

**EDITORIAL MESSAGES; FROM
THE PRESIDENT OF THE
SHERWIN-WILLIAMS COMPANY
TO HIS ORGANIZATION**

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Editorial messages; from the president of the Sherwin-Williams company to his organization by
Walter H. Cottingham

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WALTER H. COTTINGHAM

**EDITORIAL MESSAGES; FROM
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TO HIS ORGANIZATION**



WALTER HORACE
COTTINGHAM

EDITORIAL MESSAGES

From the President of *THE SHERWIN-WILLIAMS
COMPANY* to his Organization

A Collection of Editorials selected from the writings of WALTER H. COTTINGHAM President of *The Sherwin-Williams Company*. Some of them appeared in *The Chameleon* and the *S-W-P Magazines* between the years 1897 and 1916 - others appeared in the *Sales Bulletins*, and in this collection will also be found many extracts from Mr. COTTINGHAM'S addresses before the Company Conventions and before business gatherings and University groups.



Privately Printed
CLEVELAND, OHIO, November 1916

F O R E W O R D



IN this little volume will be found a collection of articles written by myself bearing on our progress during the past seventeen years.

Most of them were written very hurriedly and under considerable pressure, often on railway trains, or in hotels, and generally late at night. I never had time to spare for work of this kind at my desk.

I thought a review of these articles might prove of interest at this time when we are commemorating our fifty years of history.

Our work has been strenuous, and our progress has been great. The one is the result of the other.

I have found the greatest satisfaction and pleasure in my business life in planning, in working out the plans, and in seeing and feeling the successful results of the plans and the work.

I am convinced a busy life is the happiest. It is only by effort that progress is made, and life without progress is but a poor existence. There is joy in accomplishment. Robert Louis Stevenson wrote: "I know what happiness is for I have done good work."

I should say the greatest happiness is to be found in congenial and steady occupation that produces constant progress for oneself and others.

The work of collecting and editing the articles reproduced here was done by my friends, Frank E. Davis and Charles M. Lemperly, and I acknowledge here most gratefully their very kind services.

CLEVELAND,
NOVEMBER, 1916.

Walter H. Cottle, Jr.

CONTENTS

ENTHUSIASM

(from *The Chameleon*, March, 1897, and the first article of the kind written by Mr. Cottingham, who was then directing the Company's business in Canada)

Page 1

IMPORTANCE OF ADVERTISING IN BUSINESS

(from *The Chameleon*, June, 1897)

Page 3

THE STRONGEST ASSET

(from *The Chameleon*, February, 1899)

Page 7

DO IT NOW

(from *The Chameleon*, March, 1899)

Page 9

WHAT DO YOU WANT TO BE ?

(from *The Chameleon*, April, 1899)

Page 11

MEN AND PROMOTIONS

(from *The Chameleon*, June, 1899)

Page 13

BACKBONE

(from *The Chameleon*, September, 1899)

Page 15

NEW YEAR'S REFLECTIONS

(from *The Chameleon*, January, 1900)

Page 17

ORGANIZE YOUR TERRITORIES

(from *The Chameleon*, April, 1900)

Page 19

QUALITY

(from *The Chameleon*, November-December, 1901)

Page 21

PERSEVERANCE IN THE FACE OF DISCOURAGEMENT

(from *The Chameleon*, February, 1902)

Page 22

A PAYING COMBINATION

(from *The SWP*, March, 1902)

Page 24

CONTENTS

BUSINESS (from <i>The SWP</i> , July, 1902)	Page 26
THE LARGEST AND BEST IN THE WORLD (from <i>The SWP</i> , October, 1902)	Page 28
COURAGE (Selected)	Page 31
PLAN YOUR WORK AND WORK YOUR PLAN (from <i>The Chameleon</i> , March, 1903)	Page 33
THE WAY TO GET BUSINESS IS TO GO AFTER IT (from <i>The SWP</i> , March, 1903)	Page 35
GET OUT AND HUSTLE (from <i>The SWP</i> , April, 1903)	Page 37
SYSTEM IN BUSINESS (from an article in <i>System Magazine</i> , May, 1903)	Page 39
THE MANAGEMENT (from <i>The November-December Chameleon</i> , 1903)	Page 40
TIME AND PLACE (from <i>The Chameleon</i> , February, 1904)	Page 43
LEADERSHIP (from <i>The Chameleon</i> , June, 1904)	Page 46
REPUTATION (from <i>The SWP</i> , June, 1904)	Page 48
PLUCK (from <i>The Chameleon</i> , February, 1905)	Page 50
ORGANIZATION (from <i>The SWP</i> , April, 1905)	Page 52

CONTENTS

SALES THE LIFE BLOOD OF A BUSINESS (from <i>The SWP</i> , August, 1905)	Page 55
PRACTICE, PRACTICE, PRACTICE (from <i>The Chameleon</i> , January, 1906)	Page 57
PROGRESS (from <i>The Chameleon</i> , June, 1906)	Page 59
WELL DONE, WELL DONE (from <i>The Chameleon</i> , September, 1906)	Page 61
TRAINING OF THE BOY (a random essay on the office boy, or junior clerk)	Page 63
THE RELATION OF ADVERTISING TO THE COST OF GOODS (from a convention address)	Page 66
THE FOUR-LEGGED STOOL (Selected)	Page 69
THE CODE OF PRINCIPLES	Page 70
IMPORTANCE OF HEALTH TO SUCCESS (from <i>The Chameleon</i> , February, 1907)	Page 71
WHAT BUSINESS MEANS TO ME (from <i>The SWP</i> , March, 1907)	Page 74
HOME AGAIN (from <i>The Chameleon</i> , April, 1907)	Page 77
STAYING POWER (from <i>The Chameleon</i> , May, 1907)	Page 80
COURTESY IN BUSINESS (from <i>The Chameleon</i> , July, 1907)	Page 82

CONTENTS

MARCHING ORDERS (a bulletin to the Sales Force, December 24, 1907)	Page 84
THE RECENT PANIC (bulletin, January 6, 1908)	Page 87
GREAT FIGHTERS (from <i>The Chameleon</i> , February, 1908)	Page 90
MEDIOCRITY (from <i>The Chameleon</i> , April, 1908)	Page 92
THE SUCCESS OF OUR GREATEST CAM- PAIGN (from <i>The Chameleon</i> , August, 1908, written from London)	Page 95
BUSINESS ABILITY (from <i>Business Success</i>)	Page 97
THE TITLE OF PRESIDENT (from <i>The Chameleon</i> , January, 1909)	Page 101
THE FIGHT IS ON (from <i>The Chameleon</i> , October, 1910)	Page 104
THE MOST VALUABLE THING IN THE WORLD (from <i>The Chameleon</i> , January, 1911)	Page 107
AMBITION (from <i>The Chameleon</i> , February, 1911)	Page 110
THE SALES DEPARTMENT MANAGEMENT (address delivered before The Efficiency Society, March 19, 1912)	Page 112
FORWARD AGAIN (bulletin to the Sales Force, February 2, 1914)	Page 117
VICTORY CROWNS OUR ARMS (from <i>The Marching News</i> , April 22, 1914)	Page 120