada there were 20 per cent less failures than in 1901

Of total failures in fifteen years 83 75 per cent were in moderate or no credit 14 63 per cent in good credit and 1 6 per cent in high credit

The above facts are gleaned from as good sources as can be obtained and are worthy of attention by the credit department of every division—the manager the salesman and the cashier S P FENN

INTELLIGENT HUSTLE MEANS VARNISH ORDERS

W[illegible] ts lf n tw w rd— *nt ll g nt hu tl* W h th f [illegible] h [illegible] —wh [illegible] f S W [illegible] EDWARD A W OOI