

The Chameleon

AUGUST, 1906



LOCAL CONVENTIONS NUMBER

WE have a playtime,
now and then, that
we may return to
our work fresh in
mind and body and
better prepared to face the
issues of each business day.

The Char

Published on the Fifteenth day
The Department of Publicity,
Cleveland, for the interest
The SHERWIN-WILLIAMS Co.'s

VOL. IX.

AUGUST, 1911

THE FALL MEETING



HAD the pleasure of attending the Central Division meeting on the 28th of July, and the meeting held at the same place July 29th. I was very favorably impressed by the results of the meetings, and believe the results.

The more experience I get, the more I realize that business is *training*. We need the same careful organization that is necessary to an efficient business. He must know his part. He must learn how to *co-operate* with the rest of the staff. He must march.

Strong personal work and willing team work are essential to the success of such an organization as ours. We must work with, and for the outside staff, and the outside staff must work with the inside staff. The Departments must work with the Divisions with the Departments. Our business is all bound up together.

The great objects we strive for are the development of the business, and the development of the staff. The more important is the latter, as the former is the result of the latter. If we as individuals grow and improve, the business will grow and improve. The business should be developed by the staff upon the business. And we want the staff to feel his or her responsibility for maintaining the business, and the spirit of the organization. If the staff is satisfied, careless or easy-going, it is all up. If the staff cease to grow bigger and better, we are no longer in our present proud position as leaders in our line.

And so we are very wisely concerned with the training of the staff. We have plans and instructions in all departments, whereby we can develop our organization. We are desirous of establishing a result in every one who applies himself to his work that will enable him to win the highest success.

We want our business system to be so good, and our organization so efficient, that it will be a credit and an honor to us all to be known as Sherwin-Williams people. We have a pride in our institution. Let each one of us see to it that our institution has reason to be proud of us. Let it be our aim to make the most of the business by making the most of ourselves.



Vice President and Gen'l Mgr.



(Copy of Circular Sent to Employees.)

THE SHERWIN-WILLIAMS CO.

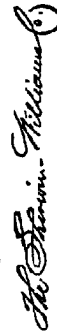
EXECUTIVE DEPARTMENT

CLEVELAND, AUGUST 28th, 1906.
To the Employees of The Sherwin-Williams Co.

The Company has decided to issue five thousand shares of six per cent. preferred stock at the par value of one hundred dollars per share. The stock is non-cumulative and dividends will be paid quarterly. Believing this stock to be an excellent investment, and desiring to have as many of our employees as possible interested in the business as stockholders, we have decided to give them an opportunity to subscribe for some of this stock.

In order to interest the largest number, we will accept subscriptions for small amounts down to one share. The stock will be issued September 1st next on receipt of payments. Subscriptions should be made on enclosed blank and mailed to S. P. Fenn, Treasurer of The Sherwin-Williams Co., 601 Canal Road, N. W., Cleveland, Ohio.

These notices are being sent out from our division offices, and any who desire further information on the subject can obtain it either by addressing a letter to our treasurer, Mr. S. P. Fenn, or by taking the matter up in person with our local manager or local superintendent.

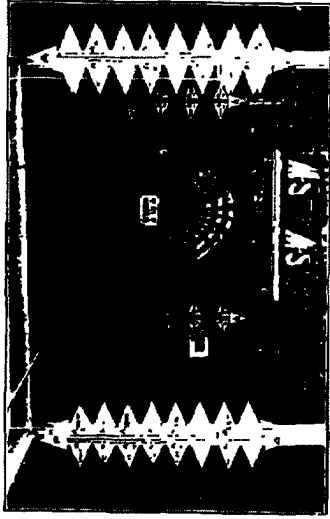


Interesting Local Conventions Held by Three of Our Divisions.

LAST year the plan of holding local conventions for the salesmen was tried out by some of the divisions with so much success that it was resolved to make a permanent feature of it. Three divisions—Central, Middle West and South-western—have already held their conventions this year, and Eastern and New England will hold one together August 10th and 11th.

The reports given in this issue tell something of what was accomplished in the sessions, but they can convey only an inadequate idea of the enthusiasm engendered, the spirit of good fellowship prevailing, and the great benefit all the representatives derived from this opportunity to get better acquainted among themselves and with the heads of the various departments in both office and factory. The good talks made by the salesmen and the vast possibilities of our proposition were presented to them in a new way.

Whether impressions received at these local conventions will be lasting remains to be evinced by the Fall business, but if the representatives take with them on the road the enthusiasm, the snap and ginger, every one of them displayed during the sessions, competition will be left in the dust in the race for business. We look to see all records smashed—and they will be.



Men's Club Room in Cleveland Factory Decorated for Convention of Representatives of Central Division.

Central Division Convention.

The second annual convention of the Central Division representatives was held on Friday and Saturday, July 27 and 28th, in the club room of the Cleveland factory.

The room was appropriately decorated with "Brighten Up" triangles and signs. Pictures of Mr. Sherwin and Mr. Williams, draped with flags, were hung above the rostrum at the

end. Two large vases filled with "Golden Glow," carried out the "Brighten Up" idea.

Twenty-one representatives, in addition to chief clerks and heads of departments, were in attendance at the convention and participated in the sessions.

First Day's Session.

