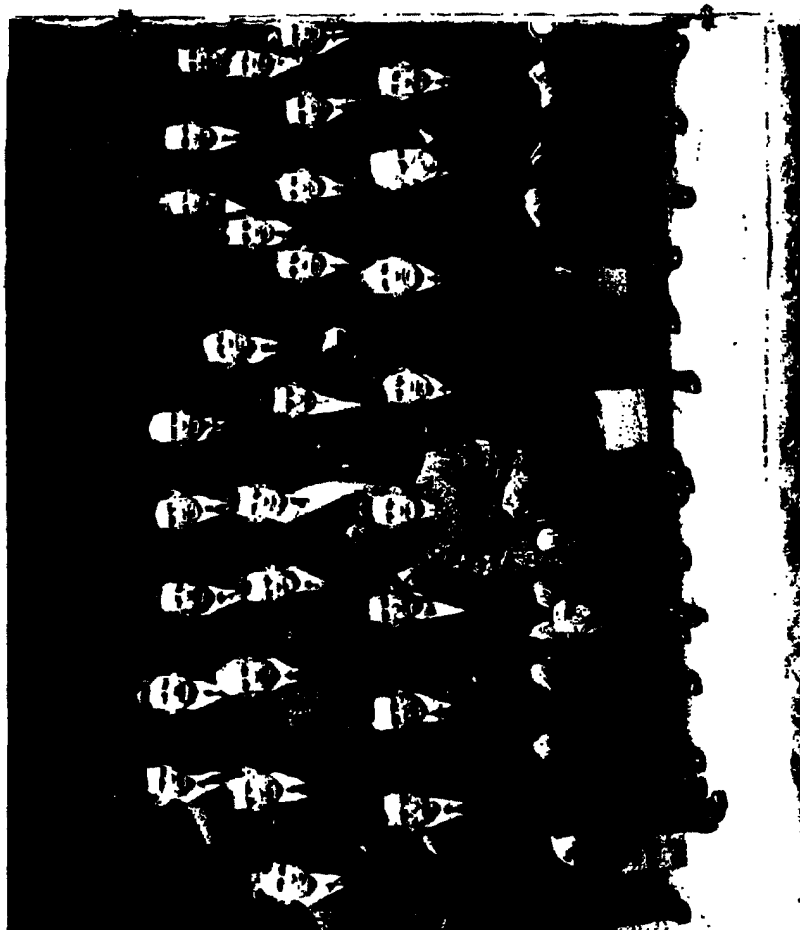


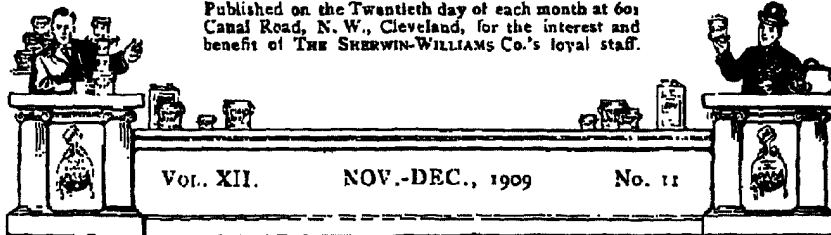
The Chameleon



N23568

The Chameleon.

Published on the Twentieth day of each month at 601 Canal Road, N. W., Cleveland, for the interest and benefit of THE SHERWIN-WILLIAMS Co.'s loyal staff.



LOYALTY.

(By one of the Staff.)



LOYALTY is a fine word. We all like to have it applied to ourselves at one time or another. But the time we like it best is in the thick of the fight when it counts the most. In great armies, enthusiasm brings about the desire for battle and keeps the spirit to the boiling point; but during the battle, when the smoke is thickest, enthusiasm without loyalty means nothing. What the commander wants to be sure of is that every man on his fighting staff can be depended upon to stick, whichever way the tide turns. Of course he wants enthusiastic men to build up an organization of well-trained, disciplined and spirited fighters, but all these vanish to the background when it comes down to facing the issue—and either fighting to win or dying in the attempt.

And loyalty is not confined to war. In our own organization, where each day we fight a battle—the battle of brains, of industry and enterprise—loyalty is just as much a factor as it is in the thickest shower of bullets ever blazed from the mouths of guns. Without it no organization can attain its greatest efficiency, for upon the staying power of each individual depends the stability of the organization as a whole. Although in a time of peace, we are nevertheless surrounded and are in the midst of battle. There are opportunities for advancement everywhere. Our enthusiasm opens them up to us. But our loyalty must win them for us.

If a man proves himself loyal to the best interests of those who employ him, no matter how humble his part may be in the great working plan, that man has builded something far more substantial and satisfactory than financial or material gain. He has injected his loyalty into those about him, and when the fight becomes closest that man is in the front ranks doing his part to the last ditch and asking no quarter.

There is nothing more pitiable in these days than a man who takes his bread and butter from the pay envelope of his employer only to scoff at his own treatment by that employer. Great institutions are bound to be infected with the germ at times, but the loyalty of the staff will always stamp out the curse, and will dominate the worst of situations. So let's be loyal to this, The Greater Sherwin-Williams Co., and thus build for ourselves a better and a broader foundation for responsibilities and burdens to rest upon.

