The Chameleon



May, 1913

The men who are lifting the world upward and onward are those who encourage more than criticise.

"Caxton Magazine."

N23488

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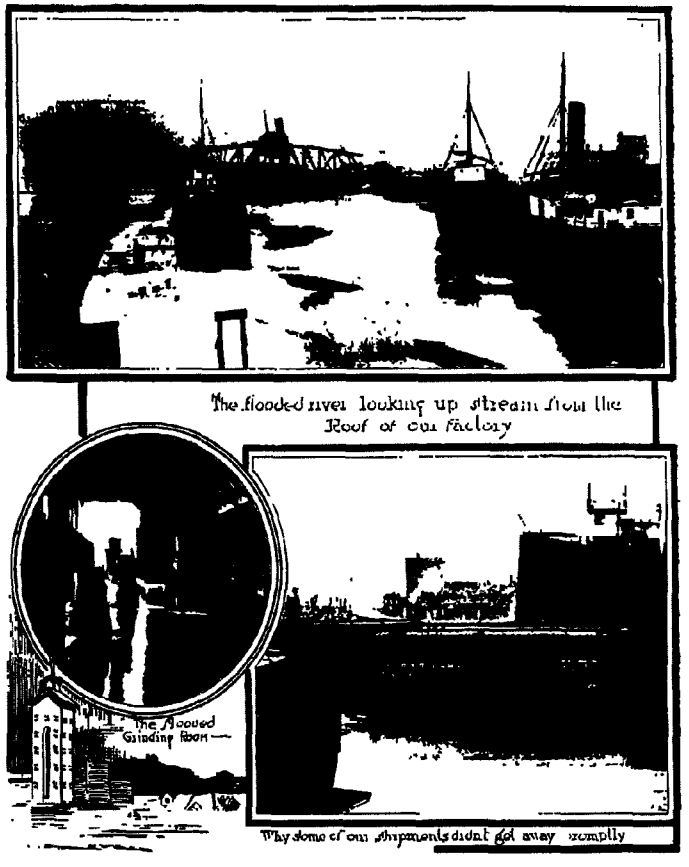

For a week the Cleveland Plant was at the mercy of the floods. The Cuyahoga River, upon whose bank our factory is built, broke all precedent as well as many other things and became for several days, a raging, foaming torrent, overrunning its banks and carrying all before it. These views give some idea of the river at its worst. The upper view, taken from the roof of our factory, shows the Scranton Avenue bridge, which was later carried away. The steamer shown behind the bridge, after breaking away from its moorings farther up the river, was carried down by the stream until it rammed the bridge, throwing it from its piers into the river. The blurred blotches in the photo are floating piles of lumber on their way to the lake.

The groundfloor of our factory was flooded, temporarily putting the machinery out of commission. Our Linseed Oil Mill farther up the stream suffered even more severely.

The Chameleon

Published each month at 101 Canal Rd., N. W. Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff.

Vol. XVI MAY, 1913 No. 5

Springs of Action

By A. E. Allen, Sales Manager, New Orleans Sales Division

GET what you want in this world. It's here waiting for you. All you have to do is to reach for it, no matter what it is you want. Suppose you are foolish enough to want great wealth. You can get it. But to get it, you must make up your mind that you want wealth, that you want it above everything else in the world.

Observe an illustration alien with a push cart. He wants a thousand dollars. He sleeps in a cellar. He rises at four. He works till 10 at night. He denies himself food, to save. Some day he will have his thousand dollars. "But," you protest, "I can't sleep in a cellar. I'm above running a push cart." Very well then, there is little likelihood that you will ever be rich. There are other things that you want more than wealth—your comfort—your social position.

Suppose you are more sensible. Suppose it is success that you want. Good! There are few joys in this world that can compare with the joy of achievement. Set your mark and start climbing towards it. You'll reach it if you keep at it. Be persistent and be patient.

If you are in Maine, you can't wish yourself in California. You can't get there overnight either, but you'll get there sometime if you start and keep going, even if you go on your hands and knees. But remember this: no man ever climbs higher than the mark he sets for himself. No man ever reaches the top walking sideways. No man achieves, who keeps turning back.

And one thing more—pick your apples carefully before you start to climb the tree. Some apples are sour.

