



*There are many folks who claim
That there's nothing in a name;
You just ought to see me jump—
Leap-year has me on the jump!*

Charles B. Smith

The Chameleon

LIFE

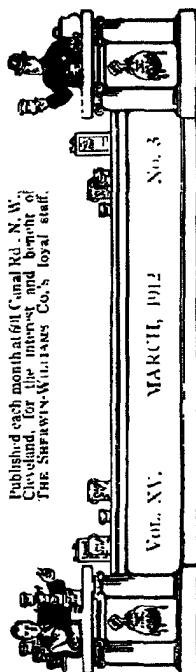
*We live in deeds, not years; in thoughts,
not breaths; in feelings, not in figures on
a dial. We should count time by heart-
throbs. He most lives, who thinks most,
feels the noblest, acts the best.*

—Selected

MARCH 1912

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. XV.

MARCH, 1912

No. 3

The Spring Campaign

ANOTHER spring season is fast approaching, indeed it will be here in some sections by the time this number of *The Chameleon* reaches its readers. Spring-time is harvest-time in the paint and varnish business. Our records—and yours—are made in the spring-time. That is why we make so much and such elaborate preparation for the Spring Campaign. That is why we are anxious to have our agents do the same. We have been carrying on these campaigns for a long time, and I hope no one on that account loses interest or faith in them. They are always different, and I think always better. We try to make them so.

We all need stirring up at times, we are so apt to get in a rut, and "jog" along like an easy-going driver on the street-car tracks. The campaign is to "yank" us out of the rut and to wake us up to new efforts and vigor. It is a spring tonic for our agents and ourselves.

The paint and varnish business, in my opinion, needs a tonic now, more than it ever did, and perhaps we all do. There has been something lacking in ginger and snap, but in this organization there has been nothing lacking in determination and confidence. The same old faith in our house, in our goods and in ourselves is alive, and I call upon you once more for that extra exertion which, put forth at this time of year, brings forth results in abundance.

It's hard to get business just now; we must grant that; but I've seen it even harder, and we've gotten it. Somehow or other we always get it, and I guess its because we're always after it. The work done

Mr. Walter H. Cottingham



Some Spring Campaign Ads in the Magazines

by the entire selling force under present conditions—since the beginning of our new year has certainly been splendid, and I most heartily congratulate all of you, and am not at all fearful of the usual good results from our New Campaign now under way.

Arthur H. Stein
President

Address to the Get-Together Club

At a special meeting on Tuesday evening, January 30th, Mr. Samuel Davis, a well-known advertising specialist of Cleveland, spoke before the Get-Together Club and their guests of the evening, The Foremen's Club and The S.W. Glee Club. The subject of his address was "The Irresistible Power of Correct Thinking," in which he pointed out the wonderful opportunity for self-development by training one's mental faculties to think constructively.

After the talk by Mr. S. Davis, a few words were spoken by Messrs. H. A. Sherwin, W. H. Cottingham, A. D. Joyce, G. A. Martin and W. H. Albright. The Glee Club offered several selections, and a vocal solo by Mr. J. D. Jones completed a most enjoyable and instructive entertainment.



Another Twenty-Five-Year Record

WE ARE pleased to show the portrait of Mr. Adam Stein, who was recently presented with a gold watch and certificate of long service by Mr. W. H. Cottingham.

Mr. Stein was for many years in the employ of the Company as Pipe-Fitter, Electrician, and later, as Inspector. For the last three years, he has occupied a position of gardener at Mr. Cottingham's home, so having completed twenty-five years' service with the Company and its President, Mr. Cottingham thought Mr. Stein was entitled to the usual recognition and presented the watch and certificate personally.

Mr. Stein entered the employ of the Company in January, 1887, and has always been a loyal, cheerful and efficient worker.



Advance News on the Spring Campaign



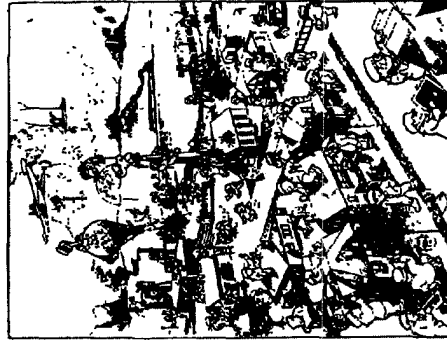
FOR many weeks our representatives have been looking forward with eagerness to the announcement of our Spring Campaign. Full details of the various plans will be published in bulletins issued by the local sales managers in a few days' time, and we urge every one connected with our organization to help in making this the busiest spring we have ever enjoyed.

