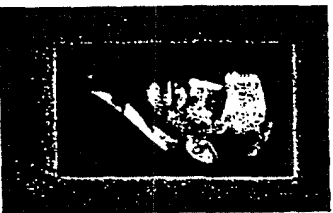


Promotions in the Auxiliaries Department.

MR. R. V. BROWN, who was made superintendent of the Coffeyville Smelter, in October, 1909, succeeded Mr. Barr as manager of the new White Lead Department, at Chicago, Feb. 1st. Mr. Brown has had an enviable record with the Company, and has won his series of promotions by hard, intelligent, and consistent work.

After receiving his degree of Bachelor of Science from the Massachusetts Institute of Technology, in 1902, he accepted a position as chemical engineer in a sugar plant, at Simonsville, La. The season being short, he returned to the institute as assistant in the department of general chemistry. He came to the Company as assistant chemist to Mr. Holton, in June, 1903, and served there until he was promoted to the position of general chemist in February, 1907, as metallurgist and assistant to the superintendent. Oct. 1st, 1909, he succeeded Mr. Hain, who came to Cleveland as general superintendent.

Mr. R. V. Brown



MR. W. E. CORTS' promotion to superintendent of the smelter, at Coffeyville, is in keeping with his steady advancement since he entered the service of the Company. Mr. Corts was a practical smelter-man when he took the position of yard foreman, in February, 1907, and quickly showed the efficiency of his work. He became night foreman in January, 1908, and a year later was made general foreman. He held this last position until February 1st, when he succeeded R. V. Brown as superintendent.

Mr. Corts is a hard and enthusiastic worker, and has made a close study of the many little details which make a smelter so difficult to regulate. He is familiar with each separate part of the plant, and can be depended on to contribute his efforts towards the continued success of the Company.

Mr. W. E. Corts

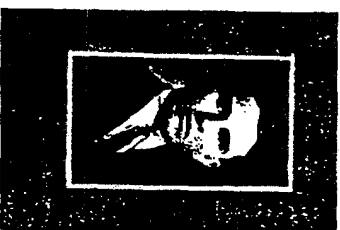


SWP covers the earth, but it's SWP that brightens it up. I guess the varnish campaign will help to make the old world brighter. Are you doing your share?

The Little Paint Man

MR. A. B. AUGUSTINE is strictly an S-W man, having taken his first business position with the Company, June 17, 1906. In five years Mr. Augustine has advanced from assistant chemist to assistant superintendent at the Coffeyville plant. Mr. Augustine followed his natural liking for chemistry with actual work and such outside help as reading and the International Correspondence School could give. He made rapid progress, while working in the laboratory with Mr. R. V. Brown, and was made chemist when Mr. Brown was promoted to superintendent. He held this position until Mr. Brown was again promoted, and was then made assistant superintendent. Mr. Augustine is a young man, and, with his technical training and painstaking work, he should prove a valuable man in his new position.

Mr. A. B. Augustine



Thomas L. Masson in "Lippincott's Magazine" on "Brains"

BRAINS are common to all parts of the country, and traces of them have been found in summer at Lenox, Bar Harbor and Newport.

They are originally used to obtain money, but when money is obtained by them it usually takes their place.

The quality of brains varies in different localities. Mixed with ginger, they become very valuable. With a spine, they are a necessity in every household.

At one time they influenced literature, but the discovery was made that literature could do without them. Since then they have been almost exclusively devoted to advertising.

Brains are employed in various enterprises. They make bridges, railroads and other systems of transportation. They also create capital, and are used extensively in evading the law. They mix with water and gasoline, but are absorbed by alcohol.

Brains are bought and sold in open market. They may be traded in on the exchange, in Washington, in Albany, or in other political centers. The best quality, however, are not traded in. Indeed, oftentimes they are not even heard of until long after they have passed away.



Chicago

The entire plant is running at full capacity, with good gains in output over last year in all departments.