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Tools

By Geo E L. Dyson

One of the Booster Club Bulletins



A NUMBER of years ago before engaging in the paint business I worked at the machinist trade, and while an apprentice, took a keen delight in the fine tools that some of the better men had. I used to think how fine a mechanic I would be when I could have and use good calipers, thin steel scales, depth gauges, solid steel squares and micrometers that would measure one thousandth part of an inch. With such tools a man could do fine work. In reviewing my present vocation I find there is a great similarity to the mechanics. The sample grip we carry, is in reality a type of tool-chest. Every item in the grip is possible of doing its particular fine piece of work. Take a man who doesn't know how to use a good tool and he'll not only spoil the tool but he'll spoil the job. The problem of landing a prospect is similar tothe doing of a piece of work by a mechanic. The mechanic will size up his job, figure on the best way to do it and then select his tools that will do that particular job; but he uses the tools properly. We have an advantage over him because if he makes one wrong move, his job is spoiled. He can't *talk* back that piece of steel he cut off in error.

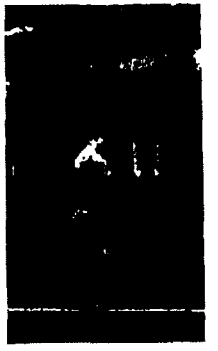
There is no question but that we have the most complete tool-chest and the finest lot of tools in the business. The question is, *how do we use the tools?* Does each man know the value and particular use for each tool? Does he know how to use it to the best advantage?

Stop and figure on the tools the representatives had to work with years ago. No *Home Decorator* nor Promoting Department. No campaigns on Varnish nor SWP or general lines. They had no Decorative Department to work up color-schemes and practically land the business for the representative. Yet in spite of those handicaps and by using judiciously what they had to work with they laid the foundation of the wonderful business our Company enjoys today.

What good mechanics some of our competitors must be when they can take a color-card which every one will admit is a sorry looking affair and go out and sell goods with it. Pick up some of our competitors' cards and compare them with what we have and then wonder how in the world they ever manage to convince a man they have decent paint when they haven't even decent tools to work with.

Now knowing we have the tools, then it's up to us to use them, because they're the most of our stock in trade. Some men could take

one item out of our grips and simply flood his territory on that particular piece of goods. Why? Because he would use that tool to its full value. You can take the "G" and by arranging the colors to show body, trim and roof, sell more SWP in a day than you can sell in a week by merely talking. You can take our Floorlac color-card and by showing a man that it only carries the complete compact line of the best selling shades, make cleaner sales than any of our competitors have ever made.

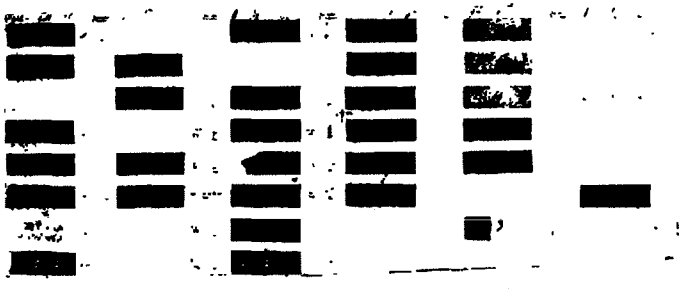


The Pullman Co. use it

What is true of the foregoing is true with every item we carry. I have juggled the Tartar Red card in the Agricultural Implement Paint deck until a man would swear it was the finest red ever made. I have switched men from wanting a piece of goods like Enameloid by constantly bending the piece of tin with Old Dutch Enamel on it. I didn't have to talk, that little tool was doing the work better than all my talking would do.

Every day your prospect offers you opportunity to show how good a mechanic you are. Unconsciously he will show you the tool you can use to land him with, but you've got to be the mechanic to know how to use that tool properly. You can take the Pullman color and spread a brushful on a piece of wood and the average man wouldn't think you had anything interesting in the matter of color, but tell him the Pullman Company use it on account of its durability and richness and he's tickled to spend his "four bits" for Pullman because he's getting the best there is.

You may not know how interesting the tool-chest we carry may be to the man who doesn't know what we've got, but once you are "Hep" to it you'll find it more interesting to use fine tools and use them well.



This is a reproduction of an order blank received recently from a good customer in Central Division. It's an SWP color-card with the quantities marked only on those colors desired. Simple and clear, isn't it?

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Our Insulating Varnish Proposition

By O. A. Hamc, Manager Insulating Materials Sales Department



WHILE we have had an established line of Insulating Varnishes, Compounds and specialties for electrical work, for a number of years and have succeeded in selling the very largest electrical manufacturers, street railway concerns and users of this material generally in the country, we have, nevertheless, not succeeded in getting as wide a distribution of our insulating materials through our trade sales representatives as we feel is due us. The majority of our representatives frankly confess that the only reason they have not succeeded in getting this class of business, is because they are somewhat afraid of the proposition; in other words, they are not thoroughly conversant with the line and look upon it as primarily a technical one.