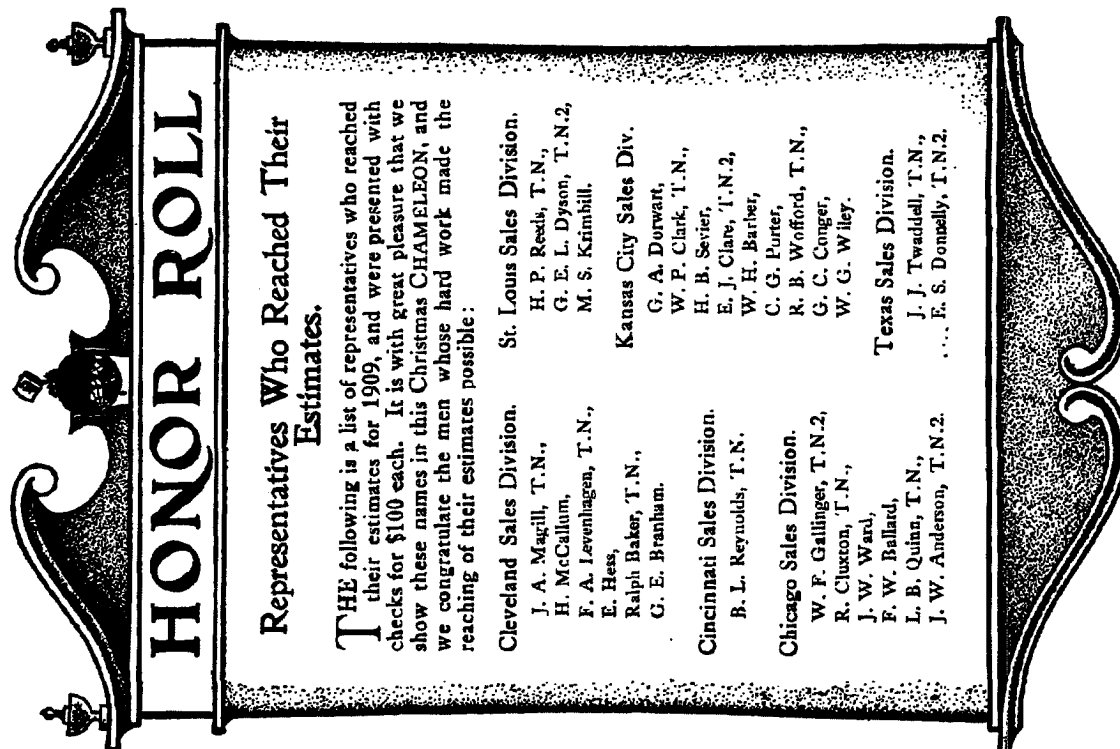
The Chameleon.

WITH this issue *The Chameleon* brings to a close the 12th year of its existence. During these years we have tried to embody in the pages of our little magazine reading matter and illustrations of general interest to our staff. The task has not always been an easy one and we have not always been satisfied with what we have offered to our associates for reading matter. There have been many interesting happenings within our Company—*The Chameleon* has told of most of them—but a few have escaped us. As we enter in January, 1910, the 13th year of our visits, we would like to feel that with each number all the good things are embodied before we go to press.

At this Christmas season *The Chameleon* wishes you all a Merry Christmas and a Happy New Year. We have had a year of prosperity and good will. We hope it will continue and improve. This is a fitting time to strengthen the ties of association, the friend for the friend and the department for the department, so with a fresh start on January 1st, bigger things than ever can be accomplished by *The Greater Sherwin-Williams Co.*

The Editor.

HONOR ROLL		
Top-Notcher Awards.		
Mr. F. B. Gable, T. N. District Manager.....	\$500	
Mr. W. P. Clark, T. N. Salesman Entire Company.....	\$200	
T. N. Salesman Southwestern Division.....	200	
Mr. J. D. Barker, T. N. Superintendent.....	400	
Mr. R. H. Hornsby, T. N. Cashier.....	200	
Mr. L. F. Collier, T. N. Promoting Manager.....	200	
Mr. L. B. Quinn, T. N. Manufacturers' Sales Representative.....	200	
Mr. H. E. Billau, T. N. Railway Representative.....	200	
Mr. W. F. Gallinger, T. N. Salesman Western Division.....	200	
Mr. F. A. Randall, Salesman Western District.....	100	
Mr. G. E. L. Dyson, Salesman Western District.....	50	
Mr. J. A. Magill, T. N. Salesman Central District.....	200	
Mr. F. A. Levenhagen, Salesman Central District.....	100	
Mr. Ralph Baker, Salesman Central District.....	50	
Mr. E. J. Clare, Salesman Southwest District.....	100	
Mr. R. B. Wolford, Southwest District.....	50	
Mr. I. D. Wilson, T. N. Salesman Eastern District.....	200	
Mr. J. P. Minette, Salesman Eastern District.....	100	
Mr. F. C. Donison, Salesman Eastern District.....	50	
Mr. J. B. Kurtz, T. N. Salesman Pacific Coast.....	200	
Mr. S. G. Harless, Salesman Pacific Coast.....	100	
Mr. R. A. Carder, Salesman Pacific Coast.....	50	
Mr. H. W. Putnam, Salesman New England Division.....	200	
Mr. A. L. Berry, Salesman New England Division.....	100	
Mr. H. H. Eager, T. N. Salesman Canadian Division.....	200	
Mr. R. Archibald, Salesman Canadian Division.....	100	
Mr. D. Crevier, Salesman Canadian Division.....	50	



Representatives Who Reached Their Estimates.

THE following is a list of representatives who reached their estimates for 1909, and were presented with checks for \$100 each. It is with great pleasure that we show these names in this Christmas CHAMELEON, and we congratulate the men whose hard work made the reaching of their estimates possible:

Cleveland Sales Division.

J. A. Magill, T.N.,
H. McCallum,
F. A. Levenhagen, T.N.,
E. Hess,
Ralph Baker, T.N.,
G. E. Branham.

Cincinnati Sales Division.

B. L. Reynolds, T.N.

Chicago Sales Division.

W. F. Gallinger, T.N.2,
R. Cluxton, T.N.,
J. W. Ward,
F. W. Ballard,
L. B. Quinn, T.N.,
J. W. Anderson, T.N.2.

St. Louis Sales Division.

