The Chameleon

Published each month at 611 Canal Rd., N. W., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff.

Vol. XIV. APRIL, 1911 No. 4

Bulletins



COPY of every bulletin issued by our Sales Managers, comes to the writer's desk regularly. There is nothing quite so interesting in the daily work as the reading of these chronicles of progress. It is a fine thing to be able to keep in touch with the good work of the representatives on the territories, and to know of the splendid results that are all the time being attained.

One of the best things about these bulletins is the fine spirit of optimism and enthusiasm which runs through them all. It is apparent, this year, that neither our representatives nor our Managers are permitting themselves to be discouraged by conditions, but that by the sheer force of their ability and the strength of our proposition, they are determined to establish another fine record for our Company.

The news of what other representatives are doing, must surely be of great help to everyone connected with the staff, for, throughout our Company, there is always a feeling that what has been done can be done again. If any particular representative's name does not appear in your Division Bulletin often, you may be sure that it is a source of disappointment to us at headquarters, for we are naturally anxious to know that every man is growing in ability and acquiring more power to do exceptional things.

We are planning soon to publish in each month's issue of the Chameleon excerpts from the good Division Bulletins so that all the staff may be privileged to know of all the good things that are being worked out.

Adriance Jayne

Gen'l Mgr. Sales & Distribution.

Promotions in the Auxiliaries Department



Mr. R. V. Brown

MR. R. V. BROWN, who was made superintendent of the Coffeyville Smelter, in October, 1909, succeeded Mr. Burr 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 Sinclaire, 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 transferred to the smelter, 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 W. E Corts

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.



SWP covers the earth, but it's SWV 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 Augustino

MR. A. B. AU
S-W man, l
ness position with
In five years Mr. A
assistant chemist t
the Coffeyville pla
his natural liking
work and such o
the International C
give. He made ra
in the laboratory
was made chemist
moted to superint
tion until Mr. B
and was then ma

Mr. Augustine
his technical traini
should prove a valuable man in his new p

Thomas L. Masson in "Lipp on "Brains"



RAINS are common to all parts of them have been found in sun and Newport.

They are originally used money is obtained by them it us

The quality of brains va
Mixed with ginger, they beco
spine, they are a necessity in every household

At one time they influenced literature, that literature could do without them. Si most exclusively devoted to advertising.

Brains are employed in various enter railroads and other systems of transportatio and are used extensively in evading the l and gasoline, but are absorbed by alcohol.

Brains are bought and sold in open m in on the exchange, in Washington, in A centers. The best quality, however, are no times they are not even heard of until l away.

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Selling Arguments that have made good



[We asked Mr. J. J. Twaddell, of the Texas Division, what arguments he uses in selling Flat-tone. Here is his letter. The exchange of these ideas is very interesting.—Ed.]



I HAVE often been impressed with an advertisement, being run in a local paper by a dealer in my home town, the headlines of which always read: "What I Know About Hardware."

It is what we know about anything, that inspires confidence in others. If I have enjoyed a certain measure of success in the sale of Flat-tone, it is because I have unbounded confidence in the goods, which is not an imaginary one with me, but is born out of actual tests made. My first method was to secure a sample package, get a painter, and have a space finished in the presence of my prospect; upon my next call I would apply a grease spot, then wash it off with soap and water. This operation being so successful that the taking of the order was more a matter of form.

It doesn't require any special art in salesmanship to sell Flat-tone, but is purely a mechanical proposition. Secure a package, either have it worked out, or do so yourself. The velvet effect will speak for itself, put it to the washing test, then all of the features for which it is intended will be a proved fact.

It takes time to test some of our goods, but only a few days for Flat-tone. Your conviction will be so thorough, that when you again face a prospect, he will be so impressed with "What you know about Flat-tone" that he is at once convinced that your product is in a class by itself. It has solved a long-felt want, inasmuch as it is both decorative and durable, producing a waterproof coating. It has no competition based on its merits. It is the high art of paint making, the culmination of our facilities and skill, and the only weapon necessary in the sale of it is a knowledge of the goods.