The Varnish Department has been running overtime for the past month so as to have all available tankage ready for the heavier demand coming in the Spring.

The Dry Color Department is still taxed to its full capacity, and has been running over-time to catch up with orders; shipments to the outside trade being especially heavy at this time.

The Insecticide Departments are operating at full capacity, stocking up on Paris Green, Lime-Sulfur, and Arsenate of Lead.

The White Lead Department is having exceptionally heavy business, with a marked increase over last year.

Newark

Construction work in connection with a new bulkhead at the foot of Brown Street is progressing rapidly.

Plans for the new shipping and storage building to be located at the foot of Brown Street are now in the hands of contractors and building operations will begin shortly. We expect to have the building ready for occupancy by the middle of January or the first of February. The additional space will afford us great relief and will be of inestimable assistance in a more efficient handling of orders through our shipping department.

A new building designed specially for the manufacture of Lead Liquor, a product now used in a very large way in our Dry Color Department, is in course of construction and will be ready for occupancy very shortly.

Additional storage for Lime-Sulfur Solution in the way of two 500-barrel tanks is being provided, which will give us a total storage capacity of 2000 barrels. With this quantity of solution available, at the time the shipping season opens, we will be better equipped than ever before to handle orders promptly.

Printing and Sampling Top-Notcher



The Top-Notcher awards for the Printing and Sampling Department, were made at a meeting held on October 9th. Mr. Leo Sebring, Foreman of the Printing Department, carried off first prize, with the Bindery a close second. The prize money for second place was equally divided between Mr. A. W. Proctor, Superintendent, and Miss Lottie Faig, Forelady. In congratulating the winners, Mr. Hesse also praised the losers on the good showing made throughout the entire department during the past year.

Sales Department Notes

Representatives' Competition to December 1, 1912

Mr. Duncan of Portland Division insists on sticking to first place, the way this gentleman and his co-workers, Messrs. Taylor & Rogers are getting new agents is a pleasure to behold. There are some hustlers in other divisions though and Messrs. Graham & Miller are right up in the front rank. Mr. J. H. Hall in Central Division is another Representative who has a weakness for getting new agents.

Gee Whizz! Minneapolis has taken a jump this month in new dealers and other accounts. It was only November 1st when they were apparently comfortably settled in 7th place. Mr. Lathrop "cut loose," so to speak, and when the dust had cleared away, Minneapolis took its place as Number One. There are two new competitors in the race—Export and New York City. Look out for these foreign Representatives of ours, they're hustlers. Just as an example, note the kind of work Mr. Albarán has done. This, together with the record made by Mr. Fuentes, places Export in second place, just ahead of our old friend Texas, as usual, well up in front.

Leaders in New SWP Agents

Portland		Minneapolis	
W. Duncan	each 2	R. H. ONell	each 4
E. D. Boston	each 2	H. C. Lane	each 3
C. F. Rogers	each 4	W. C. Fischer	each 2
Kansas City		St. Louis	
R. E. Graham	each 6	W. V. Hammond	each 4
R. Miller	each 4	R. L. Tooker	each 3
E. H. Noile	each 3	C. E. Leif	each 2
H. J. Hedy	each 3	C. D. Youngs	each 2
Cleveland		Cincinnati	
H. H. Hall	each 6	W. M. Hoyt	each 4
A. A. Nelson	each 3	A. R. Hamblen	each 3
C. D. Nelson	each 3	A. B. Cannon	each 3
C. H. Reynolds	each 3	E. B. Springfield	each 1
W. W. Scrivener	each 2	J. E. Mendenhall	each 1
J. I. Gill	each 2	Omaha	
W. S. Farrow	each 2	C. S. Sweeney	each 4
H. S. Hill	each 2	H. W. Walcott	each 3
Chicago		San Francisco	
W. W. Ward	each 4	F. W. Wagner	each 4
J. W. Ward	each 4	M. M. Walcott	each 1
Philadelphia		Newark	
J. J. MacDonell	each 3	C. S. Spectator	each 3
E. D. Spencer	each 3	W. H. Porter	each 2
A. H. Larkin	each 3	W. S. Crook	each 1
W. H. Jordan	each 3	Birmingham	
Birmingham		J. H. Ahlner	each 1
J. A. Streger	each 1	A. A. Streger	each 1