My object in putting the situation before our representatives in this article is to correct any such impressions and to make clear to our men the simplicity of the Insulating Varnish line and its easily understood products.

There are without question in virtually every territory good insulating possibilities, but as a rule our representatives have neglected to even call upon firms of this character. Although we enjoy, as indicated above, a very large volume of business from the large consumers, yet the aggregate sales from the average user of this material on every trade sales territory will more than duplicate the individually large requirements of the concerns we are selling at the present time.

It has been our effort to put the insulating varnish proposition before you representatives in as simple and concise a manner as possible, and to have you realize that it presents no difficulties which a Sherwin-Williams representative cannot readily overcome. Towards that end a complete handbook covering our Insulating Varnish line was mailed to your home address a few weeks ago. This booklet goes very thoroughly into the details of the proposition, yet presents it in a very simple and easily understandable manner.

I would earnestly request that you study the data in question and apply it in going after the Insulating Varnish possibilities that may exist in your territory. You will find in this booklet definite suggestions covering avenues of output, and should you desire more detailed information covering your own territory, please do not hesitate to get in touch with this department or your local sales manager, as we will at all times be glad to supply you with whatever additional information you might require to enable you to intelligently develop this business. Advise us should your booklet not have reached you.

Should you find that there are a number of smaller consumers of insulating materials in your territory who could advantageously be handled through a local distributor or jobber, kindly let us know. We have worked out a proposition which will appeal to an electrical supply house for the handling of our Insulating Varnish line on a jobbing basis. If you have possibilities in this direction, advise us and we will put the proposition before you in concrete form.

Supplementing our other efforts to develop our Insulating Varnish business as rapidly as possible we have taken space in the most prominent electrical journals such as the *Electrical Review*, *Electrical World*, *Electric Street Railway Journal*, etc., and feel that co-operation on your part in going after the possibilities in your territory cannot help but give us a splendid added volume of business and a new avenue of sales development on your territory. Do not hesitate to get in touch with this department at any time that you may be in need of information or data covering this particular line. We are developing new materials and improving our old every day, and there is no requirement of the average electrical manufacturer, contractor, etc., whose needs we cannot supply.

Our Advertising in the June Magazines

Ladies' Home Journal	1 column ad on Brighten Up Finishes
Woman's Home Companion	1 column ad on Brighten Up Finishes
Butterick Trio	1 column ad on Floor Finishes
Good Housekeeping	1 page ad—General
American	Single column on SWP
Munsey's	½ page ad on SWP
World's Work	1 page ad on SWP
Country Life	½ page ad on SWP
Craftsman	1 page ad on SWP
Suburban Life	8-inch single column ad on Mar-not
Garden Magazine	½ page ad on SWP
House Beautiful	8-inch single column on Mar-not
Keith's	1 page ad on SWP
Studio	1 page ad on Flat-tone
Arts and Decoration	1 page ad on Flat-tone
House and Garden	8-inch single column on Mar-not
School Arts Book	½ page ad Portfolio
The Saturday Evening Post	¼ page ad on Mar-not (on the 14th)

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The Glee Club of Cleveland

Who Said "Parcel Post?"

IF YOU want to find out anything about the Parcel Post just ask our Advertising Manager, Mr. C. E. Horton. Last January when the system went into effect Mr. Horton had a longing for a nice fresh egg. About twenty miles out into the country, to the east of Cleveland, there is a farmer who has just such eggs. So Mr. Horton wrote the farmer enclosing a dollar and five cents and ordering three dozen fresh eggs to be shipped him via Parcel Post.

For three days nothing was heard but in the afternoon of the fourth day there appeared a slight cloud of dust on the horizon. This cloud of dust rapidly approached and at last little Donald Horton whose turn it was to be on the lookout informed his mother that the Parcel Post man was approaching. Half a minute later that Parcel Post man did arrive amid a tremendous racket and rattling of chains from the motor-cycle and all those noises you've heard and smelled yourself.

Now Mr. Horton had mentioned expressly that he wanted fresh eggs but the farmer evidently couldn't read, for the eggs Mr. Horton got were scrambled. That is to say six of them were scrambled. Three of the eggs had evidently become disgusted with the trip and had departed shell and yolk, nothing was left but a grease spot. But the other eggs, oh, but the other eggs were nice, good, big, round, fresh, wholesome, juicy eggs. Just the kind we used to get at home on the farm. And he only paid 35 cents a dozen for the assortment.

The day before the Parcel Post man arrived the lady across the street bought a dozen fresh eggs from her neighbor who keeps chickens for thirty cents a dozen.

Yes, the Parcel Post is a great thing—for the farmer.