On the frontpiece we show a group of some of the general magazine advertisements, copies of which have already been sent to the representatives. While our advertisements have appeared during the entire winter, the real campaign commences with the February, March and April publications, and will continue during the spring and early summer. In the supplement to *The S.W.P.* we give a complete list of the magazines in which we are advertising, both with color and black and white. It is noticeable that this year the inquiries received for our "Style Portfolio of Home Decoration" are of a better character than heretofore.

The window display this year is a new departure in paint advertising, and should prove a great success. It is entirely different from anything that has been attempted before by a paint and varnish manufacturer. The display will be mailed about April 1st to all agents who can use it, and each representative should personally see that it is properly employed. This window trim is quite an expensive feature, but if used effectively, will be profitable advertising to both our agents and ourselves.

About March 15th, the *Spring Campaign S.W.P.* will be sent to all agents. This will be a regular sized number, containing an outline of the campaign and urging our agents to take an active interest in the selling of paints and varnishes this spring. Talks will be given on our various co-operative helps, including the Decorative Department, Property-Owner Letters, etc. A four-color supplement will be enclosed, containing proofs of our advertisements in the magazines and farm papers, so arranged that the agent can affix it to his store window with the color pages in front where they can be seen by passers-by.

In the full-page electro



Cartoon on front cover Spring "S.W.P."



offered to our agents, we are advocating a Brighten-Up Week, and want every representative to interest his agents in the plan. From the reproduction of the advertisement the general style can be seen. Our full-page electros have been so successful in past years that we expect this one to appeal greatly to the agents.

Enclosed in this issue of *The S I P* there will also be a sample of a banner we have made up, and which the agent can order from us. A property-owner blank will be included as well, as we mean to make the campaign as complete as possible.

Be sure to keep a few copies of the spring *S I P* in your portfolio to show your prospective customers, and also see that all your agents use the many helps we have prepared for them.

Join the "All's Well" Brigade

Join the regiment of "Great Hearts"
Of the men who "Do-and-Dare,"
March with privates "Yes" and "Surely,"
'Gainst the ranks of "I-Don't Care."

Join the "Laugh-When-All-Is-Blue boys,"
Under Colonel "Stick-It-Out,"
Drill with Captain "Put-It-Over,"
And Lieutenant "Let-Them-Shout."

Learn the regiment's favorite march tunes,
"If we're Going On Ahead,"
"Never Give Up," "Fight Smiling,"
"Only the Dead Are Dead."

So shall you "Get the Habit,"
Just through that steady drill
Of "Do," "Do More," and "Do Better"
In the army of "I Will."

—G. C. Conger, Texas Division.

Grit is not a good thing in a paint formula, but in your selling formula it can't be beat. Try it. —If' R. Ashbrook



THIS is "Brighten-Up" week—the time for a genuine, old-fashioned house-cleaning—made easier by modern appliances and labor-saving helps. It is not only the time for cleaning and scrubbing and polishing; but for brightening up the home with paints and varnishes and making it permanently cheerful and cozy. Its surprising what a lot you can do with a can of paint, varnish or enamel, a brush and a little energy. That old floor, your soiled and scratched woodwork, the dingy cupboard—all these can be made clean and new, if you use the proper Brighten-Up Finish.

And don't neglect the outside of your home. Painting not only makes it look fresh and neat, but protects the wood and metal from decay and rust, lengthening the life of the building. Of course, the important thing is choosing the paint which looks best, wears the longest, is the easiest to apply, and affords the greatest protection for the money. Poor paint is dear at any price. We recommend Sherwin-Williams Paints and Varnishes because they are scientifically made from the purest materials. Regular colors, price \$ — per gallon—worth more.

GAZEBOS

Faking care of the garden is lots of fun if you have the proper tools. We sell a complete set of garden tools, including a shovel, a hoe, a rake, a pitchfork, a trowel, a watering can, and a pair of shears. All these tools are made of the best material and are guaranteed to last for years.