Cleveland

HERE has just been installed in the Cleveland factory a full-sized drying kiln such as is now in use in the most modern automobile, carriage and furniture factories for hastening the drying of succeeding coats of finish. This is large enough to hold eight pianos or four automobile bodies. It will be used to determine the working qualities of our finishes under practical conditions. This kiln, which has been perfected by The Sherwin-Williams Co., and a patent applied for, has shown remarkably satisfactory results, cutting down the time required for painting to the extent of 50 per cent in many cases, and giving results better than previously procured by ordinary air-drying methods.

The goods which we have designed for this method of painting are meeting with special favor throughout the automobile and furniture trade. We have received some very good orders from the automobile manufacturers. At the beginning of March we had 12 to 15 mills constantly occupied on the business of one concern alone.

Plans are under consideration to increase the capacity of the Tin Can Department to take care of our constantly increasing business. The department is now running over time three nights a week to keep up.

We are keeping our stock of liquid paints up to the limit, in spite of the heavy drafts which have been made upon it, and expect to be able to take care of the Spring rush better than ever before.

On March 5th we had a visit from a group of about sixty painters from Norwalk, Ohio. They spent the morning at the plant, and were very much impressed.

Chicago

Every Department in the Chicago Paint and Varnish Factory is running at maximum capacity at the present time and the indications are that we will continue to do so for some time to come. We show considerable increase in output thus far for the year, and are making extremely heavy shipments at this time to the warehouses. Our stocks are in better shape than ever before, and we will be well prepared to take care of the Spring business.

The Dry Color Works has been operating at capacity right straight through since August, and we have been obliged to run overtime to take care of the requirements.

The Insecticide Department manufacture in general is ahead of last year, even considering the late start we have made, and our new installations for increasing the capacity of the plant seem to have worked out in good shape.

The White Lead Department is about in the same condition as the other departments, running in excellent condition and having a hard time to take care of the orders they are holding.

Newark

Our new shipping and storage building projected some time ago has now become available for use and will afford us much additional storage capacity and enable our Shipping Department to handle outgoing shipments to much better advantage than has ever been possible in the past.

Spring stock orders and trade sales business generally has shown very marked improvement during the past two or three weeks, and the stock which has been accumulated during the Winter months is beginning to show some depletion.

A large volume of business for the Southwestern District has been handled during the month, some eight car-loads having been shipped.

Two very nice orders aggregating 3000 gallons of mill paints were shipped into the Southern States.

Lime-Sulfur orders which have been very slow in coming in have been quite numerous during the past ten days or two weeks. We have had an ample stock on hand and all orders entered for shipment the end of the month were handled promptly. We have in the neighborhood of 1000 barrels of this product still available and are in position to continue the good service.

◆ ◆ ◆
"The scientific salesman is industrious. When he is not selling he is thinking. He constitutes himself a standing committee on ways and means to devise new plans and execute new schemes to promote his business. He keeps in close touch with his superior officers, seeks their confidence and gives them his; and establishes a closer bond of friendship between his customers and the house he represents."

—T. S. H. Stewart in a recent Bulletin.

The following was extracted from one of Mr. Ashbrook's splendid Bulletins:

One of the best town reports we have read in a long time covers Mr. Markley's call at Gause, Texas, and reads as follows: Our agent at this point went in competition with Sears & Roebuck & Co. Paint, and painted one house with SWP and another house of the same size with S & R at \$1.40 per gallon. The house painted with SWP cost \$0 less than S & R, and our agent got \$2.25 for the SWP. This proves conclusively our statement in last week's letter that SWP can successfully compete with any paint on the market.