The convention was opened at 9 o'clock by Mr. L. J. Pasquelle, Manager of Central District, who presided as chairman. His



introduction marks of welcome were followed by a short speech from Mr. Cottingham, who was received with much enthusiasm. The

One of the Sessions of the Convention of Central Division Representatives at Cleveland.

business of the morning was then immediately taken up, Mr. E. M. Williams, Manager, Street Railway Sales Department giving the first talk. Mr. A. E. Schafer, General Sales Manager, followed with "The Agency and New Dealer Campaign" for his subject, and Mr. W. W. Mountain spoke on C. & M. and Trade Sales Varnishes.

In the afternoon, Mr. R. W. Levenhagen, Sales Manager Central Division, took charge of the Trade Sales Session and went over the field in a thorough manner, bringing out many points of interest to the salesmen.

menu was as follows:

Fruit Salad	Mock Turtle Aux Quenelles
Olivet Radishes	Planked White Fish
Cucumbers	Sweet Bread Patties Chantilly
Green Peas	Punch a la "Brighten Up"
Broiled Chicken - Au Gratin	Potatoes Rissole
Lettuce Salad	Chamblacon Ice Cream
Crackers	Roquefort Cheese
Demitasse	Cigars

S-W. songs were sung between the

courses and the true S-W. spirit, which makes every affair of this nature a success, prevailed throughout the evening. A splendid toast list followed the banquet, Mr. Pasquelle acting as toastmaster.

The new song, "Come, Brighten Up in the Fall Time," written specially for the "Brighten Up" Campaign, and printed elsewhere in this issue, was introduced at the banquet and met with a hearty reception.

At a late hour the party reluctantly broke up and returned to the city on their special car, all voting the affair a huge success.

Second Day's Session.

The session on Saturday opened at 9 o'clock with Mr. W. J. Sohlinger, Manager C. & M. Sales Department, in charge. He took up the various C. & M. lines, giving demonstrations and actual tests of goods, and showing complete exhibits of many of the products. Mr. C. I. Howells followed with a short talk on the Accounts Department.

The Fall Campaign was taken up by Mr. L. R. Greene, Manager Department of Publicity, who went over our "Brighten Up" proposition carefully, explaining the many splendid features the Department of Publicity had prepared for the agents and dealers this Fall and soliciting the aid of the representatives in making a success of the campaign. Mr. Greene's enthusiasm for our advertising helps was infectious and the salesmen entered into the spirit of the "Brighten Up" plans in a way that insures results for the campaign in Central Division this year. A show



Central Division Convent in Banquet, Held at the Country Club of the Century Club

window, trimmed with the "Brighten Up" window display features was exhibited and explained by Mr. Horton, Superintendent of the Art Department. He strongly urged the representatives whenever possible to trim the agent's window, if he could not be induced to take enough interest to do the work himself, and thus educate him to the possibilities of a good window display.

The convention closed, amid much enthusiasm, with the singing of "Auld Lang Syne."

Central Division C. & M. Convention.

The convention of the representatives of the C. & M. Department, Central Division, was held at Cleveland, Monday and Tuesday, July 30th and 31st, under the direction of Mr. W. J. Schlinger. The following representatives were present: J. J. Harkness, R. C. Misson, G. E. Brannan, W. B. Wise, D. J. Moore, H. C. Ware, C. A. Opperman, N. E. Hills, J. M. Ness, L. R. Rogers, L. W. Harney, G. C. Schell, L. B. Quinn, E. S. Blanchard, S. H. Robinson, A. N. Merrill, and F. D. Spencer.

The two days were devoted to a thorough discussion of our specialty lines and the trade conditions in the United States and Canada, splendid

Particular attention was paid in the discussions to our lines of Undercoatings, Q. D. Colors and Color Varnishes.

On Monday evening of the convention the representatives were given a tally-ho ride to the Euclid Club, where a well appointed banquet was served and a pleasant social time enjoyed.

Middle West Division Convention.

The second annual convention of Middle West Division representatives was held on Monday, Tuesday and Wednesday, July 30th and 31st and August 1st, in the men's club room at the Chicago factory. It was scheduled to last but two days, but owing to the number of subjects discussed and the interest manifested by the men, it was deemed advisable to take another day for the sessions. Thirty-three representatives were present.

The club room, a reproduction of which is shown here, was handsomely decorated. The front end had as a center piece a large framed photograph of the top-notch trophy. On

day he discussed the sales in detail, item by item, which brought out some excellent suggestions for pushing our various lines. Those of the representatives who had made a success in any particular direction explained how they had accomplished it, and in that way much benefit was derived and many good points scored.

