


The Chameleon
SEPTEMBER
SHERWIN-WILLIAMS
Brighten Up
Finishes
10 KINDS-
77 COLORS
HOME
THE SHERWIN-WILLIAMS PLATFORM
BRIGHTER HOMES FOR EVERYBODY

The Chameleon.

Published on the Twentieth day of each month at 701 Canal Road, S. W., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s retail staff

Vol. XI SEPTEMBER, 1908 No. 7

A PAT ON THE BACK.

THE Brighten Up Finishes are making good. We have investigated as far as possible from this office and know this to be the case. The idea is popular with the trade. They see the convenience of it as well as the possibilities it contains. We are informed that one representative sold the first six prospects he called on. No doubt others have just as good or better tales to tell. But—

The ultimate success of the idea lies in educating the public to know Brighten Up Finishes. This is what is going to make it the big thing we mean to make it. And there is only one way to do this—advertising and proper presentation by the representatives. Brighten Up Finishes are here to stay. So it isn't simply a case of getting them on our agents' shelves. We must get them off again. We must create a demand for them that will grow year by year like the proverbial rolling snowball. Our agents must advertise these goods as well as we ourselves. We are supplying our agents with everything necessary to do this in good shape—newspaper electros, window trims, enclosing slips, booklets, etc. Will you see to it that your agents make use of these things? When you have explained the goods to them take a few moments more and tell them how we are advertising Brighten Up Finishes and how they should do so. It costs us money to put all of these advertising features into his hands. If he puts them in a drawer or a cupboard instead of into his window or on his counter, the money is wasted. There is, however, no necessity of telling

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him that. He will be much more interested if you tell him what *he* is losing in the way of sales and profits.

In nearly every town, large and small, in the United States and Canada, we have a large number of agents and dealers whose stores are on the main streets. If only 75 per cent. of these would trim their windows twice in the next six weeks, say, with the contents of the tube, a surprisingly large proportion of the entire population would see it. If the same number would run a double column 6-inch ad in their local paper a few times it wouldn't be long before Brighten Up would be a familiar household phrase, and the Little Paint Man would be as well known as Sunny Jim.

This will eventually be the case. You can hasten the time if you will impress and re-impress upon your customers that if they co-operate with us in advertising Brighten Up Finishes it will bring them more trade in paint and varnish than they perhaps think exists in their territory now.

B. P. A. Campaign.

The first and second features (F-277 and B. B. D Letter) in the B. P. A. Campaign have been mailed and returns are beginning to come in to the divisions. The Promoting Department Managers are following up all prospects and at the same time notifying the salesmen so that they can get on the ground with as little delay as possible. Copies of the first and second features, and of the first follow-up feature, have been mailed to all Managers and Representatives, so that by this time each man has a good working idea of the Campaign details. Everybody is pushing hard and the returns received to date indicate that it will be one of the most successful campaigns the Company has ever conducted.

We have received the following telegram from Mr. Cottingham:

New York, Sept. 19, 1908.

The S-W. Co.

Glad to be back. Feeling fine. Kind regards to all.

W. H. Cottingham.

Controlling Our Advertising Expense.

DURING the past year we asked all our Promoting Department Managers to make a special effort to hold down that part of our advertising expenditure that is due to our distribution of color cards, display cards, hangers, etc., in fact all features shown on our list of regular advertising. The Promoting Department Managers, with the hearty co-operation of the salesmen, have been so successful in doing this during the past year that we rather feel now that until this special effort was made, we had been unnecessarily liberal, and in some cases wasteful, in our distribution. So we are again going to give special attention to this very important matter and try to do even better in 1909 than in 1908 To do this we must have the interest and help of all our representatives.

Do not misunderstand our attitude. We are planning for a careful distribution of advertising which does not mean that every customer should not have sufficient for his needs, but it does mean that each representative must use discrimination in making out his orders for advertising and only send those features that the agent and dealers *can and will use*. Color cards and displays are expensive and a dead loss to the Company when wastefully distributed or sent to customers who do not use them, but leave them stowed away in some dark corner or in some forgotten drawer.