Where the Wheels Go Round



Cleveland

We have been enjoying especially good business on our First Coat White, having received an order from one institution in Cleveland for 25 barrels, required for the ceilings of their work-rooms. This is very economical, extremely white, covers well and gives general satisfaction.

Ninety-nine of the factory employees are this year entitled to a week's vacation on account of five year's service, and some of them have already started away on their vacations.

A very complete equipment has been installed in the Cleveland plant for the developing and testing out of spraying materials for automobile and carriage work. This includes a room with air pressure, exhaust fans, etc., for the painting, by spraying, of pieces as large as an automobile or carriage body. Next to this is a kiln in which the sprayed piece is dried in a few hours. In every way the equipment duplicates as nearly as possible the conditions under which this spraying material will be used in actual practice. This puts us in a position to determine the requirements necessary for this most up-to-date method of painting, and to provide materials which will be satisfactory. It also enables us to demonstrate to prospective consumers the efficiency of this method and the good working qualities of our materials. Primers, Surfacers, Color Coats and even Color Varnishes have been developed, and we are enjoying a very good business in this line.

We recently added to our staff in the Auto and Carriage Testing Department, Mr. Wm. Parkhurst, who has had considerable experience in carriage and automobile painting and devoting special attention to testing of spraying materials.

Plans are under way for the installation of some chasers and tandem mills in the Cleveland plant for the more economical manufacture of certain classes of goods.

The Foremen's Club Outing

A party of 36, members of the Foremen's Club and their wives, enjoyed a delightful outing at Willough Beach Park on the afternoon of June 7th.

The first event on the program was a ball game between teams captained by J. P. Gibbons and A. P. Russell, most ably umpired by J. E. Bradley, who had been selected for his ability to take care of himself, as he was mobbed several times during the game. Mr.

Critchley forgot his dignity in a tremendous effort to get to first base, and skated along in the mud for several feet on his nose. Mr. Russell's team won by a score of 11 to 6.

Next, followed a bean guessing contest in which the ladies guessed that the number of beans in a can varied from 320 to 1850. The balance of the afternoon was occupied by two of the foremen in counting the number, finally announcing the result as 1620; Mrs. Belmont guessing 1850 won first prize, and Mrs. Olgham won the second prize with a guess of 1000.

The first prize for the thread and needle race was taken by Mrs. Menz, the second prize by Mrs. Highley.

In the potato race Mrs. Watson won first prize and Mrs. Hesse the second.

Mrs. Steyer was so expert in "hitting the nail on the head" that she won the nail-driving contest with 12 strokes. Mrs. Weber won second with 15 strokes.

The cool afternoon and strenuous games developed most enormous appetites, so that one man was heard to remark in a loud voice to the waiter who was serving a good chicken dinner, "The samples are pretty good, now bring on your dinner."

Chicago

The business of the West and Middle West continues brisk, and up to the first of the month all departments have been running maximum capacity in order to give the trade the best possible service. We notice a slow falling off of business, however, since the first of the month, and accordingly, are slowing up somewhat in the operations of our Paste, Liquid Paint and Japan Color Departments. The other departments continue to enjoy particularly high volume of business. This is particularly true of the Stain and Varnish Departments.

In the Dry Color Department we have just completed two kilns of new type, and are well equipped as regards drying capacity, and are accordingly preparing to accumulate a stock of our limit in order to be well equipped.

The Insecticide Departments are beginning to taper, as their main proportion of Arsenalate of Lead has been turned out, although in the Paris Green Department we are carrying on filling in large quantities, particularly in small size packages.

The White Lead Department is beginning to notice the dropping off of the Spring trade. Our stock in that department is in better shape than it has been in sometime as regards Lead and Oil.

Newark

Additional equipment consisting of two 20-inch and one 24-inch mills is being installed in our Dry Color Department. With the com-