FENCING MATERIALS

Do you expect to put up a fence this year? If so, let us suggest some fencing material. We have a large stock of the best material, including wire, posts, and rails. We can also supply you with the tools and equipment you will need to put up a fence.

FLOOR WAXING

You are probably not accustomed to getting your floors waxed. But it is a very important part of floor care. We have a special waxing service that will make your floors look like new. We will also supply you with the tools and equipment you will need to wax your floors.

BRIGHTEN-UP FINISHES

No matter what you want to rub out, we have a Brighten-Up Finish that will do it. We have a variety of finishes to choose from, including a finish for wood, a finish for metal, and a finish for fabric. All these finishes are made from the purest materials and are guaranteed to last for years.

For a painted finish on new or old wood, use Sherwin-Williams' Brighten-Up Finish. It is a special finish that will make your wood look like new. It is also a good protection for the wood.

For a painted finish on new or old metal, use Sherwin-Williams' Brighten-Up Finish. It is a special finish that will make your metal look like new. It is also a good protection for the metal.

LAWNMAWING COMFORT

The lawn-mower is an important part of the summer equipment. We have a variety of lawn-mowers to choose from, including a manual lawn-mower, a gas lawn-mower, and a riding lawn-mower. All these lawn-mowers are made from the purest materials and are guaranteed to last for years.

PAINT BELIEVES

Good brushes are an necessary to a good job of painting. We have a variety of brushes to choose from, including a brush for wood, a brush for metal, and a brush for fabric. All these brushes are made from the purest materials and are guaranteed to last for years.

MISCELLANEOUS

We will furnish you with everything you need to make your home look like new. We have a variety of items to choose from, including a variety of paints, varnishes, and finishing materials. All these items are made from the purest materials and are guaranteed to last for years.

The Brighten-Up Paint Store
51 Service Street - Telephone 100 Central

This is the full-page ad we have designed for our agents' Spring Campaign. How many will you order?

How a Top-Notcher Works His Territory

A Letter from Mr. F. W. Wansner to Mr. D. A. Aronson,
Sales Manager, San Francisco



When calling on an agent, my first concern is to get in touch with his prospects, calling on painters, contractors, etc. Then after I have made a report of these calls to him, I take a survey of his paint stock and make a mental note of what he is in need of; but in most instances the stock in this department is disarranged, and most agents are anxious to have it straightened. With his permission I proceed, and while doing this I take an inventory and also make a list of such products as he is not carrying, and should have.

Then we get together. First, I consider with him our Advertising and Promoting Department helps and the assistance we will render with our Decorative Department. Of course our agent is familiar with them, but when these attractive features are brought to his attention and he realizes anew that this extensive co-operation creates a demand for our products, he feels the importance of having the stock, and is in a better mood to buy.

Then I proceed with the order. With an inventory chart in hand, color-cards before him—if possible in his office where he is not interrupted—it is not hard to write him up, not only for what he actually needs in the way of shortages, but to consistently convince him that lines which he is not carrying will mean more business and bigger profits.

If an agent is not a "full-liner" I exert all effort to have him weed out the "foreign products," showing him where he can keep his investment down and increase the money earning capacity of his paint department, and by doing so, I intensify my interest in pursuing his prospects. Just as soon as he realizes that we are in earnest, and are interested in his welfare, he becomes enthusiastic and responds.

I never think of calling on an agent without unpacking my sample case, and displaying the advertising, panels, color-cards, etc., so that they may serve as an auxiliary in the truest sense of the word.

It is imperative to have a thorough analysis of territorial conditions to get results where they are most needed, to give attention to necessary missionary work and to study thoroughly the sales reports so as to plan an active campaign.

Indeed, I believe in calling on every crossroads country store, and in the "out-of-the-way-places." It is essential to get an early morning start and action on every minute of the day so as to obtain the maximum results. Adhering to this plan every day has meant results for me.