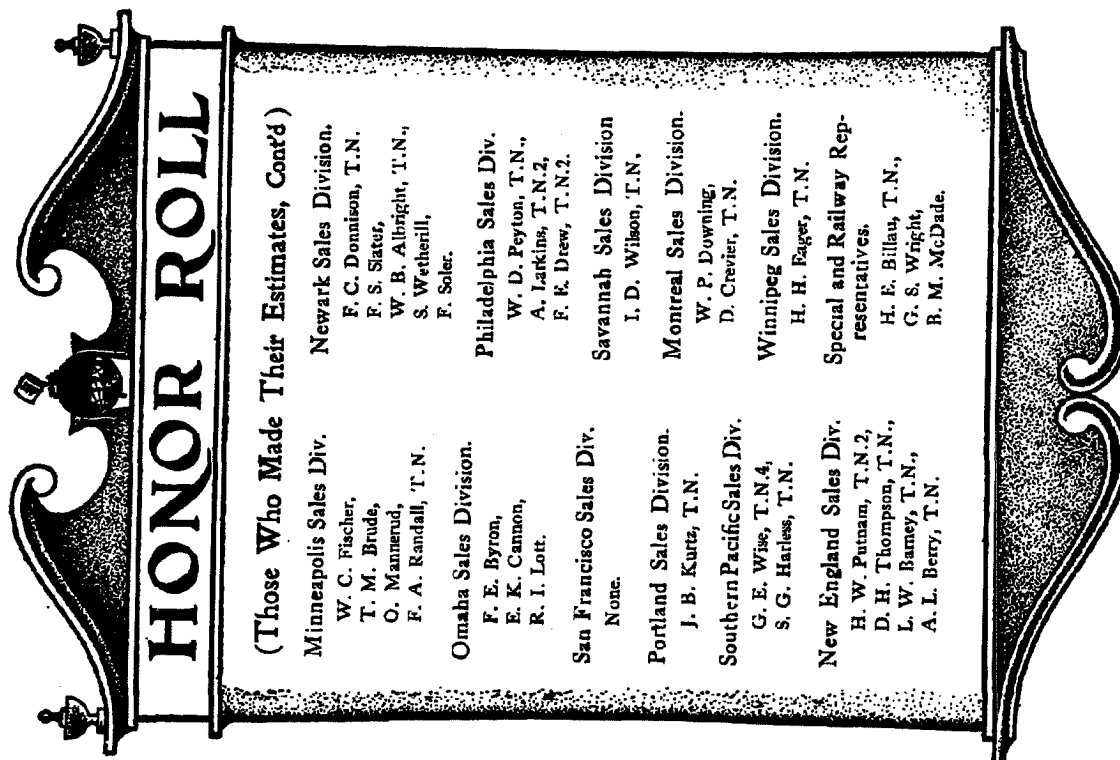
H. P. Reed, T.N.,
G. E. L. Dyson, T.N.2,
M. S. Krimbill.

Kansas City Sales Div.

G. A. Dorwart,
W. P. Clark, T.N.,
H. B. Sevier,
E. J. Clare, T.N.2,
W. H. Barber,
C. G. Porter,
R. B. Wofford, T.N.,
G. C. Conger,
W. G. Wiley.

Texas Sales Division.

J. J. Twaddell, T.N.,
... E. S. Donselly, T.N.2.



(Those Who Made Their Estimates, Cont'd)

Minneapolis Sales Div.

W. C. Fischer,
T. M. Brude,
O. Mannerud,
F. A. Randall, T.N.

Newark Sales Division.

F. C. Donnison, T.N.,
F. S. Slater,
W. B. Albright, T.N.,
S. Wetherill,
F. Soler.

Omaha Sales Division.

F. E. Byron,
E. K. Cannon,
R. I. Lott.

Philadelphia Sales Div.

W. D. Feyton, T.N.,
A. Larkins, T.N.2,
F. E. Drew, T.N.2.

San Francisco Sales Div.

None.

Savannah Sales Division

I. D. Wilson, T.N.

Portland Sales Division.

J. B. Kurtz, T.N.

Montreal Sales Division.

W. P. Downing,
D. Crevier, T.N.

Southern Pacific Sales Div.

G. E. Wise, T.N.4,
S. G. Harless, T.N.

Winnipeg Sales Division.

H. H. Eager, T.N.

New England Sales Div.

H. W. Putnam, T.N.2,
D. H. Thompson, T.N.,
L. W. Barney, T.N.,
A. L. Berry, T.N.

Special and Railway Representatives.

H. E. Billau, T.N.,
G. S. Wright,
R. M. McDade.

Notes from the Central District.



THE Central District Convention was held Monday, Tuesday, Wednesday and Thursday, October 18th, 19th, 20th and 21st. The representatives began to arrive Sunday afternoon and the Hollenden Hotel was the scene of much hand shaking and renewing of old acquaintances. It was an enthusiastic force that gathered in the factory convention room on Monday morning.

Mr. Levenhagen acted as Chairman of the meeting and after a short address of welcome called upon Mr. Cottingham for a few remarks. Mr. Cottingham was given a rousing reception and his talk was listened to with deep interest by all present. Mr. Joyce followed with a few well chosen remarks on the new lines and the representatives.

The sessions following were taken up with discussion of the goods, selling points and advertising. The sessions were conducted by Messrs. Levenhagen, DuCommun, Hasson, Ashby, Horton, Durbin, Burr and others. We are indebted to Messrs. Lutes, Sims, Hain and Fred Levenhagen for a very instructive trip through the factory. Mr. Kydd and Mr. Haynes had many splendid suggestions to offer during the meeting.

The banquet was held in the banquet hall of the Cleveland Athletic



Central District Convention Group at Cleveland.

Club. The representatives sat down to a spread which satisfied and pleased the most fastidious. After all appetites had been appeased, with Mr. Levenhagen as toastmaster, we listened to a number of clever toasts, interspersed with the inspiring Sherwin-Williams songs in which every one participated.

Thursday evening the Convention closed and the representatives left for their territories with a determination to make 1910 the biggest ever. From the orders we are receiving every day, it is clearly demonstrated that the determination is winning out.

We are going to tell you of a few good things that are happening in Central.

Mr. S. H. Robinson recently sold the Belkney Hardware & Manufacturing Co., of Louisville, Ky., a carload of Paris Green. This is the first they have purchased from us. We might mention that this is the second car of Paris Green to go into Louisville this year.

Ralph Baker demonstrated that he is a clever salesman as well as a clever entertainer by selling the Page Fence Co., of Adrian, an opening order of 30 barrels of Enamel.

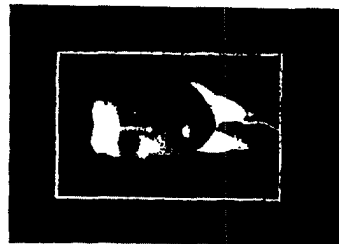
The Queen City Printing Ink Co., of Cincinnati, have been induced by Mr. Pendery to affix their signature to a 250 barrel contract for Litho Varnish with an opening order of 70 barrels.

Ben Reynolds has brought Territory 45 to the front by lining up J. H. Fall & Co., of Nashville, on our complete line. Their opening order consisted of a car which has already been duplicated.

We have made several changes in our traveling staff. I. M. Benedict has been placed in charge of the Pittsburg warehouse and Geo. Dube, a new member of the S-W. force, has succeeded him on Territory 5. W. W. Stevenson will represent us on Territory 17 and A. Massee on Territory 46.

A Solid Carload of Varnishes.