Study your list of advertising and know all the features, what they are and how used. Order for each agent and dealer according to his needs, send those features that will help him make sales. We have often received orders for features that the customer was not interested in as he did not handle the goods the advertising represented. That was not careful ordering and meant absolute waste of advertising, a useless expense. Make your order too conservative rather than too liberal. Better still, study carefully the needs of each customer and make it just right.

Here are some of the most expensive features that need most careful watching:

F—Sign and paddles of full line. An expensive feature which should under no circumstances be given or shown where there is no proper place for display. Not given to agent using C-1 or C-2.

F—Paddles only.

CC—Celluloid Coated Show Card Full line of colors. To be given only to agents who do not get "F".

CC-1—Celluloid Coated Show Card, containing same colors as C-1. Only to agents handling the short line.

CC-2—Celluloid Coated Show Card, containing same colors as C-2. One to each dealer handling the short line.

FA—Floorlac Sample Panel Display. One to each dealer pushing the sale of Floorlac.

BQ—Frame Spoke Display. An expensive feature. One to each dealer whose Buggy Paint purchases warrant this expense.

VA—Varnish Display Sign, for interior use only. An expensive feature which must be carefully distributed. Do not give this to any customer

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without selecting the place it is to occupy, and then follow it up on your next trip to see that it is properly displayed.

B-57—Hand Book on Advertising, showing XY electros, suggestions for window-dressing, for booths, floats, etc.

MM-2—Oil Cloth Banner. One to each agent.

MM-3—Enameled Steel Agency Sign. An expensive feature. One to each agent not already supplied. The enameled sign should last an agent five years at least, and no other will be given during that period.

DB—Dealer's Reference Book. An expensive feature. One to each customer not already supplied, whose account warrants this expense.

AA-7—A Wooden Field Sign. An expensive feature. Special arrangements for distribution can be made through Division Managers only.

HC-1—Painter Cut-Out alone.

HC-2—Painter Cut-Out and two House Cut-Outs.

NOTE—Where agent has a large window which offers plenty of room for good display, order the HC-2. If agent is a good one, and can use it, order an HC-1, for counter display. These are expensive features and careful judgment must be used in ordering.

GF—Framed Cut of Plants. A few for distribution to some of our best customers, who will give it a position on their office walls, or in some other conspicuous place.

MM-7—Parafine Coated Cardboard Outside Display Sign, 40″ x 30″. Ten to each agent who will guarantee to put them up in good positions. Imprinted with agent's name (ready for distribution Oct. 1st.)

We want these features distributed, but only to those customers who carry sufficient stock to warrant our sending them such expensive advertising, and who will use it to best advantage. We want your help to keep our advertising expense well under control for 1909.

Large Institutions.

THE following extract from Mr. Hommel's bulletin of September 18th, 1908, although not treating of a new subject, emphasizes one which we feel cannot be brought home too forcibly to the Representatives, especially at this season of the year:

"*Only 19 Institutions called on during the year.* There is no class of trade that comes easier and runs into money faster than these institutions. It's only a question of calling and getting next to the right man. Mr. Jacobus sold 7 barrels Transparent Floor Varnish to a State institution at Athens, O. I realize that it consumes time and often a long walk or a drive and several trips, but when once started it takes care of itself. They will buy varnish and often Roof and Bridge Paint in barrels, and Taxite, Floor Wax, Flat-tone, Enameloid, and a lot of other stuff in large quantities. Don't leave a town with a hospital, convent, college, asylum, etc., till you have called. Get a line on it at least against future purchases if it's too late for this season. The Company want this trade canvassed as carefully and consistently as the dealer business. It is a common error to think a Representative's work ends with an agency, and we need to guard ourselves against it."

Top Notcher for Third Quarter.

WE present below the standing in the great Top-Notcher race up to the third quarter, June 1st, 1908. The finals will be published in the next issue of THE CHAMELEON. The interest in this competition has been keener than ever this year and the work necessary to land at the top more strenuous. The final results are awaited with interest by all concerned.

1907-1908 Competition. Standing June 1st, 1908.

Top-Notcher District Manager,
Mr. L. W. Wolcott, Pacific Coast Dist

Top-Notcher Division Manager,
Mr F. B. Gable, T. N., Kansas City Sales Div.