Long-Service Presentation

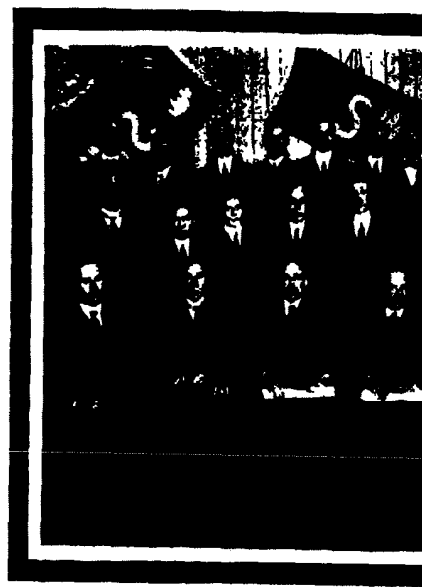


On January 5th, the Newark stationing the bestowal of long-service watches to Messrs. H. T. Shelton, recently completed twenty-five years of service with the company. The presentation was made by Mr. W. H. Cottingham, before a staff from the office and manufacturing force, who took great interest in the occasion.

Twenty-five years ago last December, traveling the northern New York State territory which he covered until September last, handling important trade in New York City.

Mr. G. C. Schell began his services with the company in 1887, traveling the New York State territory. Owing to the success of his work, he was promoted to the position of Sales Department special territory.

We felicitate our "old guard" on their long service, and offer many sincere wishes for the future.



Photograph taken immediately after Presentation by

Reminiscences of the Road The Terrible Tale of an Artful Auto

By J. J. Twaddell, Texas Sales Division

WHILE languidly resting in the smoking-car of one of the local Twentieth Century Limited's last June, talking to a friend of mine about the joys of traveling, he said: "By the way, Twaddell, I know where you can sell an opening order of paint," and referred to a small town located about twenty-five miles off the railroad where he had just placed a new stock of lumber.

Things do not always fall so easily as this, hence I made my arrangements with alacrity and decided to visit the town referred to the next day. This I did, and upon arriving at the nearest railway station—which is about the size of a box car—I proceeded to the livery-stable to hire a conveyance to take me to the town.

The liveryman informed me between clues of tobacco, that while they had two teams and one automobile, both teams were hired and the only man who could run the machine was enjoying one of his periodic sprees.

Seeing the machine to be of the model in which I had ridden occasionally, I determined to take my chances, so explained that my business was urgent and that with his permission I would run it myself rather than miss the trip. He hesitated at first, but after I had told him what I knew about the car and thrown in a few technical explosives anent carbureters, sparking-plugs and bonnets, while I exhibited a few greenbacks which would pay expected damages, he consented. I seated myself in the car and after he had given me a crank, I sailed—if autos sail—out of the barn, with the grace of a professional.

Although this was the first attempt by my lonesome, I steeled my courage with the thought that "faint heart ne'er won fair ladies"—or dark ones—and my nerve increased with the speed of the car.

All went well until about ten miles out, where almost at the bottom of a very long grade, I met a German farmer driving a team of mules, with his two grown boys in the wagon. To this day, I don't believe a mule will ever get on speaking terms with an auto, for they immediately commenced to snort and prance. It was evident that the mules, as well as the occupants, were becoming provoked, so I pulled my lever from high to low speed.

But by this time the mules were charging and plunging to such an extent that I perceived it was necessary for me to halt my benzine-buggy. In throwing my lever from low to neutral, I accidentally pulled

it back to high speed and the car shot straight towards them. The mules made a quick turn and tilted the wagon in such a manner as to throw all three occupants to the ground, and as I whizzed by I missed one of them by a hair's breadth. Thinking I had killed some one, I cut off the batteries and almost fell out of the car, forgetting to apply the brake, so it bounded gaily along for about 100 yards with its own momentum.

For a few minutes it looked as though I would have to take to



"It was evident that the mules were becoming provoked"

my nimble heels or experience a severe thrashing, for by the time I had hit the ground the farmers were rising to their feet, with clenched fists, yelling choice epithets which, luckily for my delicate nerves, were in German.

But I have always said that if anyone would give me three minutes' start I could talk him out of a fight. So, in this instance I summoned all my tact and skill of oratory and succeeded in delaying their blows long enough to explain to them that this was my first attempt and naturally I expected to pay for such exhilarating enjoyments.