From Our Associate Editors

R. G. Billingsley *H. W. Nessel* *Royal Claxton*
J. A. Bowman *R. B. Cogswell* *L. F. Collister*
A. J. Kulhanek *I. M. Jacobs* *J. H. Herche*

SAN FRANCISCO

REPRESENTATIVE, H. W. Gerber of the Northern Pacific Division, made up his mind when he went to Weiser, Idaho, a few weeks ago that he would sell a car-load of Arsenate of Lead there. He had no Insecticide Dealer when he called, nor did he even have a good prospect for one, but he got a horse and buggy, went out and called on fruit-growers, and in a day and a half, sold five thousand pounds through the local Fruit-Growers' Association. Mr. Gerber's work there is not finished, however, and he tells us that this is just a starter.

Here is how Mr. J. W. Duncan, also of the Portland Sales Division, landed a new agent at Reedville, Oregon, the other day. This is an extract from his town report:

> Sold Order No. 132 to Gassner Bros., new agent, replacing Fuller's and Masury's lines. I made this sale by taking off my coat and digging out all their old stuff, putting it in shape and then showing them the "dead ones" and what that like amount would mean if it were the S-W Brand; the disadvantage of mixing lines, etc. It pays.

Over one hundred thousand people saw our Booth at the National Orange Show, San Bernardino, Cal., February 17th to 23d, inclusive. We had one of the most attractive exhibits in the Industrial Department, and it brought us in contact with property-owners from all over the United States, as Southern California is a favorite Wintering place for Easterners.

We were honored by a visit from our worthy President, Mr. Walter H. Cottingham, early in March, and we know he was impressed not only with business conditions on the Pacific Coast but with our beautiful country and its wonderful climate.

Representative, E. T. Parsons, left the 12th of March for his annual trip to the Hawaiian Islands. The people of Honolulu, Hilo and Kahului, the three principal cities in the group, are all connoisseurs when it comes to selecting paint, for they will have nothing but Sherwin-Williams.

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AT THE END OF THE SECOND QUARTER



TOP-NOTCHER COMPETITION TO MARCH 1



ORDER OF TOP-NOTCHERS

	Points
Top-Notcher District Manager Mr. George Mowat, Southern District	585
Top-Notcher Sales Manager Birmingham-Savannah Sales Division	512
Top-Notcher Trade Sales Representative Mr. G. C. Conger, Southwestern District	695½
Top-Notcher Manufacturers Sales Representative Mr. L. W. Barney, Atlantic Coast District	344
Top-Notcher Railway Sales Representative Mr. R. L. Graves, Central District	362
Top-Notcher Cashier Mr. J. S. Covert, Texas Division	438
Top-Notcher Promoting Department Manager Mr. A. J. Kulhanek, Central District	382
Top-Notcher Superintendent Mr. A. A. Sims, Cleveland Factory	643

Top-Notcher Traveling Representatives

	Points
Central District	
1 J. T. Menefee	630½
2 F. B. Spangler	587½
3 E. L. Hess	569½
Western District	
1 O. Manneruel	671
2 G. J. Manassa	647
3 P. H. O'Neill	645½
Mississippi Valley District	
1 W. V. Hammond	706½
2 H. P. Reeds	698
3 W. D. Nichols	670½
Southern District	
1 J. H. Ashner	685
2 G. G. Menefee	679
3 C. E. Shaw	677½
Southwestern District	
1 G. A. Dorwart	691½
2 W. S. Ham	616½
3 W. H. Barber	611
Texas Division	
1 G. C. Conger	734½
2 S. M. Shelton	720
Atlantic Coast District	
1 A. Fuentes	670½
2 F. D. Spencer	648
3 W. H. Jarden, Jr.	631
New England Division	
1 E. T. Porter	681½
2 W. B. DeWolfe	661½
Pacific Coast District	
1 B. R. Rogers	681
2 E. D. Taylor	639½
2 S. G. Harkess	639½
3 J. W. Duncan	623½