Top-Notcher Salesman,
Mr. K. J. Clare, Kansas City Sales Div.

Top-Notcher Superintendent,
Mr. W. J. Lawson, T. N., Newark Factory

Top-Notcher Promoting Dept. Manager,
Mr J. A. Bowman, Newark Sales Div.

Top-Notcher Cashier,
Mr. R. H. Horsburgh, Southwestern Dist.

Top-Notcher Railway Representative,
Mr. W. S. Woodrow, Newark Sales Div

Top-Notcher Manufacturers' Representative,
Mr F. E. Drew, T. N., Phila Sales Div.

General Standing Managers' Top-Notcher Competition. June 1st, 1908.

DISTRICT.	DISTRICT MANAGERS.	PLACE.
Pacific Coast,	Mr. L. W. Wolcott,	1
Western,	Mr F. F. Myers, T. N.	2
Atlantic Coast,	Mr H. D. Whitlesey,	3
Canadian,	Mr C. C. Ballantyne,	4
Southwestern,	Mr A. D. Joyce, T. N.	5

DIVISION.	SALES MANAGERS.	PLACE.
Kansas City,	Mr. F. B. Gable, T. N.,	1
Newark,	Mr A. E. Kydd, T. N.,	2
Philadelphia,	Mr C. P. Jarden, T. N.,	3
Boston,	Mr. W. H. Porter, T. N.,	4
Chicago,	Mr. R. W. Sample,	5
Los Angeles,	Mr E. A. Bradley, T. N.,	6
Minneapolis,	Mr. J. P. Coleman, T. N.,	7
St. Louis,	Mr. P. L. Munger, T. N.,	8
Portland,	Mr. W. J. Bland, T. N.,	9
Montreal,	Mr. E. C. Budge,	10
Texas	Mr I. F. Watkins, T. N.,	11
Savannah,	Mr. W. H. Forman,	12
Cleveland,	Mr. R. W. Levenhagen, T. N. 2,	13
Winnipeg,	Mr. W. S. Fallis, T. N. 2,	14
San Francisco,	Mr. S. W. Smith,	15
Omaha,	Mr W. W. Haynes, T. N.,	16

Top-Notcher Travelling Representatives June 1st, 1908.

TRADE SALES DEPARTMENT

Central District,
1—W. N. Clive.
2—J. L. Pendery
3—C. Z. Martin, T. N

Western District,
1—G. J. Lachich,
2—H. J. Moreland,
3 W. V. Hammond,

Southwestern District,
1 E. J. Clare,
2—H. B. Sevier,
3—S. S. Burris,

San Francisco and Portland Divisions,
1—R. A. Carder,
2—W. H. Carter,

TRADE SALES DEPT.—CONT'D.

Southern Pacific Division,
1—G. E. Wise, T. N. 3.
2 S. G. Harless.

Atlantic Coast District,
1—A. Larkins, T. N.,
2—M. B. Millspaugh, T. N.,
3 -W. H. Jarden, Jr., T. N.,

New England Division,
1—H. C. Stratton,
2 -J. D. Pillsbury,

Canadian District,
1—J. W. Benson, T. N.,
2—R. Johnson,
3 -J. E. Auger, T. N.,

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Reminiscences From the Road.

Every selling problem has its solution No argument against the S-W Proposition is unanswerable Mr Twaddell tells how a big agency was almost lost until he found the answer to *their* objection



Mr J J Twaddell, The Author

I BELIEVE the spirit of sticktoitiveness to be one of the most valuable assets of a salesman, and by way of illustration I will relate an experience of mine in selling a firm which I believe exemplifies the saying, "eternal vigilance is the price of supremacy."