MR. R. N. MITCHELL, special varnish representative covering Territory No. 50, which embraces the States of North Carolina, Georgia and Tennessee, has gained the unique distinction of being the first Sherwin-Williams representative to secure an order for a solid carload of varnishes, paste fillers and stains for the furniture manufacturing trade. Mr. Mitchell's record with our Varnish Sales Department has been a splendid one, and his pleasing manner as well as his exceptional sales ability have won him much valuable business in the South. Very little is heard in THE CHAMELEON about our hard-working varnish representatives, and it is with the greatest pleasure that we announce Mr. Mitchell's recent accomplishment.



Mr. R. N. Mitchell.

The Atlantic Coast District.

[NOTE.—Owing to the fact that the Atlantic Coast District Convention was held twenty stories up in the air no satisfactory arrangements for a photograph could be made.—ED.]



ON MONDAY, Tuesday and Wednesday, October 25th, 26th and 27th, the managers and representatives of the entire Atlantic Coast District held their Annual Convention in New York City. They came from all quarters, even as far down as Sunny Dixieland, to the Great Metropolis, where adequate arrangements had been made in advance for their accommodation. Nothing was left undone that would insure the comfort and well being of our loyal "men from the field."

The sessions were held on the twentieth floor of the Hudson Terminal Buildings, where a spacious hall had been splendidly equipped and tastefully decorated for the occasion. Every man had come with the determination to learn more of the business and to better acquaint himself with the goods he is selling, and, in short, make of himself a real representative of the Greater Sherwin-Williams Co. This spirit prevailed throughout the meeting and it was an earnest, eager and enthusiastic group of men who sat down early Monday morning at the opening of the sessions.

We were fortunate in having with us our President, Mr. Cottingham, our General Manager of Sales and Distribution, Mr. Joyce, Mr. Martin, Manager Auxiliaries Department, and others of our Administration Department at Cleveland, whose presence added much to the success of the gathering. The rousing reception given our President upon his appearance and the close, appreciative attention given his remarks spoke volumes for the high regard in which he is held by all.

Our District Manager, Mr. Whittlesey, acted as Chairman of the Convention, and during the three days' session everything in connection with the development of new lines of goods and improvements in the old lines was thoroughly discussed. The close attention and earnestness of every man present was indicative of their interest in what was going on, and as a result the men are now better qualified than ever before to cope with the problems presenting themselves in their work in the field. We are indebted to Mr. Joyce for his suggestions throughout the meeting and the instructive talks by Mr. Ashby, Mr. Hasson, Mr. DuCommun and others were thoroughly appreciated. Our genial Sales Manager, Mr. Graves, was particularly active in connection with discussions on C. and M. goods, etc., and gave the men the benefit of his wide experience along these lines.

Worthy of special mention were the splendid arrangements made by Mr. Albright for the necessary "noonday lunches." These were served in the rooms of the "Machinery Club," on the twenty-first floor of the Hudson Terminal Buildings, and the men did them ample justice.

As a fitting climax to without question the most successful Convention in the history of the Atlantic Coast District a banquet was tendered the representatives on Wednesday evening, October 27th, in the banquet hall of the Machinery Club. Due to the complete arrangements made

by Mr. Albright, everything in connection with the banquet was an unqualified success.

With our President, Mr. Cottingham, presiding, true Sherwin-Williams good cheer soon pervaded the whole gathering and it was a merry crowd who had evidently made up their minds to "play" as earnestly as they had worked. The "spread" was all that could be wished for and everybody did it ample justice. All during the repast "bona-fide" telegrams from such noted personages as President Taft, Commander Peary, North Pole Cook and others of equal note poured in and were read with appropriate "asides," by Mr. Cottingham, causing not a little merriment.

After even the most fastidious appetites had been appeased everyone settled back to enjoy the "toasts" that were now the order of the evening. Mr. Cottingham's enthusiastic opening remarks were followed by his proposal of a toast to "The Little Paint Man," responded to by our popular Advertising Manager, Mr. Greene, in a witty speech, during the course of which "The Little Paint Man," ably impersonated by Mr. Albee in full regalia, appeared, greeting the assemblage in true "Little Paint Man" fashion. "The Company" was the toast next in order, proposed by Mr. Whittlesey and responded to by Mr. Albright in his usual happy way.

Our hard working men from the field next came in for their share of the glory when Mr. Joyce in a well worded, effective speech proposed a toast to "The Representatives," which was ably responded to by Mr. Ralph Ketchum on behalf of the representatives.

The Top Notcher Competition is always a live issue and it was therefore with particular attention that Mr. C. P. Jarden's toast to "The Top Notchers," responded to by Mr. I. D. Wilson as "Top-Notcher of the District," was listened to. The "men in the office" were next remembered by the proposal of a toast to "The Inside Staff" by our popular Sales Manager, Mr. R. L. Graves. Mr. Walker responded in able fashion and was followed by Mr. Gemberling's proposal of a toast to our "Absent Foreign Representatives," which was heartily responded to by all present.

All during the evening the good old Sherwin Williams Songs resounded through the building and it was not until a late hour that the familiar strains of "Auld Lang Syne" closed what was voted by all to be the most successful Convention and most enjoyable banquet in the history of the district. The men went back to their territories with renewed courage and enthusiasm, determined to be Top-Notchers one and all. ...



SEE, but I'd like to have seen a photo of those Easterners! 'Twould have been great sport for me to ride up those twenty-one stories in my aero and snap a camera at that bunch when they were eatin' at the Machinery Club. Just imagine, a club living so high up with a name like that! But Mr. Albright ought to know what's what, and the next time I'm in New York, I'll look up the machinists myself!

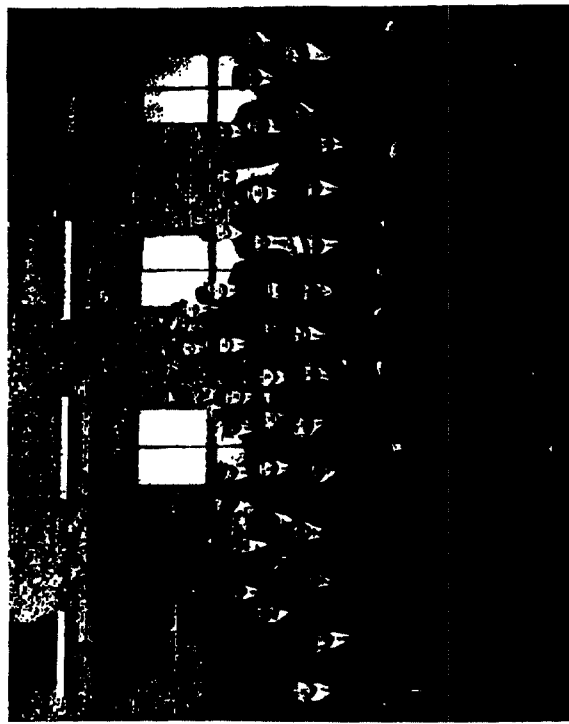
THE LITTLE PAINT MAN.