General Standing Managers

District	District Manager	Place	Record	Points
Southern	Mr. George Mowat	1	95 12	585
Central		2	91 30	561½
Pacific Coast	Mr. L. W. Wolcott	3	88.29	543
Mississippi Valley	Mr. F. F. Myers	4	85 44	525½
Western	Mr. H. M. Ashby	5	84.22	518
Southwestern	Mr. W. R. Ashbrook	6	81 14	499
Atlantic Coast	Mr. H. D. Whittlesey	7	78.13	480½
Division	**Division Manager**	**Place**	**Record**	**Points**
Birmingham-Savannah		1	83 25	512
Cleveland	Mr. A. E. Kydd	2	80 49	495
Philadelphia	Mr. C. P. Jarden	3	80 41	494½
New Orleans	Mr. A. E. Allen	4	78 94	485
Los Angeles	Mr. J. B. Kurtz	5	73 98	455
Portland	Mr. W. J. Bland	6	70 00	430½
Dallas	Mr. F. A. Welsh	7	69 34	426½
San Francisco	Mr. D. A. Aronson	8	68 13	419
Chicago	Mr. S. H. Stewart	8	68 13	419
St. Louis		9	67 72	416½
Cincinnati	Mr. W. W. Haynes	10	65 04	400
Newark	Mr. J. R. Stout	11	57 97	356½
Minneapolis	Mr. J. P. Coleman	12	57 31	352½
Kansas City	Mr. F. B. Gable	13	55.28	340
Boston	Mr. B. B. Cannon	14	54 71	336½
Omaha	Mr. W. P. Clark	15	50.24	309

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Perfect Method Red Lead is greatly in demand throughout this District. It took a little pioneering work to get it started, but after the big consumers of such material had made tests they were quick to appreciate what a splendid article it was and what a saving it meant to them.

H. B. Lawrence has landed a fine new Marine account in San Francisco, having sold an opening order of about $800 to the Foard-Barstow Ship-Chandlery Company. This account should run into several thousand dollars annually, as they are probably the largest ship-chandlers on the San Francisco Bay.

Representative F. W. Wansner of the San Francisco Sales Division, had to convince nearly everybody connected with the Union Lumber Co., Fort Bragg, Cal., that they wanted our agency proposition before he finally received their opening stock order, which was a dandy. Mr. Wansner is one of the hardest men in the world to turn down or get rid of, and he spent two whole days in the little town of Fort Bragg, which only boasts of two thousand people, and his proposition was turned down several times before he finally got the order. It pays to be persistent.

As we are writing these notes, representative F. W. Wansner of the San Francisco Sales Division, telephoned in the following order from the Titus Land Co., Tracy, Cal., a new account:

2 Barrels SWP, 353	12 Barrels P. S. S., C-74
2 Barrels SWP, O. G. W.	12 Barrels P. S. S., C-76

BIRMINGHAM

THE Brighten Up Campaign is in full swing, our Birmingham agents, Byrum Hardware Company, have magnificent Brighten Up window displays in both their stores in Birmingham and Ensley. In two moving-picture shows they are running Brighten Up slides and changing every day.

One of the greatest results of our Brighten Up Campaign is found in the many back-to-life agents who never realized the possibilities of our great proposition until we inaugurated this wonderful selling campaign. All of the Southern District staff have been elected and initiated members of the National Brighten Up Club, and in turn they are converting and signing new members every day.

Tom Affleck, T-N, one of the famous Crescent City Division representatives fought for six weeks to land a straight car-load agency at Greenville, Miss. Four times he was compelled to temporarily retreat, but the fifth fierce attack brought glorious victory to him and spelled the crushing defeat for his opponent, who used every artifice at his command to hold the account.

Allen Steger, T-N, landed a $600 new agency order in Anniston, Ala., a town we have been trying to capture for years.

R. N. Ballow, T-N, stormed Albany, Ga., an insurgent town and planted the S-W Standard in the center of the city, with a $650 order.

C. E. Shaw, T-N (to be), bombarded Savannah, Ga., for a week before she surrendered and he established S-W headquarters with Adams Paint Co., a live-wire concern who presented him with the keys of the city and an $800 agency order.

Joe Ashner, T-N, made a night attack on Sarasota, Fla., and landed a Brighten Up new agency order amounting to $1200.

Roy Bennett, crossed the veldt in Arkansas and after a sharp skirmish captured a $550 new agency order.

Brooks Hodges landed Kelly-Brady Hardware Company, Mobile, Ala., for a $1000 order on shelf goods and varnishes.

George Menefee has just sold a 55,000-pound car of Paste Colored Paint to Byrum Hardware Company, in addition to a car-load of shelf goods, Flat-tone and Varnishes.

Mr. D. W. Hoge is after Maryland Coal Company, for a straight car-load of Preservative Shingle Stain, and it does look as if Dan would land it.

M. D. Palmer, New Orleans City Representative, landed a big C and M account, the first order of six half barrels P. M. Red Lead No. 1 at $2.25 per gallon.

The Dixie District is developing fast and prospects for future business are excellent.

KANSAS CITY

Our Slogan: "SEE SOUTHWEST SOAR!"