The firm referred to are at present S-W. agents and distributors at ———, Texas. I called on the buyer of this firm every sixty days for a period of two years. They were handling paints and varnishes only in a small way. Being a large firm, doing almost a million dollar business annually, I was trying to induce them to go into the paint and varnish business on a large scale. They thought very little of my proposition at first—in fact, gave me only a few minutes time on each call During one of these calls the buyer told me that even should they be in the market for paints they could not handle our line, for we were too high priced. He said he had our prices—in fact had had them for several years. I told him our price was one thing and our proposition another, and inasmuch as I had never gone over this with him, I wanted him to make me a promise, that if they decided to enter this business on a wholesale basis he would give me a chance to sell him before he had pledged himself to anyone else. This he promised to do, and about six months from that date, late in November, 1905, he informed me that he would know definitely about this matter about January 15th, 1906. The directors were to meet on the 10th. He would bring this up for their consideration, and I was to write or call on him about the 15th of January and he would let me know his decision, and maybe he would look over our proposition.

As it was hardly possible for me to be in ——— on that date, I wrote to him making inquiry as to their decision About five days later I received his reply informing me that they had decided to enter this field, but were going to buy the ——— line, which they were then handling in a small way. He said they were going to place their order in the next few days and repeated his statement that our goods were too high. He then thanked me for my offer to show him our proposition, and closed. I was in a little town in the northern extremity of my territory, a distance of over three hundred miles from ———, when I received this unwelcome letter. I immediately wired him as follows: "On my way to———. Hold off placing your order until I see you. Important." On account of bad railway connections, it was some two days before I reached ———. In the meantime I had wired my Division Manager, whom I was expecting to meet me in ———. We



met as appointed and had the buyer's attention for about two hours It seemed to me that all was said that could be said in our behalf, but at the close of our conversation he turned to us in a very determined way and said, "I can't handle your goods; you are too high." This was about the only remark he made during the entire time we were presenting our case. We left him in a few more minutes with the understanding that he would take the matter up again before placing his order. My Manager left that afternoon I pitched my tent and unfurled my flag and decided to camp with him until he had bought paint from someone. In the meantime my competitor had left town with the understanding that *he* was to return in a few days and take their order.



There was only one obstacle for me to overcome and that was the idea which was ground deep in him—our goods were too high priced. I labored over this thought almost all night, believing that there was some simple argument that would set him right.

I returned to his desk the next afternoon and requested but a few minutes of his time—told him I wished to ask him a few questions. I said, "Your only objection to our goods is that they are too high priced, is it not?"

"Yes," he said.

"Too high for what purpose?" I asked him abruptly.

"To sell, of course," he said.

"If what you say is true," said I, "The S-W. Co. is hypnotizing some nine thousand of our agents in the United States annually into buying our goods, and they in turn are hypnotizing consumers into using them, or else our sales would not have been on the increase for the past forty years until they have reached the ten million dollar mark annually. Two hundred of these agents are in my territory, and a large number of them in the territory adjacent to you, and they are paying the same price for their goods that we would ask you to pay for them." At this stage I unfolded my last year's sales report showing the business done in the towns referred to, and said to him, "This old argument that our goods are too high will not hold good; there is nothing in it; we have the proof." This seemed to set him thinking, and before we closed the conversation I incidentally showed him a very confidential letter just received from my Manager, suggesting to me that if I failed to sell this firm to look around for a location, as we must take care of the trade we already had established among architects and contractors in this town

I left him with an appointment to see him in a couple of days. During this time I made it convenient to talk with the president of the firm and outlined the proposition I had made their buyer. He seemed to grasp it and said he would see the buyer and talk this over with him I called again at the time agreed upon, and about the only words that were spoken to me were, "Fix up your proposition." I did. He had been convinced, and the order amounted to a little over $5,000.