There's an SWP for All of Us

To the Advertising Department—Secure Wide Publicity.

To the Selling Force—The Sherwin-Williams Proposition.

To the Shipping Department—Ship With Promptness.

Altogether—Start With Promptness, Stick With Persistency and Success Will Prevail."

W. W. Sime.

The Sherwin-Williams Order of Top Notchers, March 1st, 1911

Top-Notcher District Manager — Points

Mr. F. F. Myers, Mississippi Valley District 551½

Top-Notcher Sales Manager

Mr. G. G. Mowat, New Orleans Sales Division 531½

Top-Notcher Trade Sales Representative

Mr. J. J. Whalen, Winnipeg Sales Division 725½

Top-Notcher Manufacturers' Sales Representative

Mr. L. B. Quinn, Western District 373½

Top-Notcher Railway Representative — Points

Mr. E. S. Donnelly, Southwestern District 362

Top-Notcher Superintendent

Mr. W. J. Lawson, Newark Factory . . . 275

Top-Notcher Promoting Department Manager

Mr. H. W. Nessel, Mississippi Valley District 340

Top-Notcher Cashier

Mr. T. G. Murphey, Southwestern District 399

General Standing Managers' Top Notcher Competition, March 1st, 1911

	District Managers	Place	Record	Points
Mississippi Valley,	Mr. F. F. Myers,	1	89.67	551½
Western,	Mr. R. W. Sample,	2	79.92	491¼
Canadian,	Mr. C. C. Ballantyne,	3	79.03	486
Pacific Coast,	Mr. L. W. Wolcott,	4	75.13	462
Central,	. . . . .	5	73.66	453
Atlantic Coast,	Mr. H. D. Whittlesey,	6	72.85	448
Southwestern,	Mr. F. B. Gable,	7	71.30	438½
	Sales Managers			
New Orleans,	Mr. G. G. Mowat,	1	86.42	531¼
San Francisco,	Mr. D. A. Aronson,	2	85.85	528
Winnipeg,	Mr. W. S. Fallis,	3	77.33	475½
Newark,	Mr. J. R. Stout,	4	70.65	434½
Los Angeles,	Mr. J. B. Kurtz,	5	67.80	417
Omaha,	Mr. H. B. Sevier,	6	66.75	410½
Chicago,	Mr. S. H. Stewart,	7	61.09	394
Cleveland,	Mr. A. E. Kydd,	8	60.81	374
Montreal,	Mr. R. C. Mixson,	9	59.59	366½
St. Louis,	. . . . .	10	58.46	359½
Savannah,	Mr. J. A. Bowman,	11	54.63	336
Dallas,	Mr. W. R. Ashbrook,	12	51.38	316
Minneapolis,	Mr. J. P. Coleman,	13	48.05	295½
Kansas City,	Mr. W. P. Clark,	14	46.67	287
Philadelphia,	Mr. C. P. Jarden,	15	41.46	255
Portland,	Mr. W. T. Bland,	16	41.06	252½
Cincinnati,	Mr. W. W. Haynes,	17	37.64	231½
Boston,	Mr. W. H. Porter,	18	32.68	201

Top-Notcher Travelling Representatives, March 1st, 1911

Trade Sales Department	Points
Central District	
1—J. H. Hall	664½
2—W. W. Stevenson	603½
3—R. J. Cook	596
Western District	
1—R. Cluxton	686
2—F. A. Bush	680½
3—P. H. O'Neill	618
Mississippi Valley District	
1—T. Affleck	733½
2—A. E. Allen	725½
3—J. A. Steger	687½
Southwestern District	
1—F. M. Roach	680
2—C. I. Berg	651½
3—F. A. Brown	644