As fortune sometimes follows chaos, so the team only ran a few hundred yards and was stopped by a couple of horsebackmen. Luckily nothing was broken and no one seriously injured. After they had safely passed, and my nerves quieted, I resumed my journey and called on the prospect in view, who became so interested in my narrative that he forgot to ask the price of SWP when giving his order, amounting to about \$1,450.00.

News of the Foremen's Club



Dining-Room Committee.—At the request of Mr. D. C. Lowles, Manager of the Service Department, a committee composed of Mr. A. E. Oldham, Chairman; Mr. W. W. Cook, and Mr. Louis Belmont, was appointed to study ways and means for bettering the conditions in the Lower Dining-Room, with a view to ascertaining what can be done to increase the attendance and make the lunch-room of greater service to our men. This committee is now busy working out the problem, and we may expect some good suggestions for changes in the near future.

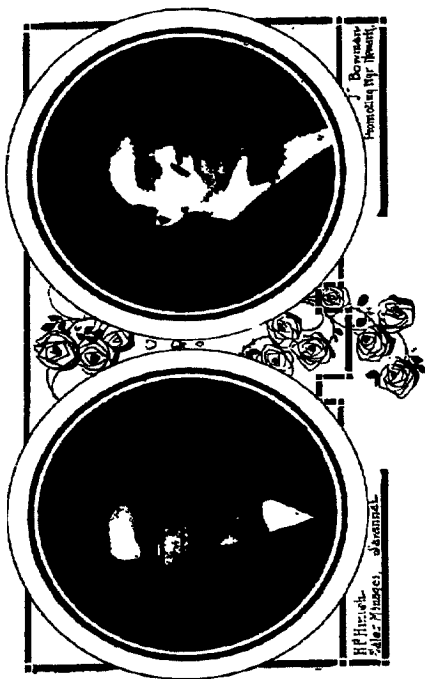
The Foremen's Club also had the pleasure of entertaining Mr. H. J. Hain, General Superintendent, who attended the meeting to present the question of paying by check, which was thoroughly discussed by all present. Mr. Hain also enjoyed the initiation of three of our new members, Mr. Harry Bradley, Mr. Fred Hesse, and Mr. E. R. Seward. The "Goat" was in fine trim and certainly gave the candidates a lively time, which was enjoyed by all present.

Opportunity

Act now don't wait for chance or fate,
But seize the time ere it's too late,
You'll win the battle—do not stop—
Just keep on climbing—there's room on top.

Be brave and true in all you do
And hold all honors high,
Be sure you're right, then force the fight
And strive to win or die.

—Ed. Gross—



Transfers at Newark

Bulletin of February 2, 1912

This is to advise you that Mr. Umish has been appointed Sales Manager of the Southeastern Sales Division, succeeding Mr. J. A. Bowman. Mr. Umish will take up his work on or about February 15th. His splendid work in South Georgia in developing our trade in all its various features, and his experience with the Southern trade will, I feel, enable him to co-operate with each of you representatives in bringing about the best possible results to be obtained through joint co-operative work in many points where difficult problems are to be met as speedily as possible.

Mr. R. N. Balfour, our Promoting Department Manager, will take up the work on Territory 207, under Mr. Hinshel's supervision, at once in order that Mr. Hinshel may be free to devote as much of his time as possible to important outside matters, which I wish accomplished. I have arranged for Mr. Kenneth H. Wood to take up the inside work at the Savannah Warehouse, and to assist Mr. Hinshel in every way possible while he is in the office, as well as absent from it.

Mr. Rowman will take up the management of the Promoting Department work in all its various phases and co-operate closely with the writer in developing this important branch of our work to the highest degree of efficiency. Mr. Rowman's good experience in the advertising and promoting work, and his keen interest in it, makes him well fitted to handle this work in the strongest possible fashion.

There are further changes that the rapid strides which our business is making will necessitate, which makes it important that each member of our loyal inside and outside staff make the most of their opportunities, by making the most of themselves

Yours very truly,

W. Pittsney

Dirichlet Younger

Fighting the Obstacles

From a recent Bulletin by Mr. W. W. Haynes, Cincinnati

How new agency is landed in town against great obstacles. For example, we received the following report from London, Ky., from Mr. J. T. Menefee: "New agents—Sold Agency Order No. 36. Two years ago our agents Kehr Bros. sold out to a contracting painter named Charlie Province, who has a little handmill for grinding paint. Province imagined that by buying out Kehr Bros. and one or two others, he could control the paint business in London. I tried to get Hoskins & Dyche, hardware dealers, to handle our goods, but Hoskins it seems, was not friendly to SWP. I remember the first time I ever called on him how he turned me down for . . ."