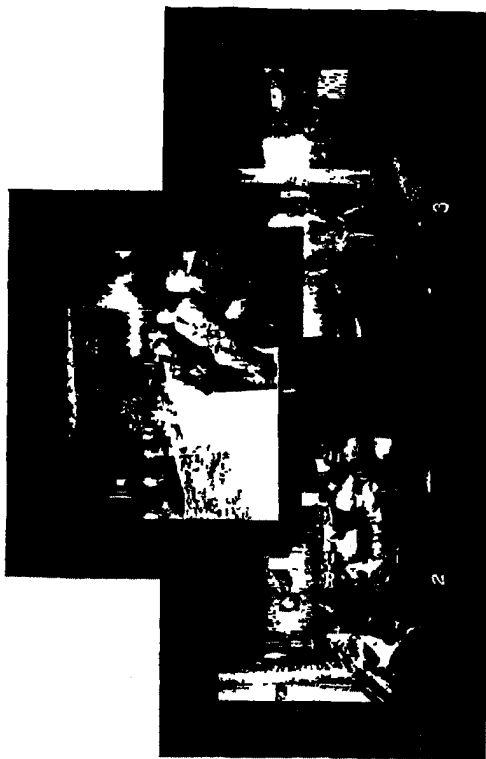
The banquet was held in the evening at the Chicago Athletic Club. A "Brighten Up" transparency was used as a center piece in the table decorations and "Brighten Up" pennants for place cards. The menu was enjoyed by all and a number of short speeches were made at the conclusion of the courses. After the banquet the men adjourned to the club room, where the balance of the evening was spent in games of various sorts. The event was pronounced by all a success from beginning to end

and one long to be remembered for its pleasure and good fellowship.

Second Day's Session.

On Tuesday morning the discussion on sales was continued by Mr. Sample, after which Mr. F. F. Myers, Manager Western District, went into the subject of the territorial work of the salesmen. The possibilities for getting new dealers in towns where we are not represented, also in towns where we have agents who are not carrying all of our shelf lines, were fully discussed.

The afternoon session was devoted entirely to a varnish talk by Mr. Mountain. He went into the matter in characteristic style and so thoroughly interested was his audience that it was 6:30 before the session closed. The major portion of his talk was devoted to Trade Sales varnishes, but he also took occasion to go through the C. & M. varnish list.



1. Banquet of Representatives, Middle West Division Convention.
2. Convention of Representatives of Middle West Division.
3. Another View of the Convention.

Third Day's Session.

On Wednesday morning the session was opened with discussions on methods of handling complaints on S.W.P. The plan that has been in vogue during the past year met with the entire approval of the men. Some very good points in connection with the settlement of complaints were brought out. The balance of the morning was devoted to architectural work and a discussion of reports.

The early part of the afternoon session was devoted to C. & M. work and a lively interest was taken in the discussion of this. The session and the convention closed with an afternoon

Southwestern Division Convention.

The convention of Southwestern Division representatives so far this year and future prospects gauged by what had been done in the past. The morning session was then taken up with a discussion on our full line of varnishes and sales in connection with them. All entered heartily into the matter and many ideas were introduced and talked over.



Convention of Representatives of Southwestern Division in Session

and sales were gone over thoroughly from the standpoint of prices and competition. The leaders in sales on any particular products were called upon to explain their success with the lines and those who had not made

Fifth Day's Session.

Mr. A. D. Joyce opened the convention with a few remarks on the good work accomplished by the rep-



Convention Group of Managers and Salesmen Southwestern Division.

such a good showing also gave their experiences.

Second Day's Session.

Mr. Myers opened the session on the second day. He gave a splendid talk on getting a larger distribution on our non-agency goods and working the territories even closer than had been done in the past.



Southwestern Division Representatives Banqueting at the Evanston Golf Club.

The afternoon was opened with a review of the territorial work accomplished, after which Mr. J. H. Payne presented the Fall Campaign in a forceful manner.

The "Brighten Up" proposition was received with much enthusiasm. Mr. H. A. Nelson then spoke, touching on matters in connection with the accounts department and the extension of credits. Mr. Myers followed with a discussion closed the convention with a

few well chosen remarks.

On Wednesday evening a banquet was held at the Evanston Golf Club, Mr. Joyce and Mr. Nelson, as members of the club, securing its privileges. The event was thoroughly enjoyed by all who were present.

One of the particularly noticeable things at the various sessions of the convention was the spirit of comradeship prevailing among the representatives. It was plainly evident that the secret of the success of Southwestern is in the perfect accord and understanding exist-

ing between the salesmen and inside force, resulting in the best kind of team work.

Everyone that attended the convention was enthusiastic over the future progress of the division, and each representative left for his territory determined to prove himself worthy of a good place in this top-notch division.

Plans were also made to keep the Top-Notcher Trophy with Southwestern another year, and permanently, if possible. The "boys" of the division have resolved to achieve that end.

Menu and Place Card for Central Division Convention Banquet



July Business Great.

JULY was a *marker* for sales. Every division and each one of the departments has come up with good gains. The percentage of increase over July last year for the entire business was over 24 per cent.

We are now ahead of the estimated percentage of gains for the year and orders are coming thick and fast and big for August.

The number of men who have made their percentage of gain has increased and we look for a still larger list September 1st. We hope there will not be many missing.

The Fall this year seems like the busy spring time. There has been no let up in the rush. The "Brighten Up" campaign has caught on. It is in the air and you can't stop it, and no one wants to.

John D. ...

Vice President and Gen'l Mgr.

Annual Outings of the Company.

Outing of Central Division.

THE twenty-sixth annual outing of Central Division employees was held Friday, July 20th, at Cedar Point on Lake Erie. It was beyond a

doubt the most successful outing ever held by the Division and the management of the affair covered themselves with glory. More than 1500 employees of the Company and their friends took advantage of the opportunity to spend a day at this beautiful resort, and from start to finish there was nothing to mar their pleasure.

It was an eager, joyous crowd that boarded the two special trains of into the contests.