Trade Sales Department	Points
Atlantic Coast District	
1—F. C. Donnison	637
2—A. D. Kiser	611
3—W. H. Jarden, Jr.	610½
New England Division	
1—J. H. Haynes	732
2—E. T. Porter	611
Pacific Coast District	
1—H. W. Gerber	609½
2—I. V. Sater	683½
3—F. W. Wansner	656½
Canadian District	
1—J. J. Whalen	695
2—I. H. Hawkins	647½
3—J. E. Auger	590½

Manufacturers' Sales Department	
L. B. Quinn	373½

Railway Sales Department	
E. S. Donnelly	362

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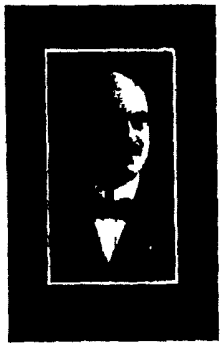
Reminiscences of the Road

[There is much in the following article, by Mr. A. Massee, that our readers can profit by. His estimation of the value of persistency in salesmanship, speaks well for his sound judgment. Mr. Massee's "pet idea" is quite original.—Ed.]



Mr. Alexander Massee

PERSEVERANCE is a tool which will crack a good many "hard nuts" in business. I know whereof I speak, as the importance of perseverance as an underlying principle in the science of salesmanship was impressed upon me many years ago, and very early in my career as a city salesman in New York, where my first timid words of persuasion were spoken. The boss told me that I must sell a certain customer of another house, who had a reputation of being very disagreeable and hard to approach. I called on this man for the first time on a warm summer day, but was given a most frigid reception, and lost no time in telling my employer what a "grouch" I had found his customer to be. The boss simply said, "You call on this man once a week until you sell him, if it takes five years." I called on my prospect regularly once a week for about six months without obtaining a single order, and my chances for a permanent job of five years began to look very good to me. Intuition told me, however, that this very disagreeable customer did not altogether dislike me, especially because I did not insist on staying more than five minutes. Finally, one morning he asked me if I would do him a little favor. I said I would, and began to sharpen my pencil to take down his first order. He said quite kindly: "Please do me a favor; leave me alone for about six weeks." I said I would, but called again the next week as if nothing had happened, and when "Mr. Hard Nut" saw me coming in, he actually laughed like a human being, and said, "I almost expected you this morning, and think I will give you a little order." I said, "I knew you would, some day," and, after that, this man became a very good customer of mine as well as a good, personal friend, for many years.



"Was Given a Most Frigid Reception"

I find, however, that besides perseverance, something else is needed to convert some difficult B. P. A.'s into S-W Agents. Missouri is no longer the only state in the Union famous for its many visual manifestations. They want



"The Beauty of Increased Profits"

to be "shown," nowadays, also in Pennsylvania and Ohio. Now, I believe the very length of our magnificent advertising proposition, when presenting same to a B. P. A., increases the danger of describing its many features in a more or less conventional manner, very much like numerous competitors do.

While talking, recently, to a B. P. A., who is now an enthusiastic S-W Agent, I noticed that he was getting rather weary of my quite eloquent description of Agency Signs, Color Cards, Paddle Racks, Counter Album, etc., so I cut short my talk on mere advertising matter and made it very plain to my prospect that I was trying to sell him paint and not advertising matter. Instead of the beauty of The Little Paint Man Moving Sign, I dwelt upon the beauty of increased profits in dollars he would surely make by his (The Little Paint Man) aid, and that of our many advertising features. It may have been a mean thing to do, but I told him, and it made him quite "sore" toward his last paint manufacturer, that he worked entirely too hard himself, having to push every gallon of paint he sold across the counter to his customer through his own physical and mental efforts. I showed him that while he sold say 30 gals. of his old paint, by his own hard work, and made a profit of $15.00, he could, in the same and probably less time, sell at least 50 gals. of SWP and make a profit of $25.00 or more on account of the increased demand for SWP through our co-operation. Later this customer actually told the salesman of his first paint firm "that he put in SWP because he had gotten tired working for them all alone for ten years."