"I visited London several times and have always talked the Decorative Department and Promoting Department helps to this concern. The first year I called on the President of the First National Bank there, selling him about 50 sealions of varnish and stains, then in the past year with the follow-up assistance of the Decorative Department I sold the paint and varnish on the two best jobs that have come up in the town."

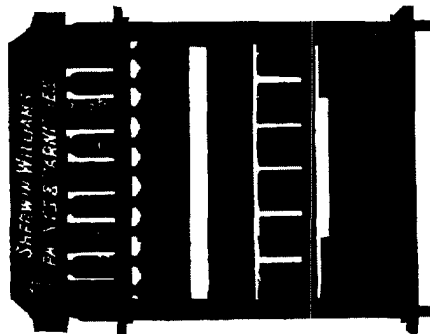
"Mrs. Catchings, the wife of the President of the First National Bank, has kept in direct touch during the past year, with our Decorative Department, using their suggestions which called for flat-tone, Varnish, Handcraft Stain, etc."

"With this evidence of what we could do with our helps in landing business, the above firm could not hold out longer against us. I therefore went down this month placing before them our proposition, showing them exactly what our Decorative Department has done, and they bought an opening agency order, and will close out—and give us all their business. It is a splendid hardware firm and will make us a good agency."

Auto Specialties Display

THE assortment of Auto Specialties shown in the accompanying photograph was exhibited at the California State Retail Hardware Dealers' Association, where it commanded a great deal of interest. The line of products which we offer to the automobile owner makes an excellent assortment to sell, not only to our agents, but many of the smaller dealers who do not regularly deal in paints and similar lines.

There is a splendid field offered to the representative who will go after this trade energetically. An assortment such as that shown in the cabinet, can be used as the entering wedge, and as it is a profitable line for the dealer, repeat sales will develop rapidly. The line includes Polish-ol, Flaxoxap, Autotop Dressing and Brans-Brite



The Salesman's Twelve Commandments

By H. P. Wertzman

1. Thou shalt have no other line before thee. No man can serve two masters—nor can any man handle two different lines and do justice to both or to either.
2. Thou shalt honor the house thou representeth that thy days may be long in thy happy association therewith.
3. Thou shalt be ever alert—ever vigilant. The plodder often gaineth his ultimate object, but the hustler gaineth it first, and time is money.
4. Thou shalt be honest with thyself. Thy value is according to thy sales and that which thou doest not today becometh an added burden to thy duty of tomorrow.
5. Thou shalt be thorough and not turn thy back upon additional business which thou mayest gain in this town for the sake of what the future may perhaps offer in that. All good money is legal tender and a bird in the hand is worth two in the bush.
6. Thou shalt believe first in thy line, secondly in thyself. Confidence begetteth enthusiasm and enthusiasm hath a monetary value as soon as it becometh contagious.
7. Thou shalt not bear false witness against thy neighbor's line. A lie returneth and stingeth like a serpent when thou knowest not, and much dis-courge is but advertisement for the competitor.
8. Thou shalt speak no further of thy line than you knowest to be the truth for mayhap thou wilt return again. Better that thou shouldst secure another line than misrepresent the one thou hast.
9. Thou shalt not labor by night as well as by day. A good salesman is more to be desired than a "good fellow." Thou shouldst remember that thou art only one man and that many things of this life are made faster.
10. Thou shalt not take upon thyself the office of "weather reporter." The house probably subscribeth to the services rendered by the Washington Observatory and also readeth the "probabilities" in the daily papers. Nor shalt thou inscribe innumerable pages of hotel stationery to explain to thy house "how it happened." The quickest letter to write and the easiest and best to read is "enclosed find orders."
11. Thou shalt adopt "Excelsior" for thy watchword and be satisfied with what business thou hast done—only when thou hast done a little more. Success begetteth success and nothing succeedeth like it.
12. Thou shalt observe the "Golden Rule," remembering that a "soft answer turneth away wrath," and that "more flies may be caught with molasses than with vinegar."