'A Body Blow' Boxing Contest in Bar's Central Division Outing

The morning was spent enjoyably with the many amusements offered on the grounds, including swimming, rowing, bowling, merry-go-round, and roller coaster. In the afternoon the dancing pavilion was opened and those wearing the S-W badge were unrestricted in the use of the floor.

At 3:00 o'clock the various games were called and all entered heartily into the contests.



'All Aboard for Cedar Point' One of the Two Special Trains That Carried the Crowd Central Division Outing

The prize winners in the events were as follows:

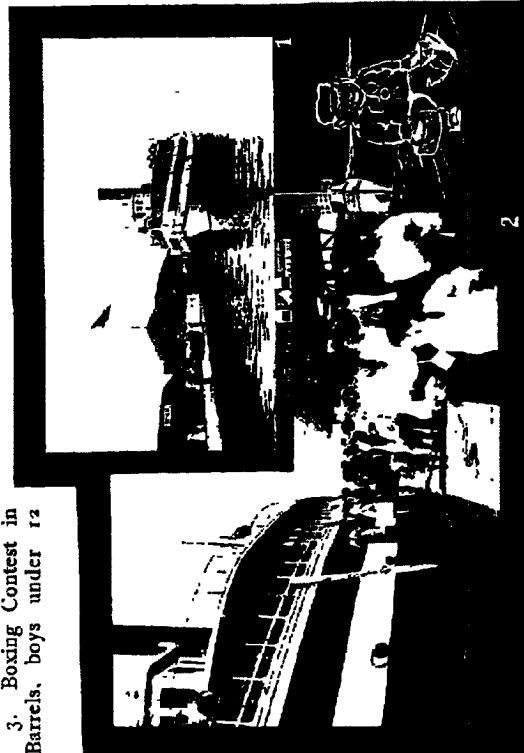
1. Three Legged Race, 50 yds., 1st, Mr. Kaighen. 2nd, Mr. Oyster; 3rd, Mr. Kaighen.
2. Thread and Needle Race, lady and gentleman—1st, Mr. Clifford; 2nd, Mr. Jones and Miss Rose; 3rd, Mr. Torvsig and Miss Smiedel.
3. Boxing Contest in Barrels, boys under 12
4. Pipe Race—1st, Mr. Mills; 2nd, Mr. Oyster; 3rd, Mr. Kaighen.
5. Children's Blind Grab—About 50 children entered and all received a prize.
6. Department Tug of War—1st, Team of 5 men from Mechanical Department; 2nd, Team from same Department.



Thread and Needle Race, Central Division Outing

1st, Mr. Jones and Miss Rose; 2nd, Mr. Brown and Miss Lubalm; 3rd, Mr. and Mrs. Mills.

3. Boxing Contest in Barrels, boys under 12



Central Division Outing

- 1 Steamer "A. Where, Jr." Landing the Crowd at Cedar Point Pier
- 2 Disembarking From the Steamer, Ready for the Day's Fun



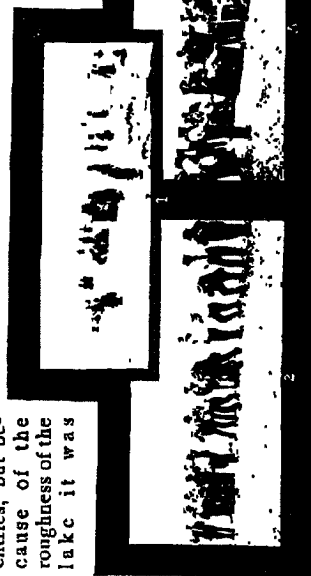
1. Lined Up for the Start—Lanes' Foot Race, 75 Yards
2. One Hundred Yard Dash for Men.
3. Watching the Ball Game Between the Office and Factory. Won by the Factory
4. Tug of War Between the Office and Factory. Won by the Factory

7. Bowling, Factory vs. Office—thought best not to hold them. 1st. Won by Factory team.

8. Prize Waltz—1st, Mr. Reich time and, from the expressions of and Miss Dress; 2nd, Mr. Cook and satisfaction heard on all sides at the Miss Walker.

Swimming contests and tub races were also scheduled and had many entries, but because of the roughness of the lake it was

Outing of Middle West Division. The sixth annual outing of the



- 1 "Come In, the Water's Fine." Enjoying the Bathing at Cedar Point
- 2 The Start in the Pipe Race
- 3 A Crucial Moment in the Tug of War

employees of Middle West Division was held on Wednesday, July 25th, at Cedar Lake, Ind. All the outings of the division, with one exception, have been held at this resort, as it is the best for the purpose within easy reach of Chicago.

The special train, carrying a crowd of 700, arrived at the grounds at 10:30



1 The Arrival at Cedar Lake, Middle West Division Outing.
2 The Pier and Little Peasum Steamer at Cedar Lake

o'clock. A baseball game between the office and factory was started immediately and for three innings it was a close contest, with the office slightly in the lead. In the fourth and fifth innings, however, the factory boys got in some heavy stick work and won out easily with the score 18 to 8.