"My Original and Pet Idea"

I do not mean to imply by this that I undervalue the impression a beautiful display of our advertising matter and our decorative proposition makes upon the subconscious mind of a customer, but the more original and striking, and less conventional it can be made nowadays, the more it will impress a B. P. A. I hope that some day the Advertising Department will adopt my original and pet idea, to simply project our best advertising and facility features upon a white screen, by the most approved moving-picture machine method, with the customer comfortably seated in the salesman's hotel room listening to a little lecture talk. A few good phonograph records of "The Little Paint Man song," sung by Caruso, or a "SWP Aria" by Mary Garden, may help some too! And

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think of Mr. Gill packing up this outfit in five minutes, instead of five hours, and making three towns a day instead of two a week! ! ! !

I know the Editor has requested "Hard Nuts to Crack" stories, but how about "soft nuts"? When I used to sell a paint that had something to do with the "Sun," I was once sent, very much against my will, to investigate an inquiry from a town of only 50 people. I found one of those large, "away back in the country," general stores, and the proprietor soon convinced me that he could sell over 1,200 gallons of paint a year to his big, farmer trade, and told me to rush out 400 gallons that very day. I made this sale in less than ten minutes, without any effort on my part. However, I was highly complimented and publicly praised by the manager, and my ability to sell 400 gallons of paint in a town of 50 was the topic of a circular letter to all other salesmen! More paint than people! ! !

The Co-operation of Your Agents

THE representative who achieves the greatest success is not the one who relies upon his own individual efforts alone, but the one who enlists the co-operation of his agents and gets them to become in reality local representatives of the Company. If your agents are enthusiastic workers and go after the paint and varnish trade in the same energetic way as you do, then they will be successful and of course your ultimate success depends upon their accomplishment.

You never had a better opportunity than the present for inspiring any of your agents who are inclined to be lukewarm over the paint proposition. With the Spring S W P sent out last month we outlined the campaign worked out for them and it devolves upon you to see that all your agents actually work closely with us this spring if you have made up your mind to bring results.

Every representative will agree that the spring window trim is the most effective we have ever had—which is saying a great deal. It will not do any good, however, unless it is used. The majority of your agents will appreciate this and display it, but it's the lukewarm ones whom you should go after. A well displayed assortment of paints and varnishes placed in their window together with this window trim will be very effective.

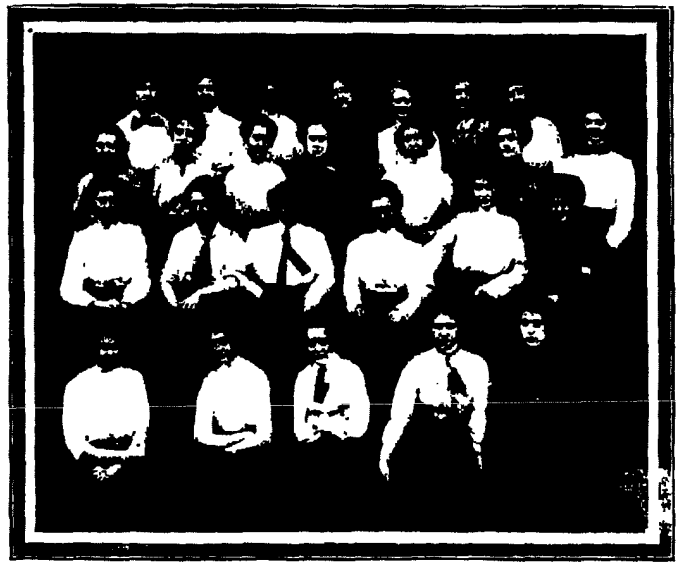
Your district Promoting Department is well equipped to give the best service to your agents who should regularly send in lists for the Personal Letters and the Decorative Service. The work of the Decorative Department is a great help and it is a good plan for you to always carry a few of the information blanks with you so you can explain the system to your agents. Then there is the series of newspaper advertisements. These are prepared so that even the small agents can afford to use them.