CERTAINLY we should continue to soar as a result of the Brighten Up Club Campaign. The way our agents are taking advantage of this Campaign, is surprising even to us; and we knew from the start that it was a winner. To date we have received requests for Brighten Up Campaign advertising from over 20 per cent of our agents; and the requests continue to come in with every mail, and we are working overtime to take care of them.

The way the painters are "falling for it" is a caution. It almost keeps one man busy taking care of their requests for Brighten Up Electrotypes and extra supplies of Buttons and Creeds for their friends.

Every one of the representatives has the Brighten Up Bee in his bonnet; and we can already see the results in the Weekly Sales report. We are talking, thinking and dreaming about the Brighten Up Campaign; and you will hear more about it from us later.

DALLAS

IT IS indeed pleasing to note the mighty fine manner in which the representatives of this Division responded to our appeals for business on December 1st and the phenomenal gains which have resulted.

On January 1st, we closed our books with a loss in business of almost eighteen and a half thousand dollars over previous years' figures; on February 1st the loss was cut down to approximately

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$4000, while March 1st shows a wonderful gain of over eleven and a quarter thousand dollars over last year's figures. This, we consider a wonderful sales record, and heartily congratulate each one of our representatives for the hard work and untiring efforts which are responsible for the splendid gain.

BOSTON

MR. A. E. Hunter, who has held various positions in the office, is now representing the New England District on Territory No. 407. His office experience will be of much assistance to him in connection with his present work. We wish Mr. Hunter much success.

Both Mr. W. L. Hessey and Mr. A. D. Campbell have graduated from the barrel class on Lime-Sulphur Solution to the car-load class.

Mr. W. B. DeWolfe has turned in some very fine orders for Arsenate of Lead. His orders cover the requirements of several of the near-by cities and also some of the largest orchardists in this district.

Orders are coming in nicely, and the majority of our agents are showing an increase in their business.

CHICAGO

HATS off to Chicago City Representative, Mr. R. W. Western. He has sold the well-known firm of Marshall Field & Company an Agency Order covering our full line of products, also has established our Agency proposition with the Stebbins Hardware Company, the largest and best Hardware firm in the city. He also has a few more good cards up his sleeve.

Three years ago not a gallon of Standard House Paints of any manufacture was sold in the city of Chicago. Today all of the largest department stores and leading merchants are carrying full stocks of the Sherwin-Williams Products, and enjoying a splendid sale on them at full list prices.

Representative Guy Lathrop establishes fifteen New Agency orders in one day.

The above record was performed when this live-wire representative closed a contract with the McCaull-Webster Elevator Company to place complete Agency stocks of our products in all of their fifteen yards at various points throughout the Northwest.

Mr. Lathrop is doing splendid work, and indications are that he will make an enviable record for himself this present fiscal year.

Where the Wheels Go Round



Cleveland

THE Cleveland factory suffered a great deal through the disastrous flood, which was general throughout Ohio, during the last week of March. Through continued rains, the Cuyahoga River began rising rapidly, Monday, March 24th. That evening the water was still four or five feet below a point where it would cause us any trouble, but it rose about six feet during the night and began coming into some of the basements early the next morning.

Regular operations at the plant were suspended, and all hands put to work in raising material above the expected level of high water. The water kept on coming up rapidly during the day, rising at times more than a foot an hour, until it was a little over eight feet deep in the boiler-room. All basements were flooded and there were two or three feet of water in all groundfloors and yards.

It had been impossible to put all material in a safe place, and quite a large number of barrels of Dry Color and boxes of tin plate were thoroughly soaked, and all power equipment was put out of commission.

The water receded slowly the next day, and on Thursday had gone down so that work of recovering from the damage was started. All places which had been under water were covered with a layer of slimy yellow mud and debris, and the only way they could be cleaned out was by thoroughly washing with the fire hose.

To get the power equipment back into shape required a tremendous amount of work, and even though the Mechanical Department worked in relays without any interruption, it was impossible to resume operations until Tuesday morning of the following week.

The actual loss of material did not prove to be as much as at first seemed probable, through the whole-hearted and strenuous efforts on the part of all connected with the Manufacturing Department. Quite a number of men worked unceasingly for thirty-six hours, and several were on duty for two or three days, merely snatching a few hours' sleep at the factory. The spirit with which all responded to the call for supreme effort was the source of much gratification.

Every effort was made to continue shipping during the week the plant was shut down, and all orders were handled with the greatest possible dispatch under the circumstances. The Newark and Chicago factories helped out to a great extent in this direction.

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As soon as the plant got into working order, all departments started operating at fullest capacity, with some overtime, and at the close of the week after the flood the delayed orders were almost all cleaned up.