The Western District Convention.

THE representatives of this district gathered at headquarters Monday morning, November 1st, and the Annual Convention was opened at 9:30 A. M. by Mr. R. W. Sample, District Manager.

Following the cordial welcome which Mr. Sample extended to the representatives, Mr. Joyce spoke briefly of the progress of the Company during the past fiscal year and outlined some of our plans for the future. He then announced the Top-Notchers of 1909 and awarded the prizes to W. F. Gallinger and F. A. Randall, who finished the year in first and second places respectively. Mr. Geo. E. L. Dyson, now of the new Mississippi Valley District, won third prize in the Western District last year.

The remainder of the forenoon was spent in an inspection of the plant, and after lunch the convention took up routine work. Adjournment was not taken until the following Saturday at 2:30 P. M., and throughout the week the convention was marked by a very keen interest in all proceedings; discussion was general and the free exchange of views and ideas was of the greatest value to all.



Group Taken at Chicago Convention.

Ample time was allowed to go into all subjects thoroughly and a number of comparative tests and demonstrations were carried through in order to thoroughly acquaint the representatives with the superiority and working qualities of a number of our products.

At various times during the week Messrs. Joyce, Greene, Ashby, Horton, Hasson, Killits and DuCommun were in attendance.

On Tuesday evening a most enjoyable banquet at the Illinois Athletic Club was tendered the Convention by Mr. Sample, and on Friday evening the district department managers and chief clerks were the guests at a dinner of the Northwestern Sales Division.

The unbounded and spontaneous enthusiasm of the entire Convention attested its great success, and every man has returned to his territory determined that past successes shall be dwarfed by 1910 records.

Changes in Pacific Coast District.

R. L. B. McDade has been transferred from Territory 511, Portland Sales Division, to Territory 520, Los Angeles Sales Division, taking the place of Mr. G. E. Wise, resigned. Mr. McDade's brilliant work in the North made him particularly noticeable, and when this territory became vacant we knew from his past record that Mr. McDade would be the man to keep the S-W standard flying high on Territory 520. This territory, though one of the smallest in area, is one of the largest sales producers of the Company. Mr. McDade, we wish you good luck!



Mr. George P. Rogers has been engaged to look after our interests on Territory 513. Mr. Rogers sold S. W. P. in a retail way for many years, and therefore has a good idea of the Company's policies and products. Mr. Rogers has many well wishers in his new work.

We regret very much to announce the resignation of Mr. R. Bruce Wallace, Cashier at Los Angeles. For nearly ten years Mr. Wallace made splendid records and in 1908 was the Top-Notcher Cashier. Mr. Wallace leaves to engage in similar work for one of the big California corporations and we hope he will have continued prosperity which he well merits.

Mr. John Hearle, formerly assistant, has been appointed Cashier to succeed Mr. Wallace, and we are confident that he will follow along the same successful lines of his predecessor.

The Central Pacific Division is glad to welcome into its ranks Mr. Guy E. Cole as its new Cashier, vice Mr. A. R. Carter, who leaves to look after his own personal interests. Mr. Cole is particularly adapted to this work, having had experience with the Company in similar work at Kansas City and Newark. We can assure Mr. Cole the hearty support of both the San Francisco and Portland divisions.

Our Southern Pacific Division succeeded in selling a thirty barrel order to the American Beet Sugar Company, Oxnard, Cal., which included S. W. P. and Salamander Smoke Stack Black.

The Southwestern District.

[NOTE: No satisfactory arrangements for a group photograph could be made during the Kansas City Convention.—ED.]



THE Southwestern District Convention was more largely attended this year than ever before, there having been over fifty present. It was a very enthusiastic meeting from start to finish and the general participation in the different discussions made for a better understanding of managers and representatives alike on the more important subjects that required attention. In particular, the sessions conducted by Mr. Joyce, Mr. Ashby, Mr. Horton and Mr. Killis were of great interest to the representatives. These sessions covered in a general way matters of importance to the whole company—new products, expansion, new plans, etc.—whereas, after the visitors from Cleveland left, the convention developed into purely a local one, and the Southwestern District, with matters peculiar to it, was treated during the rest of the time. All the meetings were held at the Coates House, Kansas City.

The banquet was held at the Coates House on Saturday night of Convention week, Mr. Gable presiding. He was presented with a handsome Howard watch by the Southwestern staff. It was appropriately engraved, and its presentation was pleasantly augmented by the speech of Mr. Joyce which accompanied it. Mr. Ashbrook was presented with a silver tea service by the representatives of the Texas Division. Mr. B. B. Cannon received a beautiful watch fob with a heavy gold pendant. He also was presented with a handsome scarfpin. We show a reproduction of the menu card used at the regular banquet. The chef must have had his hands full filling "stencil color" orders.

THE SHERWIN-WILLIAMS DINNER

Saturday, November 6th,
at 7:00 P. M.



Shells for New Campaign		Vegetables
Sard Bread	Flaming Salt	
	NEW AGENT (A limited list) With Rules	
Selling Strength	Creamy Style	
A B Representatives	S. W. P. Pro Cases	
	Broken-Up Punch	
	Devilish Wines	
	Before First	
	Lime-Sagebrush Dressing	
	"Come the South" with a Fall of S. W. P.	
White 6 pence	Stew! Colors	Olive Lard 1 part
	Wild Mince	
	Elusol	
	Cyber	

The Menu Card.