The Cleveland Brighten Up Girls

SO constantly has the "Brighten Up" slogan of our company been before us, that he is a pessimist indeed who will not heed its insistence. And now come the "Brighten Up" Girls. Twenty of them have banded together, and each Monday evening are to be found in the Sherwin-Williams rest room, with busy fingers and busy tongues. The weal and woe of the club has been entrusted to an executive committee, Miss A. McNamara, Miss S. Lasch and Miss M. McGinnis, the first named performing the duties of secretary.

The object is reciprocity. The member who is an adept at embroidery will give the benefit of her skill to any other aspirant in the art of needlework. Dressmaking has also found its advocates, to say nothing of millinery. In fact, the club boasts six members who are wearing Spring bonnets, resulting from their own handiwork. Some of the girls expect to beautify their homes with stenciling, and are busy planning economical but artistic furnishings.

The chief source of pleasure so far, however, has been found in dramatics. "A Fool There Was" has been given impromptu by a judiciously selected cast. The Vampire was portrayed with wonderful



The Cleveland Brighten Up Girls

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ability by Miss Ahern, and the audience showed its appreciation of the burlesque by side-splitting laughter. Music and dancing adds much to the enjoyment of the evening, and there are those among us who have exhibited rare skill and grace in the performance of a genuine bear dance.

The club looks forward with great anticipation to the summer months, when tennis, outings and long walks will be planned for Saturday afternoons. It is to be seen that the possibilities for the "B.U.Gs" are many and their limitations few. Nothing that is enjoyable—except gossip—has been eschewed. Any girl employed at the Cleveland office, who wants to spend a pleasant and profitable evening, will please consider herself most cordially welcome.

This is an idea that will doubtless be favored by the girls in our other offices, as not only is a great deal of benefit derived from these meetings, but much genuine pleasure as well. The Editor will be pleased to hear from any new "Brighten Up" clubs that are founded.

The Man Who Wins

The man who wins is the man who works—
The man who toils, while the next man shirks;
The man who stands in his deep distress
With his head held high in the deadly press,
Yes, he is the man who wins.

The man who wins is the man who knows
The value of pain and the worth of woes,
Who a lesson learns from the man who fails
And a moral finds in his mournful wails;
Yes, he is the man who wins.

The man who wins is the man who stays
In the unsought paths and the rocky ways;
And, perhaps, who lingers now and then,
To help some failure to rise again.
Ah! he is the man who wins.

And the man who wins is the man who hears
The curse of the envious in his ears,
But who goes his way with his head held high
And passes the wrecks of the failures by—
For he is the man who wins.

"No bar and padlock stands between you and the place or opportunity of your ambition. Its door is always open, and you can pass in whenever you will—if you can show the passport of competency."

Recent Progress in Car Painting

By Mr. F. A. Elmquist, in the "Electric Railway Journal"



THE essential problem of the car maintenance department is to keep the rolling stock in operating condition, but this does not imply that the durability and appearance of the car bodies should be neglected. It is not always appreciated that a car which is kept in proper painting trim has two positive advantages: First, it favorably advertises the company and so attracts business; second, it possesses the maximum durability, which means ultimate economy. Perhaps one of the great deterrents to painting cars at more frequent intervals is the loss of service on account of their long stay in the shop. In discussing painting problems in general, it may, therefore, be of interest to begin with the subject of painting schedules.

Painting Schedules

At present two systems of painting schedules are in extensive use, one of which is a fourteen-day, nine-coat process and the other a nine-day, six-coat process. The longer schedule is favored for new cars on account of the greater porosity of new wood. It is a standard rubbing system in which block pumice stone and water are used. This schedule is shown in detail in Table I.