The game was not finished until lunch time and the other games scheduled were run off in the afternoon. The results of the competitions, which were keenly contested, were as follows:

1. Running Broad Jump—Won by Mr. Chas. LeMore.

4. Pipe Race—Won by Mr. R. W. Sample.

5. Boys' Foot Race, 75 yds.—Won by Mr. Will LeMore.

6. Ladies' Foot Race, 75 yds.—Won by Miss Lucy Roger.

7. 100 Yd. Dash for Men—Won by Mr. Chas. Cowles.

8. Shoe Race—Won by Mr. Clarence Bassett.

9. Tug of War, Factory vs. Office—Won by Factory Team.

Following the regular events, boating, bathing, dancing and similar amusements were indulged in.

The return trip was made at 7:30.

Our Fall "Brighten Up" Campaign a Winner.



We are both pleased and gratified with the way our "Brighten Up" campaign has taken hold.

A large per cent. of our agents and dealers have already signified their desire to use our special advertising features to go after more business. Household Memos, "Brighten Up" Window Displays, "Brighten Up" Electros and Personal Letters—all these are being ordered in a most gratifying way. We were sanguine of the success of our campaign—we were confident that it would prove a winner—and we have not been disappointed.

We feel that much of the success we have attained so far, has been through the hearty co-operation our men on the road and promoting managers have given us, no less than the thorough manner in which our "Brighten Up" proposition was introduced.

We want our representatives to feel that we appreciate that they are the ones on the firing line who have helped us in the greatest measure to make our advertising shots effective, and that their work so far has been well done indeed.

But we must not be content with even the splendid results that we have already secured.

There are many opportunities yet before us.

The Fall painting season is only well begun, and perhaps the best time for sales is still to come. Our agents have received our proposition enthusiastically—the whole country is "brightening up"—but there are still many who

should take advantage of the helps we have prepared who have not as yet done so.

These are the ones we want to go after now.

Each salesman should make a resolve that the dealers and agents on his territory are going to make a "Brighten Up" campaign this Fall if they have an ounce of the red blood of advertising in them. It means an increase in the sales all around; the representative will benefit in his good showing, and the agent will add to his profits in new trade and business.

If some of your trade have failed to order the "Brighten Up" features, either through neglect or indifference to their interests, have a little talk with them—point out the many advantages of our campaign for business—show how we are behind them working to make their sales bigger and better. You can convince them. The proposition, when fully explained, cannot help but convince. It is sure to appeal strongly to their good business sense.

Get your trade to order the features—the Memos, the Window Displays, and the Electros, especially.

If the agent does not take enough interest in window trimming to insure a success of the "Brighten Up" trim, take a little time and trim his window for him. You can thus prove conclusively that a good window pays in the publicity it gives. We show a chart here for using the "Brighten Up" window features.

The key explains how they are used. Four distinct trims are worked out, and doubtless others will suggest themselves to you as

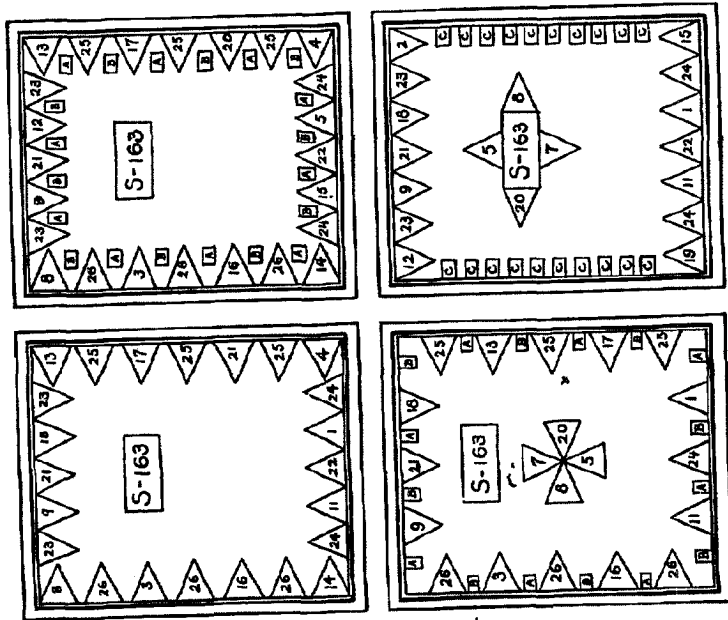


you study the idea. Use this chart and help out the agent, if he is slow to help himself. Sometimes you must prove the value of a good thing—here's one opportunity to do so.

As we have told you, our "Brighten 'p'" campaign has been a big success so far, but we can make it even a bigger one. Let's all work to introduce it so completely that every dealer and agent who can possibly be interested will get busy with us and make this Fall's business smash every record of the past.

It looks like we'll do it—and we will! Keep up the good work.

"Brighten 'p'" Window Dressing Suggestions.



EXPLANATION:

The numbers shown in triangles in diagrams are the long numbers which are printed on all pieces that go to make up a complete set of "Brighten 'p'" Window Trains. Where other features are indicated by letters, the letters are as follows: A—W. C. 16 W. P. Fall (Curtains) B—W. C. V. 16 W. P. Fall (Curtains) C—K-51 (Cover the Earth Fall. Suppl.)

Salesmanship.

BECAUSE there is such a diversity of opinion as to what constitutes salesmanship, it seems to offer a timely topic for discussion.

"I do not believe in overloading my trade," is not an infrequent expression among traveling salesmen, and it may be used to shield an incomplete transaction, as well as express honest concern for a customer who does not possess proper discrimination in the selection of stock.