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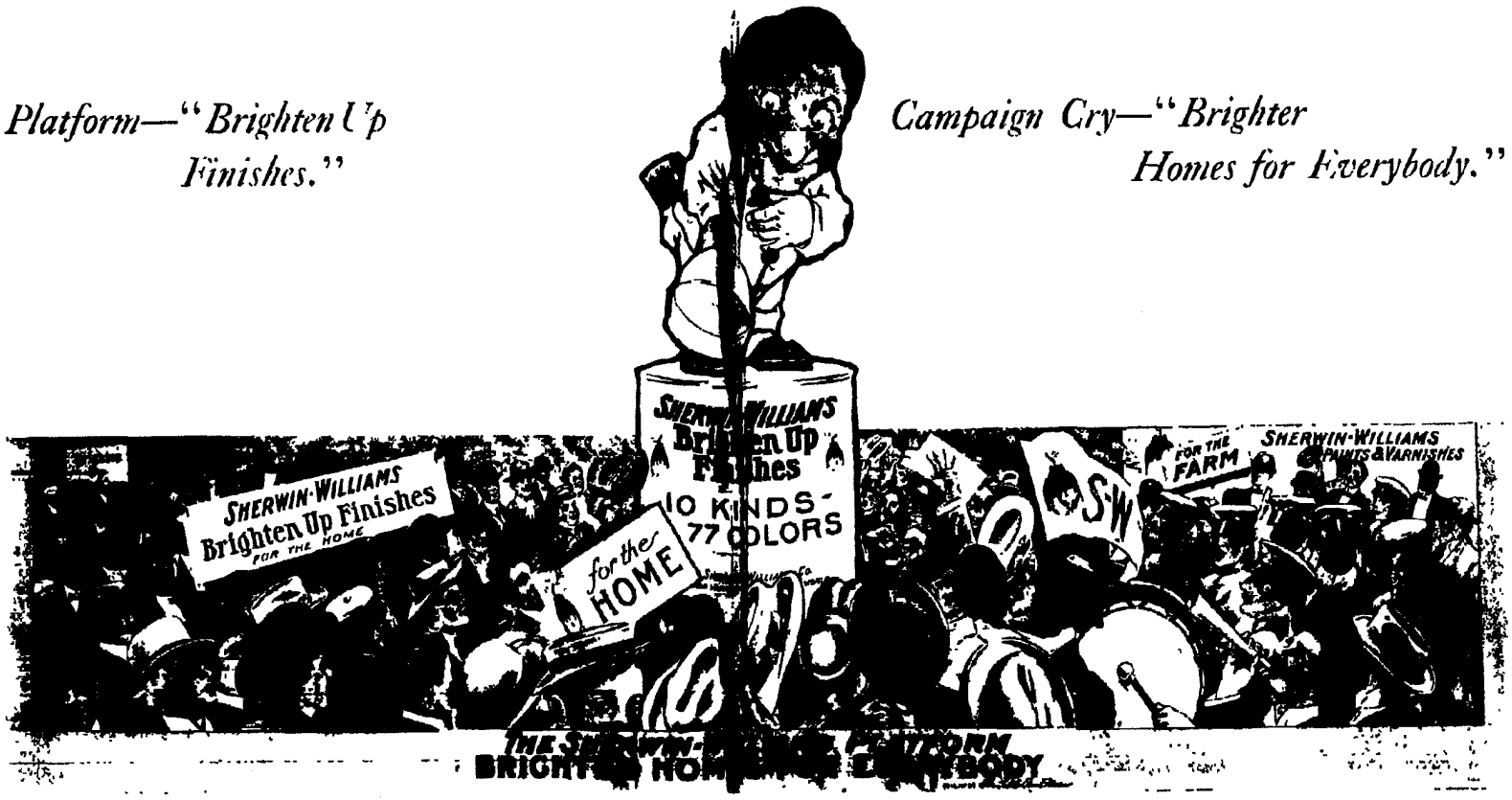
THE LITTLE PAINT MAN ON THE STUMP.

Platform—"Brighten Up Finishes."

Campaign Cry—"Brighter Homes for Everybody."



THE above window trim was sent out with the October issue of THE S. W. P. mailed during the last week in September. It is handsomely lithographed in striking colors. In order that it may be adjusted to any size window it is made in three sections. Full instructions as to how to put it up, remove the creases, etc., accompanied it.

The general elections are going to create as much, if not more, excitement this year than ever before. This window display, showing the Little Paint Man as the popular candidate, Brighten Up Finishes for his platform and "Brighter Homes for Everybody" his campaign cry, will, we believe, make a hit with the agents and attract a lot of attention from the public. Mention this window trim to every agent on your territory. Tell them that between now and November 5th everybody, more or less, will be talking or thinking elections. They should have the Little Paint Man stumping in their window for their store and Brighten Up Finishes. Many of our agents will catch the idea immediately and enter into it with the proper spirit. Others will not understand its significance. Get after these latter and explain to them how timely the trim is at this particular season.