TABLE I.—14-DAY, 9-COAT SYSTEM FOR THE EXTERIOR FINISH OF ELECTRIC CARS

First day	Prime.
Second day	Putty.
Third day	First coat car surfacer.
Fourth day	Second coat car surfacer.
Fifth day	Third coat car surfacer.
Sixth day	Rub (block pumice stone and water).
Seventh day	First coat color.
Eighth day	Second coat color.
Ninth day	Letter and decorate.
Tenth day	One coat of durable railway rubbing varnish.
Eleventh day	Let stand.
Twelfth day	First coat durable railway finishing varnish.
Thirteenth day	Let stand.
Fourteenth day	Second coat durable railway finishing varnish

The large steam railroads have universally discontinued the use of rubbing varnish on the outside of the car, as have also a large number of electric lines. In some cases this is replaced by an extra coat of finishing varnish. This substitution would not change the time of the schedule given in Table I. A good many railways now, while requiring three coats of varnish on new equipment, give but two coats in the repair shop when the car is first refinished. Experience seems to commend this practice.

The nine-day process shown in detail in Table II, is a six-coat system which has been adopted by several important electric railways.

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TABLE II.—9-DAY, 6-COAT SYSTEM FOR THE EXTERIOR FINISHING OF ELECTRIC CARS

First day- Prime
Second day—Putty.
Third day—One coat body leveling (knifed)
Fourth day—Sand and first coat body color.
Fifth day—Second coat body color
Sixth day—Stripe and number
Seventh day -First coat durable railway finishing varnish
Eighth day—Let stand
Ninth day—Second coat durable railway finishing varnish

In this process the body leveling can also be used as a brush coat by thinning with turpentine to a brushing consistency, when a brush coat is preferred to the knifing coat.

Where speed is required it is possible in a well-ventilated shop to stripe and letter on the afternoon of the fifth day; to give the first coat of varnish on the morning of the sixth day and the second coat of varnish on the afternoon of the seventh day. This gives the same advantage in time that is obtained by some of the quick systems that have attracted attention. While this practice may be safe in the majority of cases it nevertheless seems certain that it involves an element of risk which is not warranted except where the need to get the car in service again immediately is imperative.

There is probably but little difference in durability between the long and short systems given in Tables I. and II. What difference there would be would theoretically be in favor of the system outlined in Table I. This opinion is probably confirmed by the fact that it represents almost the universal practice among the steam railroads, and, to a large extent, among the electric railways. The system given in Table I. will undoubtedly produce a better finish. On the other hand, the system given in Table II. has the advantage of costing less for material and labor.

These two painting schedules also apply to steel cars, but in rubbing steel to a surface the users should avoid water and pumice stone. The best method is to employ a mixture of raw linseed oil and benzine and to do the rubbing with emery cloth. While this may not give so smooth a surface as water and pumice stone, no possible chance of starting corrosion can arise on account of rubbing through to the iron, which is unavoidable, and having water get around the rivets and open joints.

Some railroads are using the Enamelastic system shown in Table III. on their steel cars. After the surfacing is done there is applied a first and second coat of Enamelastic finish with two coats of varnish. This gives better results than where a flat color is used, for in rubbing a steel car to a surface the men invariably rub through to the steel—more so than on wooden cars. By using the Enamelastic there is attained a much better adhesion to the metal, where rubbed through,

than is possible with a flat color. The steam railways can use this method to better advantage than electric railways, because they have less decoration and use dark colors. On the whole, this system gives better results on steel than the flat color system, wherever it is practicable to use it. It is the best available standard for the durable painting of steel cars. This process requires 11 days, as is shown in Table III.