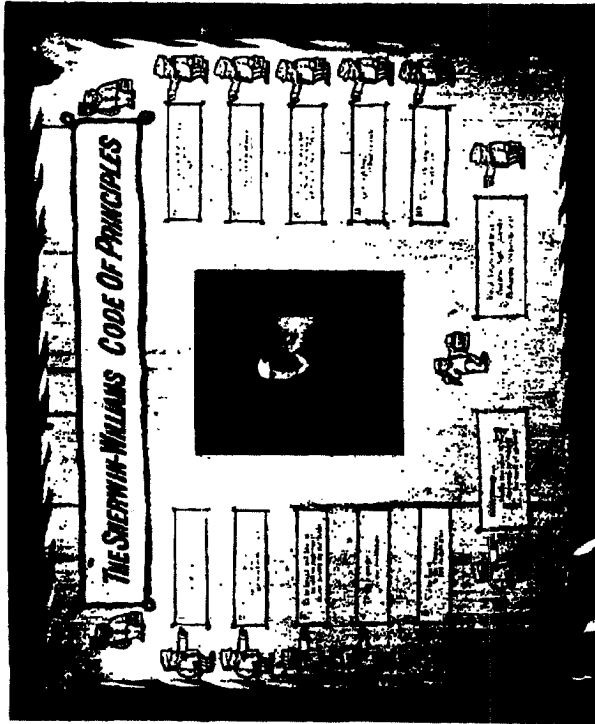
There was a special banquet given to the wives of our representatives, at which fourteen of the faithful were present. Most of them were also in attendance during Convention week.

Mississippi Valley District Convention at St. Louis.



THE first Convention of the Mississippi Valley District was held in St. Louis, November 8th to 13th. A special room was built in which to hold the meetings and was tastefully decorated for the occasion. One of the principal decorations was a large fac-simile of the S-W. Code of Principles, with Mr. W. H. Cottingham's picture in the center, as shown in the accompanying photograph.

Mr. F. F. Myers was in general charge of the meetings, and in opening gave a summary on salesmanship. Mr. Adrian D. Joyce reviewed the results of last year's work and gave the standing of the Top-Notcher Competition, awarding third prize in the Western District to Mr. Geo. E. L. Dyson, also estimate money to Messrs. Dyson, Reeds and Krimbill. Mr. Joyce also explained the many additions to our line and gave a splendid talk on changes in departments and the opportunities for advance-



Code of Principles Displayed Around Mr. Cottingham's Photograph at the St. Louis Convention.

ment in the continued growth of our great organization. Mr. Joyce's remarks were so well received that the representatives addressed to him the following letter:

MR. ADRIAN D. JOYCE, G. M. SALES AND DIST'N,
THE SHERWIN-WILLIAMS CO.,
Cleveland, Ohio.

Dear Sir: We desire to extend to you our hearty appreciation of your presence during the First Convention of the Baby District of our great organization.

We are indeed honored by the confidence you expressed in our ability as a district to make a record showing during the year just begun.

The excellent advice you gave us will be of inestimable value in our efforts to reach the goal.

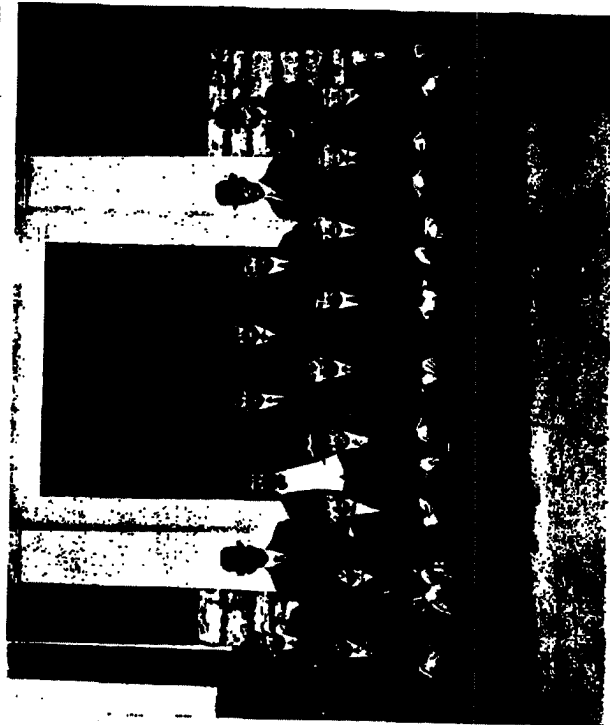
In the struggles of each of us, as individuals, to attain the end desired, discouragements will come and obstacles arise. In such moments we will each recall the kind words spoken by you, and with a new determination we will strive for success, each secure in the knowledge that he has your support and confidence.

The workers of the Mississippi Valley District of The Sherwin-Williams Co. extend to you their assurances of co-operation, loyalty and esteem during the year.

[Signed]

W. V. Hammond, R. W. Jay, G. J. Brady,
H. P. Reeds, M. S. Krimbill, J. K. Kennedy,
C. T. Haigh, Geo. K. Leis, T. S. Bradley,
Geo. E. L. Dyson, I. A. Steger, J. G. Ward,
E. E. Dunn, J. H. Ashner.

Sessions were also conducted by Messrs. Ashby, Hasson, DuCom-



Group at the St. Louis Convention.

mun, Horton, Davies and Sheppard. Much interest was manifested on the part of the representatives and they returned to their respective territories feeling that they had *acquired more actual knowledge* than from any previous Convention.

The banquet was held on Monday evening, November 8th, at the Southern Hotel. Mr. Joyce acted as toastmaster and conducted the difficult position in a way that will not soon be forgotten. Mr. H. M. Ashby responded to the toast, "The Mississippi Valley District," in a most able manner, and Mr. Bradley did justice to the toast, "The Company." Mr. F. F. Myers responded to the toast, "The Representatives," which was well received. Mr. L. M. DuCommun ably handled the proposing of the toast to "The Ladies." Mr. C. L. Davies, our Cashier, responded to the toast, "The Inside Staff," very effectively, and Mr. J. K. Kennedy gave a very interesting talk on "S. W. P. in Manila and the Orient."

One of the "hits" at the banquet were some verses composed by Mr. Kennedy and sung to the tune of "Mr. Dooley."

Those present were: Messrs. Adrian D. Joyce, H. M. Ashby, J. O. Hasson, C. E. Horton, L. M. DuCommun, F. F. Myers, R. H. Sheppard, C. L. Davies, T. J. Carroll, H. Bopp, C. A. Krimbill, W. V. Hammond, H. P. Reeds, C. T. Haigh, Geo. E. L. Dyson, R. W. Jay, M. S. Krimbill, Geo. K. Leis, I. A. Steger, G. J. Brady, J. K. Kennedy, T. S. Bradley and J. H. Ashner.