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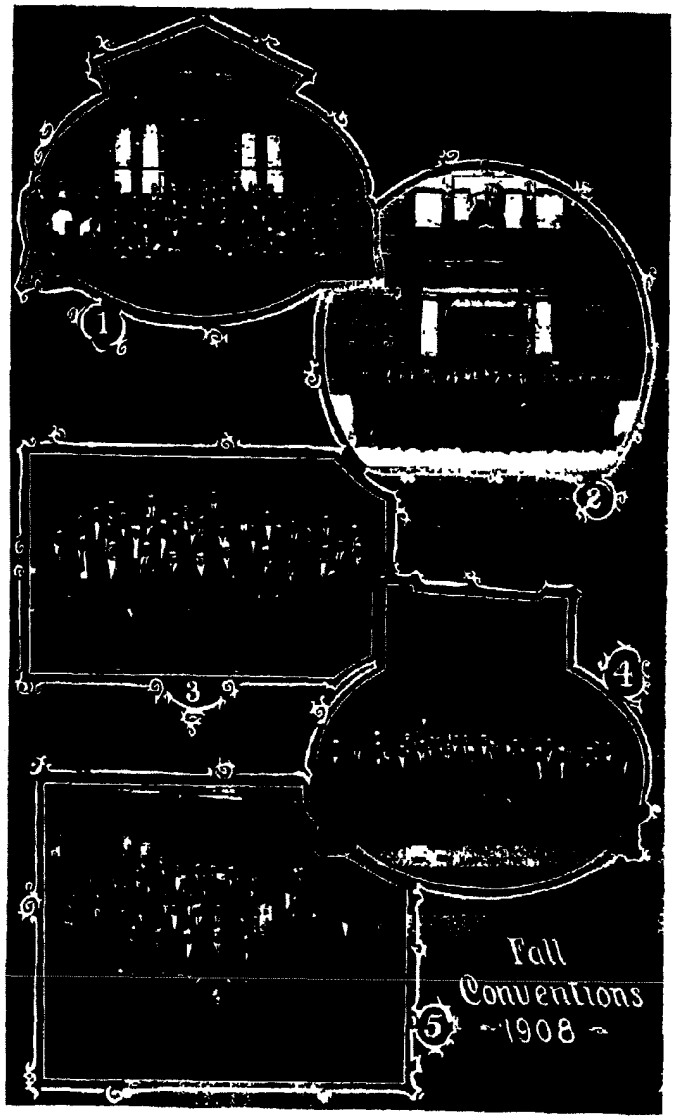

(1) Atlantic Coast District. (2) Pacific Coast District (3) Southwestern District
(4) Central District. (5) Western District.

Sherwin-Williams Local Conventions.

THE reports which we have received from our local conventions indicate a degree of enthusiasm among all of the representatives over the outlook for 1909 that augurs the biggest year the Company has ever had. Not only are the salesmen ready to go out and make the best showing of their careers, but with the Brighten Up Finish line to help, they are prepared and determined to put S-W. goods on the shelves of every possible dealer in their territories. The following brief accounts of the various conventions all show this same spirit of 'enthusiasm that conquers the world."

Central District.

The local convention of the Central District was held in Cleveland on September 10th, 11th and 12th, in the large room which has recently been fitted out on the top floor of the office building.

The meeting was in charge of Mr. R. W. Levenhagen, who introduced Mr. Joyce as the opening speaker. Mr. Joyce welcomed the representatives and congratulated them on their showing. He was followed by Mr. Schafer, who, after reviewing the work of the past year, outlined the policy of the Company for 1909. Mr. Schafer also addressed the meeting again on Saturday on the Brighten Up Finish line. Mr. Levenhagen then reviewed the work of the representatives for the year, giving the percentage of sales to estimate reached, sales on shelf goods, varnish, etc. The Friday morning session was largely devoted to Varnish, and Mr. Mountain gave the men some excellent talking points along this line. In the afternoon Mr. W. J. Sohlinger conducted an interesting meeting on Manufacturing Sales.