TABLE III.—11-DAY, 7-COAT ENAMELASTIC SYSTEM FOR STEEL CARS

First day—One coat steel primer.
Second day—Putty.
Third day—One coat surfacer.
Fourth day—Coat body leveling (knifed).
Fifth day—Sand (using two-thirds oil, one-third benzine and emery cloth).
Sixth day—First coat No. 1 Enamelastic.
Seventh day—Second coat No 2 Enamelastic.
Eighth day—Letter and decorate.
Ninth day—First coat durable railway finishing varnish.
Tenth day—Let stand.
Eleventh day—Second coat durable railway finishing varnish.

This is cheaper than the 14-day, 9-coat method, both in labor and material. With regard to the table, it may be added that in some cases the second coat of finishing varnish is not used, but the best results are obtained by applying the same, for thereby the cars can be kept in service for four months longer. The body-leveling coat should be knifed on letter boards, posts, belt rail and all panel work, but thinned to a brushing consistency with turpentine and brushed on all other work.

(To be concluded in next issue.)



Photograph taken at recent meeting of Savannah Sales Division Representatives

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Central District

The San Jose scale in Central District will soon be a "dead one." The manner in which all of our representatives are going after the Lime and Sulfur Solution and Arsenate of Lead business is very pleasing indeed.

Other parasites (cheap paints and varnishes) are gradually being eradicated by the energetic efforts of the Central Division men. Flattone and Varnish seem to be the slogan of many of our representatives, who are going after the business and, incidentally, getting it. These two splendid lines help greatly toward making the pessimistic ones "Brighten-Up."

We regret to report that our special representative, Mr. John I. Gill, is confined to his room with a severe attack of erysipelas. We certainly miss his splendid assistance, and hope for his speedy recovery.

Mr. W. H. Bowman, who formerly represented us on territory 49, has been transferred to territory 6, to succeed Mr. Hugh McCallum, recently resigned. Mr. Bowman's aggressive methods and careful detail work will soon place territory 6 among the leaders.

Mr. Albert Kulhanek will succeed Mr. Bowman on territory 49. Careful and accurate work, while in the trade sales department, has brought Mr. Kulhanek this well-earned promotion. We bespeak for him the hearty co-operation of all departments toward making his work a success.



Pacific District

Central Pacific Division

Business in San Francisco picked up immediately after it was selected as the Exposition City, and between now and 1915 we look for a big improvement in business conditions, as considerable building will take place between now and the Fair.

S-W Preservative Shingle Stain will help beautify Idora Park, which is probably the most beautiful amusement park in California. Unlike most amusement parks, there is not a white building on the entire grounds. The buildings border on the rustic, being constructed of shingles, and our representative, Mr. B. R. McBride, was successful in selling P. S. S.

Mr. F. W. Wansner, one of our new men, landed six new agents in three weeks—a mighty fine showing, we think.

We are pleased to announce the return of Mr. R. A. Carder to The S-W ranks. Mr. Carder represented us on territory 501, in the State of Washington, for several years, but resigned a year ago to engage in ranching. Mr. Carder has been assigned territory 504—the city of San Francisco.

Mr. E. T. Parsons, our Railway representative, sold the United Railroads of San Francisco 6½ barrels of Flaxoap.

Mr. Gerber has demonstrated the importance of following up Decorative operations promptly, as he reported, in one week, sales aggregating $500, which resulted from Decorative Department suggestions.

Mr. S. G. Harless, of the Southern Pacific Division, has just returned from his Arizona trip, after having booked some very large orders. He has his trade beautifully lined up in that State, and succeeded in selling the majority of his agents O. D. P. White Lead. One order was for 4,000 pounds.

To the Promoting Department is given credit for landing three new agencies in one week, without the assistance of salesmen. The orders were secured by mail—one of them amounting to $300.