There is a wide range between "overloading" and "filling up" a customer. Overloading in the sense of loading up a customer with merchandise out of all proportion to his demands, is a trait which will destroy the usefulness of a salesman as quickly and completely as being addicted to some demoralizing habit. The man who can "fill up" and round out a stock so completely that the merchant, figuratively, feels like a man who has just risen from a bountiful meal and could not be tempted to take another mouthful, no matter how attractively presented, is the *true* representative, the keystone in the structure of present day commerce, the connecting link in the chain which unites the retail interests with the jobbing interests. He is an indispensable institution from every commercial standpoint.

He is not deceiving himself through a false sense of conservatism or caution. In his dual capacity of protecting the interests of his trade as well as his employer, he will see that enough, not too much nor too little, is sold, but he will be particular not to leave the "bars down" through an incomplete deal and allow his competitor to get in.

I had a conversation a few years ago with a prominent credit man in the West; we were speaking of a mutual friend. The credit man stated it as his judgment that the mutual friend was the best salesman in Nebraska or Kansas, because he left no loophole for his competitor; he sold his trade everything they could use, without overselling them. It was a splendid tribute to a deserving man.

In applying these points to our own line, we should crowd every agent's shelves so full of the lines he can and does sell, that some "will o' the wisp" may not come in and entice him into the purchase of an "assortment" or "scheme" of any kind.

By developing the full line to the capacity of every customer, we can get 100 per cent. of the paint business of our own agents—and no one will say we are not entitled to it—and it requires only clean, honest salesmanship to accomplish this result.

Every man owes it to himself to aim so high that he will have accomplished something big, even though he fails to quite reach his goal.

J. F. HOMER.

Mr. Fenn Goes Abroad.

Mr. S. P. Fenn, Treasurer of the Company, accompanied by Mrs. Fenn, sailed for Europe Wednesday, July 18th, on the S. S. Oceanic, White Star Line. Landing was made at Liverpool on July 25th. Mr. Fenn is now making a tour of Scotland. He expects to be in London about August 2nd, however, and while there will devote some time to business affairs. The trip is principally for pleasure and Mr. Fenn expects to be gone about three months.

Come, "Brighten Up" in the Fall Time.

ANNUAL CONVENTION, WAG I
Now "Come, Give a Lift to Up the Ship"

There is a slogan, a slogan we know,
 A good lassy call to the fight;
 And soon o'er land and o'er sea it will go,
 Resounding from morning till night;
 For the paints that "Cover the Earth" are
 the best.
 And great satisfaction they bring—
 There'll be nothing doing with all of the rest
 When this Fall-time slogan we sing:

CHORUS.
 Come, "Brighten Up" in the Fall time,
 "Brighten Up" with S. W. P.;
 Come, "Brighten Up", now 's the good time,
 "Brighten Up" with S. W. V.
 No troubles to come when you've finished,
 Everything all fresh and clean.
 Come, "Brighten Up" in the Fall time—
 Be brighter than ever was seen.

II.
 There may be others, but what if there be?
 Our slogan shall vanquish them all;
 For there is nothing so good as S. W. P.
 When painting time comes in the Fall.
 And we have the line that makes things
 shine,
 So it's loud our slogan shall ring:
 We'll tell the world of the paints that are fine
 When our Fall-time slogan we sing:
(Chorus)

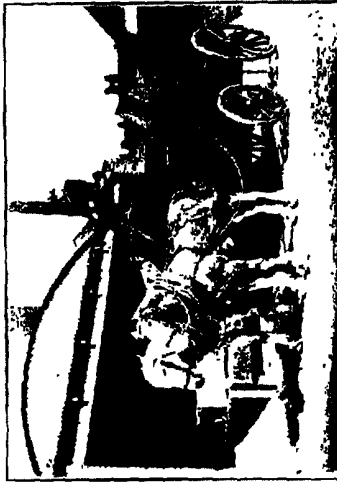


A Few of the Delegates and Their Families in Attendance at the Fifth Annual Convention of The Master House Painters and Decorators' Association of Ohio, Held at Cedar Point, July 17th to 20th, inclusive

A Prize Winning S-W. Team.

ENGLISH draft horses are our teams and van was awarded a first prize, together with an Honorary Diploma in "Commendation of the pure stock and breeding, and, as a rule, the Good Treatment and Condition of vans used for trucking purposes in England are much superior to anything for like purposes on this side of the water.

Both owners and teamsters, (or van men, as they are called in England), take great pride in their truck horses. In fact, so keen is the interest shown that each year



The Prize Winning Team and Van.

the London Cart Horse Society, formed for the purpose, holds an Annual Parade and awards prizes to the best appearing turnouts.

This year the parade was held in Regents Park on Monday, June 14th, and more than 1000 teams entered in the competition. The judging and awarding came close and occupied the entire day.

It is gratifying to note that one of

of note that the "van man" has been in the employ of the Company for thirty-five years. In addition to the prize given by the Parade Society, he was presented by the Company with a substantial one for long service.

This year is the first in seven that we have entered these annual contests, but in the last in which we competed we were successful in carrying off a first prize.

The "Brighten Up" Campaign is taking hold. Are you taking hold, too? We want every Agent in your territory a "Brighten Up" Agent.

