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(Vol. [illegible] No. [illegible])

N23641

MARCHING NEWS

VOLUME I | WALTER H. COTTINGHAM, Editor-in-Chief | NUMBER 3

Completely Snowed Under



TELEGRAMS AND LETTERS POUR IN DAY AND NIGHT

Every One Catches the "Forward Again" Spirit Including S-W Agents Who Ask for "News" Sharpshooters Win Victories

COMMANDER-IN-CHIEF TOURS EASTERN STATES SPREADING OPTIMISM

Cleveland, Ohio, February 23d.

The Post-office Department at our home office finds that their facilities are almost inadequate for handling the immense amount of mail concerning the "Forward Again" Campaign which is pouring in from all over the United States. The telegraph wires are being kept hot with reports of skirmishes won, and an air of suppressed excitement permeates the whole building. Each Sherwin-Williams employee in office, field and factory is working to make the mighty "Forward Again" Campaign the greatest success of any campaign held in the history of the Company. Mr. Robert E. Graham, Manager of the Ft Worth Store, writes that even the colored porter wants The Brighten Up Store to earn a President's Certificate. Commander-in-Chief Walter H. Cottingham has spent the past week in the East where he has been kept in touch with the progress of the campaign by wire.

Sales Shoot Skyward

During the past week many [illegible] announced the winning of [illegible] fought battles. Texas District [illegible] ably leads the Company in [illegible] for the past week. Orders for [illegible] car-loads have been taken for immediate shipment. Nor is Eastern Division far behind. A telegram from Brigadier General Whittlesey to the home office last week announces an 83 per cent gain for the past week over last year, and stated that the latest news from the firing line showed everyone carrying everything before them.

Letters Assure Co-operation

Replies to the Commander-in-Chief's letters have been received to date from nearly every Sharpshooter in the Company. Without exception these letters are very enthusiastic and show that the old fighting spirit for which this Company has been noted is again fanned into a glowing flame. These letters show without a question of a doubt that business is picking up everywhere, and this mighty army believes to a man that the year of 1914 is going to be the greatest year in the history of the Company. Excerpts from scores of enthusiastic letters will be found in another part of this paper.

Agents Request "News"

Eight thousand copies of the first number of the *Marching News* were run off specially for Sherwin-Williams agents. This number was sent to each agent with a letter telling them of the great "Forward Again" movement which The Sherwin-Williams Co. had undertaken, and enclosed a postal card requesting that the *Marching News* be sent to them as issued. Should the agent care to receive our little paper, all he had to do was to drop this postal in the mail. Hundreds of these postal cards have already been received with remarks written upon them showing the agents imbibed the true "Forward Again" spirit, and that they are going to work with this Company to make the year 1914 a year of great prosperity and success.

Sharpshooters Hit Mark

The work of individual Sharpshooters has been splendid. Outside of the remarkable record for the past week shown by Texas District, probably no other record can eclipse that of Mr. J. T. Menefee, of Cincinnati, who sold a solid car-load of paints and varnishes to one of his agents, and landed an order for five hundred gallons of Flat-Tone on a Knoxville Department Store—one of the largest department stores in the State of Tennessee.

Brigadier-General Alowat advises that four of his Sharpshooters have already beaten their sales for the month of [illegible] Sharpshooters have a comfortable margin of gain on their sales year to [illegible] for five consecutive weeks this District has shown a gain

Commander-in-Chief Pleased

Commander-in-Chief Walter H. Cottingham, who has been spending the past week in the East, but who nevertheless has been kept in touch with the progress of the campaign from headquarters, is more than pleased with results. In fact he was so much pleased that if he did not act in the manner our early-west pictures he undoubtedly felt much like doing so. Mr. Cottingham telegraphed the following to the "Forward Again" Campaign Committee at Cleveland last week: "Congratulations on the splendid and substantial progress you are making in this our greatest campaign. Our plans are everywhere approved and our enterprise and efforts generally applauded. Walter H. Cottingham."

Delivers Address

While in the East Mr. Cottingham was called upon to address several meetings one of which was that of the Pilgrim Publicity Association at Boston, Mass. The subject of Mr. Cottingham's address was "Putting an Irresistible Into Selling," but we imagine from press clippings that he confined himself largely to the "Forward Again" movement. He explained how this Company had started the "Forward Again" movement and how business concerns all over the country were adopting this plan in bringing business back to its own. On another page of this paper you will find a reproduction of a clipping taken from a Boston paper reporting Mr. Cottingham's speech. From this further details can be obtained.