From left to right: Messrs. Wallace, Moore, Hasson and Branham, in attendance at the Carriage Builders' National Association Exhibit, Wash.ington, D. C. Our display in the background.

The Canadian District—Montreal Convention.



THE Annual Convention of the traveling representatives, sales managers and heads of the departments of The Sherwin-Williams Co. of Canada was held at the head offices and factory, Montreal, Nov. 3d to 5th, the following being present: W. H. Cottingham, President of the Company; C. C. Ballantyne, Managing Director; W. S. Fallis, Western Sales Manager, Winnipeg; R. C. Mission, Eastern Sales Manager, Montreal; J. D. Barker, Superintendent; L. R. Greene, Manager Advertising Department; Traveling Representatives, G. E. Boomer, R. Johnson, C. A. Thomas, J. N. Themens, W. P. Downing, J. A. Derouin, H. H. Eager, J. W. Benson, A. E. Cowley, D. Grevier, J. J. Whalen, R. Archibald, Jas. McMartin, J. E. Auger, W. J. Miller, R. Vincent, J. J. Harkness, W. R. Pottruff, K. E. Parsons, J. F. Ryan, R. E. Stinson, W. L. Massiah and R. H. Carter.

The Convention started on Wednesday morning, and in his opening remarks Mr. Ballantyne referred to the Company's successful fiscal year closing August 30th, and to the very bright and promising outlook for the coming year. He heartily thanked the Sales Managers, heads of departments and traveling representatives for their co-operation in bringing about such a magnificent showing.

Mr. Cottingham expressed his great satisfaction with the year the Company had had, not only in Canada, but in the United States and foreign fields.

The President afterwards handed checks to the Top-Norcher winners—H. H. Eager, Winnipeg house, being first; R. Archibald, Montreal house, second; and D. Grevier, Montreal house, third. Checks were also distributed to those representatives who had reached their estimates.

Following this a thorough inspection was made of the plant, including the paint and varnish factories, linseed oil mill and box factory.

The Convention continued to the end of the week, Mr. Ballantyne being in the chair.

The Banquet.

With hand to hand and heart to heart

We cover every clime,

We're bound to be bigger and greater than ever

From this Convention time.

It is impossible to imagine a more enthusiastic gathering than that which assembled at the Canada Club for the annual banquet. It was the termination of the Convention, and after many hours of earnest deliberation and close thinking the boys were out to enjoy themselves. And they did so, in this being encouraged by their President, Mr. W. H. Cottingham, and their Managing Director, C. C. Ballantyne. Every now and then a serious note was struck, and it was evident that the staff were impressed with the ideals of the Company as expressed by Mr. Cottingham and Mr. Ballantyne, and were going to set a hard pace for the coming year.

Mr. Cottingham presided, and he was supported by C. C. Ballantyne,

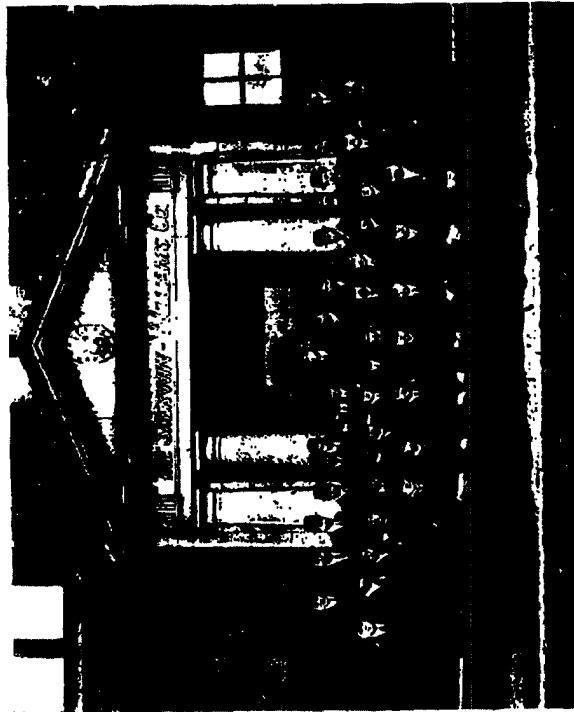
J. H. Gordon, Cashier, R. C. Mission, W. S. Fallis, J. D. Barker, L. R. Greene, R. McMaster, Montreal Rolling Mills, and other members of the staff.

L. R. Greene, introduced as "Peerless Greene" by the Chairman, read a letter from The Little Paint Man, in which the latter referred to the qualities of a new specialty of the Company, "Flaxoap," and in a vision visited the Sherwin-Williams Montreal factory in 1920.

Mr. Ballantyne, in proposing "Our President," referred to the wonderful success of Mr. Cottingham from the day when he commenced his business career as a retailer in Ontario, until now when he was President of the largest paint and varnish works in the world.

President Cottingham's Address.

Mr. Cottingham said that whatever success he had attained was due to the assistance he had received from those around him, and he referred to the great support of Mr. Ballantyne and the Canadian staff. He was always delighted to be with them, and he took the greatest interest in their work. Mr. Cottingham referred to the policy of the management in drawing upon their own staff for the filling of high positions. This was an incentive to their men and gave them something to work for. The selection of Mr. Mission and Mr. Fallis as Sales Managers was an example of their policy and the opportunities that each man had before him.



At the Montreal Convention.

He believed in steady service, and men who stayed by them did better than by changing. Success was due to combination, men and methods. It was their policy to help their representatives and the men who sold their goods, and the wisdom of this was evident in the success that had attended The Sherwin-Williams Co. They wanted to make their dealers better business men; not Sherwin-Williams' men, but business men in a general sense. With their literature and the talk of their traveling staff they were reaching the dealer how to sell other lines of merchandise and to be a good all-around man. Dealers could not absorb their literature without becoming better merchants. His ambition, and the ambition of the great house he represented, was to succeed fairly. They had no desire for success at any price.

New England Sales Division Notes.

FOLLOWING the recent salesmen's convention, a better understanding of the whole line, both old and new goods, seems prevalent.

The demonstration of our Matt Glaze Colors by actual application created a new and lively interest in our Decorative Finishes.