Mr. Kelson Visits the Cleveland Plant.

Mr. H. C. Kelson, General Sales Manager of our foreign selling organization, spent a week at the Cleveland plant of the Company early in August, getting thoroughly posted on the changes that have been made since he was here with us and studying methods and conditions which now prevail. He was on a short holiday trip to his home in Montreal, where he returned at the conclusion of his stay in Cleveland. Mr. Kelson reports the old Cleveland boys in London. Mr. W. R. Sieplein, Mr. H. C. Schofield and Mr. J. A. McClelland, well and hearty. He returned to England on the S. S. Oceanic, White

Star Line, August 15th. His stay with us was much appreciated and enjoyed.

In London to Study Dry Color Manufacture.

Mr. H. M. Ashby, Superintendent of our Dry Color Works at Chicago, sailed Saturday, July 28th, for London. He will spend some time at our London plant familiarizing himself with the manufacture of dry colors after English methods. Mr. Ashby's trip is made with a view toward advancing the standard of our dry colors and their manufacture in this country. He will also assist the English factory in important additions to be made to our Dry Color Plant over there.



DIVISION NOTES

Middle West Division.

We have already secured some good returns from the "Brighten Up" Fall Campaign. A number of new dealers have been landed and all of the men appear to be thoroughly interested in making this the most successful Fall Campaign in our history. Let us get together and work the thing to a splendid finish.

The C. & M. business during July held its own as compared with previous months, which shows how attractive this kind of business is. It still comes in while the men are off the road, because of the satisfaction which our specialties give. Look up all sources for C. & M. business, as the Fall offers a good time to get in on this class of trade.

We are pleased to report the following orders in C. & M. lines which

deserve more than passing notice:

P. E. Hinkson, 5 bbls. Furniture Varnish.
T. C. Robins, 8 bbls. Liquid Red Lead.
G. J. Manassa, 21 bbls. A. I. P. Paste Goods.

The interest shown by our agents in our Personal Letter work was particularly noticeable during July when we received an unusually large number of names for promotion. If the interest of our representatives is maintained in the same degree as in the past, we have reason to believe that every agent will soon be using this excellent business getter.

We are looking for some new agents and new dealers this month. What are you doing to give us your share?

Canadian Division.

In spite of the very warm weather we are having S-W goods continue to move lively in this division. Our sales are now far in excess of last year.

Many of our staff are at present away enjoying their vacations, from which we hope they will receive much benefit and return with renewed strength and energy to take hold of the "Brighten Up" campaign and push it to a successful finish.

We are now getting the Fall campaign well under way and the prospects indicate that it is going to bring in excellent results.

The new sign on the Varnish factory, with its six foot letters all formed in white enameled brick, will be a conspicuous landmark and cannot fail to be read by all railway passengers going east and south.

Preparations for handling next year's increased business, which include more mills, extra bins, and new buildings, are well under way.

Friday, August 17th, has been set apart for our annual outing.

Mr. R. R. Johnson, Manager of our Promoting and P. & A. Departments, following the example recently set him by his friend, Mr. E. C. Hudge, joined our band of benedictors on June 28th. He was presented with a silver tea service by his co-workers in the Division, as a slight token of their esteem. Mr. Johnson carries with him in his new state a host of well wishes from all for his future happiness, health and prosperity.

New England Division.

As THE CHAMELEON goes to press our representatives are leaving for Newark to attend the local Fall Convention, held for the Eastern and New England Divisions at the Newark factory. We are very glad, indeed, to have the men see the additions which have been made to the Eastern factory, and are looking forward to a very successful convention.

We have had considerable rain throughout the New England Division during the month of July, which has caused a falling off in business; however, the sales show a splendid gain

over the same month last year, and with the strong effort that our representatives will make this month we expect to see splendid gains on all territories.

Mr. H. S. Crocker has just been made Manager of our Promoting Department, and with his previous experience in follow-up work and promoting, we feel that the work on the different territories will be greatly strengthened.

Mr. Francis V. McInnis has recently been added to our warehouse force.

Central Pacific Division.

It has been some time since this Division has been represented in these columns, but it is no evidence that we are out of the game. Gradually we are attaining our former position so far as routine work is concerned, while our business has not suffered at all, in fact we show better results for the time than any other previous year for the same months.

Our warehouse is again in its old location at 131-133 Second St. Here we have as much floor space as we had formerly, with good facilities for prompt shipments. All office departments are in running order and are still in the Atlas Building, where they will remain until the office equipment is complete.

To our representative on Territory No. 506, Mr. George G. Mowat, belongs the honor of reaching us first with helpful particulars from customers on his territory for our accounts department. Mr. W. J. Bland on Territory No. 500 has also done most efficient service in the same direction,

He has had considerable experience with the S-W. line, having had charge of the paint department of our agent, Mr. R. T. Holman, Summerside, P. E. I., for a number of years. He has always been a loyal S. W. P. advocate, and we expect that he will be able to give us good service in his department.

The vacation period is about over, and all have returned to their desks ready for good, hard work, and with plenty of enthusiasm over the Fall campaign, which we expect to make a grand success.

and in fact all of our representatives have co-operated with us in our endeavor to repair our damaged records, so that as a result we hope in a month or two hence to be able to stand in our place with other divisions.