In replacing the power equipment, it was installed so as to be beyond the possibility of any damage from any high water in the future.

AT THE last meeting of the Foremen's Club Mr. Belmont brought up the matter of improvements in the service between the departments. This led to an interesting discussion, and the conclusion that the consideration of inter-department service would have a prominent place in all meetings of the Club. Much good should result from this in helping all departments to work smoothly together.

At the close of the second quarter almost all of the foremen in the Cleveland factory show records in the operating of their departments which if kept up will earn for them handsome bonuses at the close of the year.

In the Superintendents' Top-Notcher Competition, the Cleveland factory stands first, with 643 points: Newark second, with 616 points: and Chicago third, with 573 points.

Miss Alma Fasnacht, who for about three years, has been in the cost work of the factory office, has been transferred to the Central District sales office, where her experience and knowledge of the goods is put to good use in the Invoicing Department.

Chicago

THE month of March has been an exceptionally busy one with the Manufacturing Department at Chicago, all departments having been operated at full capacity and with the trade situation demanding overtime in certain departments to take care of the requirements.

The factory felt the effects of the recent storm which passed over the central part of the country, and our operations were more or less upset for the time being, but at the present time we are operating the entire factory overtime in order to take care of rush business on hand at this plant, and also to relieve the Cleveland plant as much as possible.

Outgoing shipments have been exceptionally heavy, and the outlook from this point would indicate that the business is going to continue heavy for the next few months, we having had an exceptionally early start.

The Insecticide manufacture has been rushed as much as possible, for orders arrived early with the indications for an early Spring; at the present time our manufacture is considerably in excess of the same period last year.

Chicago's Foremen's Club

On March 4th, the Foremen of Plant No. 2 met and organized a Foremen's Club with a membership of thirty-three.

The following officers and committees were elected for the ensuing year:

President, Mr. T. L. Creager
1st Vice-President, Mr. N. Personaire
2d Vice-President, Mr. E. Douglas
Secretary-Treasurer, Mr. R. H. Coe

Amusement Committee
Mr. H. Kurtz
Mr. J. De Vries
Mr. M. Ostrander

Membership Committee
Mr. R. H. Coe
Mr. O. Krerchman
Mr. C. E. Beardsley

Fire Committee
Mr. H. Wurtman
Mr. W. Doesickle
Mr. E. Douglas
Mr. A. Reiter
Mr. A. Bushman

Sick Committee
Mr. B. S. Lutes
Mr. W. Colburn
Mr. A. Bushman
Mr. O. T. Pierce
Mr. H. B. Deck

This Club brings the foremen together in close touch with the management, and at the same time gives the men a chance to develop responsibility, and in that way, accomplish a great deal in developing themselves and increasing our general efficiency.

Newark

THE record for the last week of the month is one which we feel is deserving of comment. Reports show a very small quantity of Liquid Paint remaining unshipped at the end of the week, this including all shipping and warehouse orders; the average delay of all orders handled during the week figured only a little over three-fourths of one day. A better record was made in connection with orders for Insecticides, there being no unfilled orders on hand at the end of the week.

We have just begun the manufacture of Para Toners, which will increase our Dry-Color output very considerably, and will afford much needed relief at the Chicago factory. Mr. J. T. Purdy, formerly connected with the Chicago Dry-Color Factory, has been transferred to Newark. He will have charge of our Dry-Color Department. We extend Mr. Purdy most cordial welcome.

An automobile garage is one of the recent improvements, which will enable us to secure better efficiency in our Shipping Department, and will save the expense of outside storage, which has proved to be no small item.

The presentation of a piano to the employees of the office and factory and a presentation speech by our esteemed District Manager was an event which will long be remembered by those who were privileged to be present. The piano is in constant use during the recreation period.

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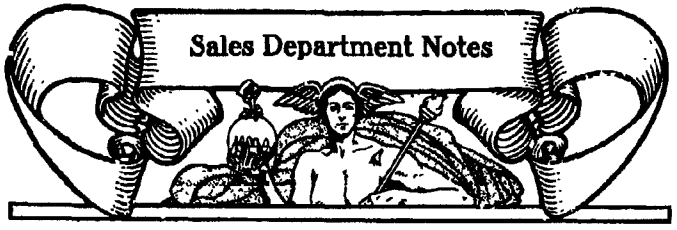

Representatives Competition to April 1st

CONGRATULATIONS, Mr. Berg! Through his strenuous efforts Omaha now takes the proud position as first in the number of new agents landed. While Omaha is first, Portland is mighty close behind, and going strong. The race between these two divisions for leadership is going to be interesting. Kansas City has crept up a couple of places and now occupies third place. Things are humming in Southwestern District these days.