An ye do all these things, then shalt thou be rated upon the books of thy house as A1 and thy photograph hung in honor from the walls of the innermost sanctum.—From *The Business Philosopher*.

Western District

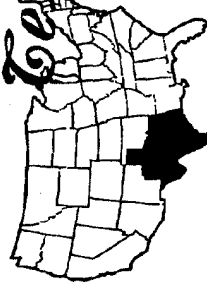


Representative Robert Fleming is receiving congratulations on the advent of a son and heir. Mr. Fleming celebrated by going out and landing two good new agents. He has given this "Little Paint Man" the right kind of a start in life by naming him after himself.

The Wisconsin State Horticultural Convention was held in the State Capitol Building at Madison on January 9th, 10th and 11th with a heavy attendance of growers. Representatives Church, Fleming and Mungler were in attendance and were fortunate in securing the most advantageous space in the hall. Great interest was shown in our Insecticides by those present, including the State Authorities, and several good orders were taken and a good foundation made for future business.

Stock orders are arriving in splendid shape, and show a healthy increase over last year. While we show a nice gain in New Agents, particular attention is being given to strengthening the old agents' positions by adding new lines, such as Varnish, ODP and Linseed Oil. Insecticides and Bras-Brite are receiving special attention of both the Northwestern and Chicago Sales Divisions, and all the salesmen are rolling up nice orders on their individual territories.

Texas District



On the occasion of his recent visit to Texas, Mr. L. R. Greene addressed the Dallas and Fort Worth Advertising Clubs, where his remarks were well received.

Mr. Edward Gross is leading the district in the number of new agents landed. To date he has twelve to his credit.

Our city representative, Mr. Geo. C. Conger, is a firm believer in the sale of ODP Lead. His sales this year amount to almost 25,000 pounds.

From a trip through the New Mexico fruit-belt, Mr. Welmaker has added to his credit a 36,000-pound car of Arsenate of Lead at Roswell, 2,000 pounds of the same material at Hope, 5,000 pounds at Artesia, and 500 pounds at Carlsbad, as well as five Insecticide dealers.

Central District



It is surprising to know what an enormous quantity of paint is used in any of our large cities, even during the winter months, when one would naturally expect this business to be quiet. Mr. Hoss, our Cleveland representative, has been going after the business with hammer and tongs this year, and during the past few weeks, has sold the following orders, in addition to his regular fill-ins from agents and dealers: 4 barrels Enamel; 25 barrels of Flat Paint; 8 barrels of Shellac; 13 barrels of Graphite Paint; 10 barrels of Lustral Enamels; 15,000 pounds Paris Green; 20 barrels of Linseed Oil, also one new agency. By the time *The Chameleon* goes to press, Mr. Hoss expects to have landed 30 more barrels of Flat Paint. This is certainly splendid work, and Earl Hoss is setting a fast pace for top-notch honors.

Our stock orders are arriving in great shape, and insecticide orders come in such swarms that they threaten to obscure the sun. Some of these orders are not large, but they make up in numbers what they lack in size.

At the recent fruit show in Cleveland, our new spraying-machine was exhibited by one of our agents, with the result that he booked several orders, and has a number of customers who have promised to buy. He immediately accepted the agency for our machines, giving us the honor of placing the first S-W Spraying-Machine Agency. It is a splendid machine and should meet with instant favor everywhere.

Atlantic Coast District

Boston Division



We were all very sorry for Mr. Gerry, our Cashier, to leave us. He has entered the confectionery business and anticipates putting Huylers, Lowneys and other big candy-makers out of business in a short time. Mr. H. Gresham has taken charge of the cashier's office to succeed him.

Mr. L. W. Harney has been stirring up things in the varnish world this month, and has landed two car-load orders, with several more expected in the near future.

In spite of the cold weather, blizzards, etc., together with railroad tie-ups and all kinds of strikes, the good old ship *New England*, manned by a crew of optimistic old salts, still sails the seas of prosperity.

SALES DEPARTMENT NOTES

Representatives' Competition to February 1, 1912

THE Sales Department notes for the month of January do not indicate any spectacular feats accomplished in the matter of new agents and dealers, but a comparison with the previous month shows a steady increase in most divisions. In the general standing, too, the leaders seem to be holding their places, but perhaps some of the men have a few surprises up their sleeves which will effect many changes during the present month.