We wish to thank the different divisions for their expressions of sympathy which proved a balm in our recent troubles. We are now hale and hearty and never have felt better before in prospects, spirits and confidence for record breaking sales.

Vacations are practically over and the well earned rest has inspired all with new vigor, and with eagerness we will surmount the few obstacles remaining before us.

The end of our fiscal year is in sight and we trust that the final spurt to reach our goal will be eminently successful and that each man will participate in the rewards offered by the management.

Mr. James Thomson, who has done much good work among the contractors in San Francisco, has been transferred to do like work in Portland. We regret to lose him from this point, but his addition to the Portland staff will be their gain. Mr. C. W. Wright, who has been very successful as a traveler for other lines,

Mr. George G. Mowat recently sent in a carload order in which Handcraft Stains alone amounted to nearly one thousand dollars.

Southwestern Division.

The slogan of the Fall Campaign, "Brighten Up," has evidently appealed to the representatives of the Southwestern Division. They are certainly doing their share in putting enthusiasm into the campaign. Every mail brings us orders—they are coming from every direction.

the end. Judging from the business that Mr. I. F. Watkins is sending us, he is evidently determined to win the top-notch prize for the entire Company. Mr. H. B. McNair has recently sent us an order for 36 barrels of Shingle Stains and says there is more to follow.

Mr. D. C. Jordan was the first representative to land a new agency, he having opened up a fine new account at Lawrence, Kansas. Mr. C. E. Nunn and Mr. W. S. Ellis have taken up their old race for new agents and new accounts right where they left off on July 1st and they are doing some tall hustling. It looks as though it would be a neck and neck finish at

Our representatives are rapidly winning the friendship of the architect and we are getting some mighty fine specifications.

Crop prospects in the southwest are the best ever and it looks as though 1907 will be another top-notch year for this division.



SALES DEPARTMENT NOTES.

Competition Reports.

That our summer trade has been steady and consistent is evidenced by the reports this month. Although a vacation season with the men, there has been an increase rather than any decline in the showings and all the contestants have had a good rest.

divisions have a good start for the home stretch. From this time on it means the best work of which the men are capable if old positions are to be retained and new ones attained. All the contestants have had a good rest.

and, now that they are back on the track again in racing gear, the struggle for supremacy will be keener and closer than ever.

The standings to date of all divisions are shown this month, with the exception of Central Pacific.

Record of New S. W. P. Agents.

Southwestern Division still remains in the lead. The gains are about what was to be expected from the vacation month.

The record to Aug. 1st is as follows:

Southwestern Division,	W. B. Ellis.....	52 New Agents
Middle West Division,	D. G. Craig.....	40 New Agents
Eastern Division,	A. D. Collins.....	34 New Agents
Central Division,	I. M. Benedict.....	20 New Agents
Canadian Division,	H. H. Fager.....	20 New Agents
New England Division,	H. H. Thompson.....	22 New Agents
Southern Pacific Division,	G. E. Wier.....	8 New Agents

Leaders in New Dealers.

The positions of the leaders remain unchanged. Good gains have been made by all divisions.

The following is the record to Aug. 1st:

Middle West Division,	D. G. Craig.....	59
Eastern Division,	E. S. Walker.....	52
Southwestern Division,	C. E. Nunn.....	40
Central Division,	H. P. Fennice.....	28
New England Division,	D. H. Thompson.....	26
Canadian Division,	G. E. Roemer.....	25
Southern Pacific Division,	C. W. Burrill.....	13

Leaders in Other New Accounts.

First and second places remain with Central and Southwestern, but Mr. C. S. Bann brings Canadian Division from fifth place to third and displaces Mr. D. H. Thompson of New England.

The record to Aug. 1st:

Central Division,	E. S. Blanchard.....	65
Southwestern Division,	F. B. Gable.....	65
Canadian Division,	C. S. Bann.....	51
New England Division,	D. H. Thompson.....	49
Middle West Division,	W. H. Kane.....	45
Eastern Division,	W. H. Jarden, Jr.....	45
Southern Pacific Division,	E. A. Bradley.....	22

Leaders in Total New Agents and New Accounts.

Middle West takes first place, Southwestern advances to second, and Central retires to third. Good gains have been made in some of the divisions.

The record to Aug. 1st follows:

Middle West Division,	D. G. Craig.....	136
Southwestern Division,	W. B. Ellis.....	112
Central Division,	E. S. Blanchard.....	109
Eastern Division,	W. H. Jarden, Jr.....	102
New England Division,	D. H. Thompson.....	97
Canadian Division,	H. H. Fager.....	63
Southern Pacific Division,	E. A. Bradley.....	37

Leaders in Floor Finish Sales.

No changes have taken place in the standings.

The record to Aug. 1st is as follows:

Canadian Division,	E. Roemer, and—C. A. Thomas.
Eastern Division,	H. T. Sheldon, and—W. H. Porter.
New England Division,	1st—H. W. Putnam, and—F. B. Hare.
Central Division,	1st—J. M. Benedict, and—D. E. Fisher.
Southern Pacific Division,	1st—G. E. Wier, and—C. W. Burrill.
Middle West Division,	1st—S. H. Stewart, and—C. S. Wheeler.
Southwestern Division,	1st—J. F. Watkins, and—C. E. Nunn.