The Saturday morning meeting was devoted to Railway Sales, conducted by Mr. E. M. Williams, followed by the Large City Proposition relative to the Master Painter and Architect. Mr. Hommel explained to the men that this was practically virgin soil, and gave them some very good suggestions on how to tackle the proposition. During the morning session the men were fortunate in having a talk from Mr. Sherwin, who pointed out that some good had come from the recent financial depression inasmuch as it has checked extravagance and overproduction. Mr. Martin also gave the men a talk on linseed oil. The afternoon session was taken up with talks by Mr. Hommel, on How to Sell The Master Painters' Line of Varnishes; Mr. Nelson on Accounts; Mr. Greene, who explained very fully the advertising for the Brighten Up Finish idea and the Fall Campaign, and Mr. Horton, on the Decorative Department.

The banquet, which was held at the Hollenden Hotel on Friday evening, was a great success. Mr. Joyce was the toastmaster, and speeches were made by Messrs. E. M. Williams, A. E. Schafer, W. W. Mountain, R. W. Levenhagen, J. F. Hommel, I. M. Benedict, Ralph Baker and D. E. Fisher.

Southwestern District.

The Southwestern District convention was held at the Coates House in Kansas City on September 7th, 8th and 9th. It was a great success in every particular.

Mr. A. D. Joyce and Mr. A. E Schafer were in attendance and took part in the convention throughout. Mr. F. B Gable conducted the Varnish and Manufacturing Sales session, while Mr. W. W. Haynes conducted the Paris Green and Dry Color session, and Mr. I. F. Watkins handled the architect proposition and talked to the men particularly on how to get carload orders.

A banquet was held at the Coates House on the evening of September 8th, and toasts were responded to by Mr. A. E. Schafer, Mr. Gable, Mr. Watkins, Mr. Haynes, Mr. Vincent, Mr. Geo. E. Cannon and Mr. E. S. Donnelly. At the conclusion of the banquet the staff of Southwestern District presented Mr. A. D. Joyce with a beautiful gold watch, suitably engraved, as a token of their affection and esteem, the presentation being made by Mr. E. S. Donnelly.

The representatives of the Southwestern District are very confident they will be able

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to make a new high record in the year just commencing, and have left for their territories with a firm determination to beat out all previous records.

Atlantic Coast District.

The meeting of the Atlantic Coast District representatives was held at the Park Avenue Hotel, New York, August 31st to September 2nd The attendance included everybody connected with the Sales force in the District as well as those in official capacity in the Sales and Promoting Departments. The room was decorated with flags and contained a display of a very complete line of panels and certain important advertising features.

Mr. H. D Whittlesey was in general charge of the meetings, but sessions were also conducted and addresses made by Messrs. E. M. Richardson, W. B. Albright, W. W. Mountain, C. P. Jarden, A. D. Joyce and A. E. Schafer. Some interesting exhibits of individual territorial results secured were also shown, as well as results for Divisions and the entire District. Much interest was manifested on the part of the representatives in a discussion of comparative showings, goods, prices, etc. The sessions were all characterized by splendid enthusiasm and good spirit throughout, and undoubtedly the work that was done and the help that was given are going to be felt in the results which the men will get on return to their territories. The Brighten Up Campaign, New Agency Campaign and Decorative Department plans were most enthusiastically received.

After an inspection of the plant at Newark on Tuesday afternoon, a sea-going tug was provided and all in attendance at the convention were taken to Coney Island for a clam bake and shore dinner.

Western District.

The Fourth Annual Convention of the Western District was held at the Chicago factory on September 5, 6 and 7. The men's club room, in which the sessions were held, was tastefully decorated for the occasion.

Mr. F. F. Myers was in general charge of the meeting, but addresses were made by the following managers and representatives on the following subjects: Mr. Schafer, Brighten Up Finishes and Varnish; Mr. Joyce, Policy of the Company; Mr. Myers, Work Done by the Representatives in Western District; Mr. Sample, General Talk on Varnish; Mr. Sohlinger, Manufacturing Sales; Mr. Stewart, Floor Finishes; Mr. Coleman, The S. W. P. Proposition; Mr. Craig, How to Sell the Master Painter; Mr. C. Demeter, of Demeter, Seitz & Co., our agents at Freeport, Ill., The Quality of S-W. Goods; and Mr. Haggerty, Promoting and Advertising.