SALES DEPARTMENT NOTES

Representatives' Competition to April 1st, 1911

Leaders in New SWP Agents

Winnipeg Division

A. J. Boyd	19
J. B. Buckham	11
W. J. Miller	10

Montreal Division

R. E. Stinson	18
A. L. Cowley	16
R. Vincent	12

Omaha Division

L. J. Heim	18
C. L. Berg	11
F. C. Kellower	8

New Orleans Division

L. A. Stoger	16
J. G. Ward	13
J. H. Ashner	10

Cincinnati Division

B. L. Reynolds	16
F. H. Bogrand	6
J. T. Menefee	5

Texas Division

E. Gross	13
J. J. Twaddell	12
F. M. Roach	8

Kansas City Division

E. J. Clare	13
G. A. Dorward	9
B. A. Grote	each 8
W. H. Barber	

Portland Division

C. S. Travers	12
W. H. Lilley	10
G. F. Rogers	each 6
I. V. Sater	

Minneapolis Division

H. C. Lau	11
J. M. Trow	8
P. H. O'Neill	5

St. Louis Division

R. J. Tooker	11
G. E. L. Dyson	6
H. P. Reeds	5

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Cleveland Division
G. Dube 10
J. A. Magill, J. H. Hall ..... each 8
A. Massee 4

Newark Division
M. B. Millspaugh 10
G. S. Spettigue 5
A. D. Collins 4

San Francisco Division
F. W. Wansner 9
H. W. Gerber 5
W. E. Carter 2

Chicago Division
F. A. Bush 8
R. W. Jay, F. A. Spoon ..... each 4

New England Division
J. H. Haynes 7
W. L. Hussey 6
H. C. Stratton 3

Philadelphia Division
J. P. Minetree 6
W. H. Jarden, Jr. 4
A. Larkins, C. M. Jarden ..... each 3

Savannah Division
L. D. Wilson 4
A. D. Kiser 3
H. F. Hinish 2

Los Angeles Division
M. M. Wolcott 2
G. W. Burrill 1

Leaders in New Dealers' and New Other Accounts

Newark Division
G. A. Alharran 219
F. L. Foy 47
G. S. Spettigue, J. D. Atherton ..... each 39

San Francisco Division
F. W. Wansner 58
H. W. Gerber 38
W. E. Carter 34

Minneapolis Division
G. L. Lathrop 56
F. D. Randall 54
H. C. Lau 45

St. Louis Division
G. E. L. Dyson 53
R. J. Tooker 43
T. S. Bradley 26

Philadelphia Division
A. Larkins 51
F. E. Drew 49
G. E. Elliott 43

Texas Division
G. E. Cannon 50
F. M. Roach 34
E. Gross 29

New Orleans Division
A. E. Allen 49
T. Affleck 45
J. G. Ward 36

Cleveland Division
W. A. Mason 48
A. N. Patriarche 33
G. Dube 32

Cincinnati Division
B. L. Reynolds 47
F. H. Bogrand 44
W. P. Hambaugh 34

Montreal Division
W. L. Masslah 47
J. E. Auger 23
D. Crevier 22

Omaha Division
F. C. Kenower 41
F. A. Welsh 25
L. J. Heim 20

Savannah Division
A. D. Kiser 39
F. D. Spencer 36
H. F. Hinish 33

Chicago Division
J. R. Church 37
R. W. Jay 35
G. J. Manassa 34

New England Division
J. H. Haynes 37
R. M. Fay 26
E. S. Blanchard 23

Portland Division
I. V. Sator 36
W. H. Lilley 35
C. S. Travers 35

Kansas City Division
E. H. Nolte 35
E. J. Clare 34
A. M. Bollman 29

Los Angeles Division
L. B. Mellade 17
G. W. Burrill 13
M. M. Wolcott 8

Winnipeg Division
L. M. Williamson 17
H. H. Enger, W. J. Miller ..... each 9
W. R. Portruff, J. B. Buckham, J. H. Hawkins ..... each 7

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THINGS move along so rapidly now-a-days, that people who say "*It can't be done*" are interrupted by somebody *doing it.*

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The Chameleon

APRIL *1911*



"But for me," says Chantecler,
"Things would never lighten up,—
And minus light, conceive your plight—
How could you Brighten Up?"