Whew! that's a mighty fast pace Mr. Conger is setting. Due to his fine work, Dallas Division is easily first in new dealers and other accounts, while Mr. Lathrop of Minneapolis holds his division safely in second place. These two gentlemen, Messrs. Conger and Lathrop, certainly have solved the problem of how to "land 'em." Mr. Parker holds his division in third place by a small margin over a new contestant, Mr. Hess of Cleveland. The latter's spurt last month was a dandy.

Leaders in New SWP Agents to April 1, 1913

Omaha
- C. I. Berg — 25
- F. V. Brown — 8
- H. Dalton — each 7
- F. C. Steele

Portland
- J. W. Duncan — 22
- L. D. Taylor — 14
- B. R. Rogers — 10

Kansas City
- G. V. Dorwart — 17
- L. J. Clare — 16
- K. Miller — 15

Newark
- G. S. Spottiggue — 17
- H. J. Howell — 7
- W. H. Porter
- A. D. Collins — each 5
- V. Fuentes

San Francisco
- F. W. Wansner — 16
- M. M. Wolcott — 5
- W. E. Carter — 5

Savannah
- C. E. Shaw — 13
- R. N. Ballow — 10
- J. H. Ashner — 7

Philadelphia
- F. D. Spencer — 13
- W. D. Peyton — 9
- E. W. Heckel — 8

Cleveland
- W. V. Mason — 12
- F. R. Carruth — 10
- R. G. McKay — 9

Cincinnati
- F. R. Spangler — 12
- W. P. Hambaugh — each 9
- J. T. Menefee
- W. M. Hoey
- A. R. Cannon — each 6
- G. W. Gray

Chicago
- C. C. Bullinger — 12
- F. V. Spoon — 8
- C. F. Bennett — each 7
- H. O. Allen

Birmingham
- D. W. Hoge — 12
- J. V. Steger — 7

Texas
- C. S. Ragland — 11
- S. M. Shelton — 10
- W. L. Morgan — 7

Minneapolis
- P. H. O'Neill — 10
- H. C. Lau — 8
- O. J. Brude — 7

New Orleans
- R. P. Bennett — 10
- T. Affleck — 8
- B. Hodges — 5

St. Louis
- H. P. Reese — each 9
- R. J. Tooker
- W. V. Hammond — each 8
- G. K. Leis
- S. A. Doll — each 6
- C. D. Youngs

New England
- D. H. Thompson — 7
- W. L. Hussey — 6
- J. H. Haynes — 4

Los Angeles
- S. G. Harless — 4
- L. B. McDade — 3
- G. W. Burrill. — 2

Leaders in New Dealers and Other New Accounts to April 1, 1913

Texas
- G. C. Conger — 119
- C. S. Ragland — 38
- H. A. Welmaker — 32

Minneapolis
- G. L. Lathrop — 90
- O. Mannerud — each 36
- P. D. Randall
- N. E. Born — 20

Omaha
- J. Barker — 68
- C. I. Berg — 54
- F. C. Steele — 24

Cleveland
- E. L. Hess — 65
- F. R. Carruth — 30
- G. Dube — 29

Birmingham
- G. G. Menefee — 62
- L. A. Steger — 46
- D. W. Hoge — 39

Savannah
- C. E. Shaw — 61
- R. N. Ballow — 52
- J. H. Ashner — 48

Newark
- G. Alharran — 60
- W. S. Crook . — 54
- V. H. Collins — 39

San Francisco
- H. B. Lawrence — 56
- F. W. Wansner — 36
- W. E. Carter — 32

Philadelphia
- J. P. Minetree . — 50
- C. B. Albea — 48
- J. J. MacDonald — 42

Chicago
- R. W. Western — 50
- G. J. Manassa — 39
- C. F. Bennett — 38

St. Louis
- W. D. Nichols — 49
- G. K. Leis — 46
- R. J. Tooker — 36

Portland
- J. W. Duncan — 48
- G. P. Rogers — 43
- F. W. Hewes — 36

New Orleans
- M. D. Palmer — 48
- B. Hodges — 38
- T. Affleck — 31

Cincinnati
- W. P. Hambaugh — 43
- F. B. Spangler — 29
- W. J. Peters . — 24

Kansas City
- V. M. Bollman — 39
- E. H. Nolte. — 36
- G. V. Dorwart — 34

Los Angeles
- E. L. Culver — 36
- L. B. McDade — 15
- G. W. Burrill — 12

New England
- F. H. Ripley — 33
- J. H. Haynes — 30
- W. B. DeWolfe — 29



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