Papers Boost Plan

The press all over the United States as well our Company in its effort to start the ball of business revolving quickly again. Papers in most of the large cities of the East and Middle West have published interviews and articles from Mr. Cottingham. All these papers endorse the Company's stand, and the name of Sherwin-Williams is being raised daily in the esteem of American business men. Advertisements are now being made by the Department of War at the home office to supply each Sharpshooter with reproductions of these newspaper articles. Numerous copies of the *Marching News* have been dispatched to well-known business men throughout the country, and many enthusiastic congratulatory letters have been received from these men.

EXTRA!

BRIG.-GEN'L MYERS WINS VICTORY

Texas District Sharpshooters Prove Their Worth During Week

TWENTY CAR-LOAD ORDERS REWARD THEIR EFFORTS

Cleveland, Ohio, February 20th.—A dispatch has just been received from Brigadier-General F. F. Myers in command of the Texas District forces, telling of a series of unusual victories won by the Lone-Star Sharpshooters, after undergoing a prolonged and severe hering from the ranks of the enemy, as a reward for their untiring efforts. Our men of the steady arm and unerring eye have captured orders for sixty solid car-loads of Sherwin-Williams products.

The men to whom the honor of these victories is due are Sharpshooters S. M. Wilson, C. S. Ragland, F. H. Markley, D. Howell, L. McKay, D. A. Welker and J. J. Waddell. Sharpshooter Wilson captured orders for one car of Wallpaper Oil and one car of Linseed-Store. Sharpshooter Ragland took orders for one car of paints and varnishes and three cars of paints and varnishes fell as a result. Sharpshooter Markley is responsible for one car of paints and varnishes. Sharpshooter Howell took orders for one car of paints and varnishes and one car Linseed-Oil. With his usual soldierly ease, Sharpshooter McKay, shooting three orders quickly, each one hitting the bull's eye, to his credit two cars of paints and varnishes and one car of Iron-Sulfur Solution.

Sharpshooter Weltmaker evidently has in his possession a gun which will go around corners, because four car-

Continued on page 4, column 8

DISCOVERED!

Competitors Learn We've Stolen a March

One of our side-de-camp has just brought in word from the firing line that our competitors, the enemy, have just begun to realise what our forces are doing. They are formulating plans of their own, and are sending out scouts and forerunners for plans to lay siege to out stronghulds and fortifications in our territory. By this they undoubtedly mean an agency campaign.

This is only to advise you of the possible danger the men under your command may find themselves contending with. In our "Forward" march the victory will be all the more heralded if we leave behind us a territory well covered and manned with agency fortifications loyal to our flag.



"MEETIN' EXPECTATIONS"

"My crops didn't turn out as well as I thought they would," says Farmer Corn Tossle, "and I hardly thought they would."

If you expect to fail, you generally come up to your expectations.

NEWS Hot Off the Wire

Colonel J. B. Kurt, of Los Angeles, wires: "First week of 'Forward Again' Campaign shows 17 per cent gain."

Colonel F. A. Welsh, of Omaha, wires: "Your enthusiastic fellow campaigners in Omaha Division making great strides to be in front ranks of the Forward Marchers. Three car-loads at Chicago factory for Salt Lake territory. Sharpshooter Berg wires fourth in the mails. Sharpshooter Brown closed deal in Iowa town for 300 gallons Flat-Tone and 100 gallons varnish. Each man striving hard for honor certificate."

Colonel L. F. Collister, of San Francisco, has offered to give a $5 Knox hat order to the representative in his division who shows the greatest gain in sales for February and March.

Sharpshooter J. T. Menefee, of Cincinnati, has just landed an order for 500 gallons of Flat-Tone on a large department store in Knoxville, Tenn.

A wire has just been received from our San Antonio store advising that a 50 per cent gain made last week. Great work!

Telegram addressed to Aide-de-Camp Davis reads: "Sharpshooter Shine landed 15,000 gallons of Structural Paint today. Sharpshooter Woodrow has stormed the trenches and landed 1200 gallons of Trunk Paint. Further news from the firing line expected later in the day."—H. D. WHITTLESEY.

Another telegram from Brigadier-General Whittlesey reads as follows: "Atlantic Coast District Sharpshooters rolled up an 80 per cent gain last week over the week a year ago. News from the firing line shows everyone carrying everything before them."

Lieutenant-Colonel G. M. Minnich, Promotion Manager at San Francisco, writes: "You may count on hearing about some mighty nice increases in Floorine business from our Mr. L. W. Wolcott when he goes East in March. I am placing an order with the Advertising Department for 200 of the new cut-outs to be shipped to our five coast warehouses.

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Continued on page 4, column 5

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