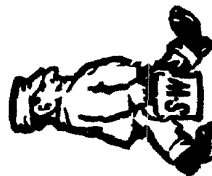


Leaders in New SWP Agents

Portland	W. H. Lolley	16	Chicago	F. Gallinger	each 5
G. P. Rogers	each 4		C. S. Wyeth	each 4	
R. A. Gailer	3		C. C. Hallinger	4	
E. D. Taylor	3		F. L. Church	each 3	
Texas			H. O. Allen	each 3	
F. M. Ross	12				
S. M. Shelton	each 8		Minneapolis		
H. A. Welton	9		H. C. Lau	5	
Kansas City			N. E. Burn	each 4	
B. A. Groe	11		J. F. Tow	3	
G. A. Dorwart	10		W. C. Fischer	each 3	
E. J. Clare	7				
New Orleans			Los Angeles		
A. E. Allen	11		S. E. Harless	5	
J. A. Steger	7		G. E. McEach	each 3	
E. A. Meek	2		G. E. Cannon	2	
Cleveland					
G. Dole	9		Cincinnati		
O. D. Schell	each 3		F. B. Spangler	each 4	
W. A. Nixon	2		W. P. Hambaugh	3	
W. S. Harshbarger	2		J. T. Menefee	each 2	
Newark			G. G. Menefee	each 2	
A. D. Collins	8		E. C. Swindford	2	
G. S. Spettigue	5		F. H. Regard	2	
V. H. Collins	each 2				
W. S. Crook	2		Philadelphia		
M. B. Millsbaugh	2		A. Larkins	each 4	
L. J. King	2		J. P. Minstree	2	
New England			C. M. Jarden	1	
J. H. Hayes	7		W. D. Peyton	1	
H. C. Stratton	6				
W. H. DeWolfe	each 4		St. Louis		
W. J. Easley	4		G. E. L. Dyson	each 3	
H. C. Stratton	4		G. R. Lels	2	
San Francisco			R. J. Trorer	2	
F. W. Wansner	7		H. J. Leeds	each 1	
W. E. Carra	3		J. K. Kennedy	1	
M. M. Wolcott	4		J. L. Kert	1	
Omaha					
G. Steele	5		Savannah		
F. W. Ladd	each 4		F. D. Spencer	3	
H. Dalen	3		H. F. Hinish	2	
C. L. Berg	3		A. D. Kisco	1	
L. J. Helm	3				

Leaders in New Dealers and New Other Accounts

Newark	G. Algran	72	Cleveland	G. Dole	32
C. L. J. Howell	44		E. Ross	30	
			W. A. Mason	21	
Texas			San Francisco		
G. C. Conger	52		F. W. Wansner	32	
C. S. Radland	20		L. S. Russell	27	
H. A. Welton	16		H. R. McFride	each 17	
			M. M. Wolcott	each 17	
Philadelphia			St. Louis		
A. Larkins	34		G. E. L. Dyson	31	
C. W. McDonald	27		F. E. Kennedy	25	
J. W. Thompson	26		R. J. Tomlin	22	
Savannah			Portland		
F. D. Spencer	41		G. D. Rogers	33	
H. F. Hinish	29		F. W. Hives	21	
A. D. Kisco	19		W. H. Lolley	each 14	
Kansas City			R. A. Carier	each 14	
A. M. Bolman	30		Chicago		
E. C. Claws	19		C. D. Bennett	28	
C. M. Atwood	19		G. A. Gray	21	
			H. G. Allen	21	
Minneapolis			Boston		
F. D. Randall	38		W. G. MacGowan	26	
G. L. Lathrop	34		E. Haynes	20	
J. E. Tron	23		W. B. DeWolfe	18	
New Orleans			Los Angeles		
A. E. Allen	37		E. L. Culver	22	
J. H. Witt	29		G. R. McNamee	10	
L. A. Sieger	28			7	
Cincinnati			Omaha		
W. P. Hambaugh	14		F. A. Welsh	each 18	
L. Pendley	14		C. L. Berg	17	
F. E. Spangler	12		E. C. Steele	16	



Spring-time is Coming!