Our stencil business is still increasing and the reports from our first demonstration at the leading dry goods store in Boston are very encouraging. The sales of the demonstrator have been from \$25.00 to \$35.00 a day on extra tubes, brushes and designs.

We are in receipt of an order for about three hundred gallons of S. W. P. from a large property owner, landed indirectly through the Decorative Department. Our representative, Mr. Punam, tells us that he was up against the greatest competition he has had for some time on this job. Almost every paint concern in New England had a representative see the man some time or other regarding the purchase of this large lot of paint. The mere fact that we could send the man suggestions for painting the exterior of his different houses, and do it in the proper way, landed the order.

San Francisco Sales Division.

WE are all looking forward to the District Convention, which is to be held in San Francisco from November 29th to December 1st, inclusive. Preparations are now being made to have one of the most memorable conventions ever held on the Coast, and we feel that we are particularly favored by having with us at that time Mr. A. D. Joyce, General Manager of Sales and Distribution. Details will appear in the next issue of THE CHAMELEON.



Mr. Cottingham says that the way to get business is to go after it, and the way to go after it is to get it, and we believe this is being exemplified a dozen times each day. Mr. L. W. Wolcott, our District Manager, went after an order for 22 barrels, which for a while looked as

though it was going to be filled with a cheap brand; but, then, our competitors didn't reckon with Mr. Wolcott. He went after it in his own way and—needless to say—got it. Another victory for S. W. P.

The San Francisco Division again shows its ability to produce Top-Notchers, Mr. L. F. Collister, Promoting Department Manager, carrying off the high honors this year. Mr. Collister has our congratulations in this event and our best wishes for a repetition next year.

SALES DEPARTMENT NOTES.

Competition Report to November 1st, 1909.

Leaders in New S. W. P. Agents.

Cleveland Division, H. McCallum..... 7 W. N. Cline..... 1 each J. A. Magill..... 1	Texas Division, F. M. Rouch..... 3 K. Miller..... 2 G. E. Cannon..... 1
Kansas City Division, E. H. Nole..... 4 E. J. Clark..... 3 W. P. Clark..... 2 each H. R. Helley..... 1	Winnipeg Division, W. J. Miller..... 3 H. H. Baker..... 1
Savannah Division, M. B. Wallace..... 4 A. D. Kiser..... 3 H. F. Hinsh..... 1	Omaha Division, F. C. Kenower..... 3 E. E. Shepherd..... 1
Cincinnati Division, B. L. Reynolds..... 4 J. V. Hart..... 1 each F. H. Kellogg..... 1	New England Division, J. H. Haynes..... 2 each A. J. Smith..... 1 A. J. Barry..... 1
Northwestern Division, O. Mannerud..... 3 each L. T. Stevens..... 1 T. M. Brude..... 1	Montreal Division, J. A. Deroun..... 2 C. A. Thomas..... 1 each W. P. Downing..... 1 K. E. Sisson..... 1
Newark Division, G. S. Spettigue..... 2 V. H. Collins..... 2 H. T. Sheldon..... 1 each F. L. Foy..... 1 M. E. Villhaugh..... 1 F. Soter..... 1	St. Louis Division, J. H. Kessely..... 2 W. N. Hammond..... 1 each G. A. Lister..... 1 I. A. Sager..... 1
Chicago Division, F. A. Bush..... 3 R. Clouston..... 2 P. L. Minger..... 1	Central Atlantic Division, W. D. Regan..... 1 each A. Jackson..... 1 J. J. Macdonald..... 1 C. M. Jarden..... 1
Newark Division, A. Aherton..... 30 F. Soter..... 24 F. L. Foy..... 15	Portland Division, H. L. Rogers..... 1 each W. H. Lilley..... 1 C. P. Christianson..... 1
New England Division, J. H. Haynes..... 22 L. T. Stevens..... 17 H. W. Punam..... 10 each W. I. Kelley..... 1	Kansas City Division, E. H. Nole..... 20 W. H. Wiley..... 10 F. L. Brinson..... 10
	Northwestern Division, T. M. Brude..... 18 O. Mannerud..... 11 W. C. Fischer..... 5

Leaders in New Dealers and New Other Accounts.

Central Atlantic Division,

G. E. Elliott.....	17 each
A. Larkins.....	13
J. J. MacDonald.....	12
F. E. Drew.....	12

Cincinnati Division,

F. H. Bogrand.....	17
F. C. Fisher.....	14
B. L. Reynolds.....	11

Chicago Division,

W. W. Sime.....	17
F. A. Spoon.....	11
J. H. Williams.....	9

Central Pacific Division,

H. W. Gerber.....	15
C. G. Stein.....	9
W. E. Carter.....	4

Cleveland Division,

G. Duhe.....	13
E. Hess.....	11 each
C. H. Collister.....	10
J. A. Magill.....	10

Omaha Division,

H. P. Palmer.....	10 each
F. C. Kenower.....	6
C. L. Berg.....	5 each
E. E. Shepherd.....	5 each
M. P. Bressler.....	5 each

St. Louis Division,

J. H. Kennedy.....	9
T. S. Bradley.....	8
J. G. Brady.....	7 each
I. A. Steger.....	7 each
H. P. Reeds.....	7 each

Winnipeg Division,

H. H. Eager.....	9
W. R. Poltruff.....	5
K. E. Parsons.....	4

Savannah Division,

H. F. Hinsh.....	8 each
A. D. Kiser.....	7
F. D. Spencer.....	7
I. D. Wilson.....	3

Portland Division,

W. H. Lilley.....	7 each
F. W. Hewes.....	6 each
B. L. Rogers.....	6 each
R. A. Carder.....	4
T. A. Brooks.....	4

Los Angeles Division,

S. G. Harless.....	7 each
G. W. Burrill.....	4
J. O. Knighten.....	4
L. B. McDade.....	1

Texas Division,

G. E. Cannon.....	6 each
R. R. Wofford.....	4
G. H. Marshall.....	3
E. Gross.....	3

Montreal Division,

J. E. Auger.....	6
J. McMartin.....	4
R. Vincent.....	3 each
R. E. Stinson.....	3 each



Mr. Arthur F. Easton, New Australian Representative.



Here's wishin' every S-W.
employee a Merry Christmas
and a Happy New Year! I
wish I could shake you all by
the hand as I'm a great be-
liever in that "personal touch"
idea--but for lack of a better
way of greetin' you, I made
the Editor give me this back
cover.

The Little Paint Man 