In the evening of the 6th the men repaired to the South Shore Country Club, which is located on Lake Michigan at the South end of Jackson Park. A very fine banquet was served soon after arrival. The gathering was full of S-W. enthusiasm, manifested in the spirit shown in the singing of the S-W. songs. Mr. Joyce acted as toastmaster, and introduced the different speakers. The speakers were Messrs. A. E. Schafer, C. S. Wheeler, F. K. Gray, S. H. Stewart, R. W. Sample, J. O. Husson, and F. F. Myers The gathering broke up at 9:30 with the singing of Auld Lang Syne, and a general feeling prevailed that the convention from every standpoint had been one of the most successful and enjoyable that had ever been held.

Pacific Coast District.

The meeting of the Pacific Coast salesmen began August 31st and ended Sept. 3rd. Representatives from the San Francisco, Portland and Los Angeles Sales Divisions met at the District headquarters at San Francisco, and judging from the lively interest shown by each man, more good was obtained from this meeting than from any other ever held in the Pacific Coast District. The Brighten Up campaign was received with great applause, and each expressed his determination to make it count the best ever. The spirit of the men was that although the year's results were good, considering the existing conditions, they were by no means satisfied, and were going back to their territories confident of much larger gains for 1909. We feel sure they will succeed.

On Tuesday evening there was a banquet and smoker, and the hall resounded with good old S-W. songs.

Convention of Promoting Managers at Cleveland.



Those in attendance at Promoting Managers' Convention.

THE following gentlemen attended the second annual meeting of the Promoting Managers, held in Cleveland, on August 12th and 13th: 1908
Messrs. L. R. Greene, Chairman, A. D. Joyce, W. W. Mountain, J. F. Hommel, J. A. Bowman, H. L. Gemberling, J. F. Haggerty, R. W. Simonds, R. I. Lott, G. G. Hodges, B. B. Cannon, H. L. Grund, C. F. Ebert, G. C. Nicol, L. F. Body. D. G. Newton, C. E. Horton, H. M. Tandy, B. E. Elliott, S. B. Chittenden, G. W. Jones and O. A. Hasse, Sec'y of meeting.

All the promoting and advertising features were reviewed and discussed with a view of determining how they could be improved upon by revision or change. Many suggestions were made which should give increased efficiency to the work of this department next year.

Mr. Joyce, Mr. Mountain and Mr. Hommel each addressed the meeting. Their remarks were instructive and interesting and were enthusiastically received.

When the meeting adjourned on the 12th, the entire party boarded a suburban car for Gates Mills, where dinner was served.

All those in attendance at the convention expressed the opinion that the information obtained will prove of the greatest help during the next year and enable another splendid record to be made.

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Some Recent Changes in Staff.

The following bulletins issued from the office of the Assistant General Manager announce changes that have recently been made in the District organization of the Company:

August 31, 1908

The growing importance of our business out of our Cincinnati warehouse has made it necessary to place our organization there on a Division basis. Accordingly the Cincinnati Sales Division has been created, and Mr. J F. Hommel has been appointed Sales Manager.

Mr. Hommel's long and successful career with our Company as Trade Sales Representative, General Supervisor and Manager of our Large City Sales Department makes him splendidly equipped for his new work

The work of the Large City Sales Department will be merged with that of the General Sales Department, of which it has been a branch.

Yours very truly,

ADRIAN D. JOYCE,
Assistant General Manager.

August 31, 1908.

Mr. P. L. Munger, who has been in charge of the St. Louis Sales Division, has resigned his position, and will take up the work on his old territory in Wisconsin as a traveling representative on September 1st.

Mr. F. F. Myers, who has been our District Manager in the Western District, is hereby appointed Manager of the St. Louis Sales Division, effective September 1st. The great possibilities for the development of our business out of the St. Louis house have made it necessary that we put in charge of the work there one who is thoroughly acquainted with trade opportunities in the south and southwest, and owing to Mr. Myers' experience in handling this trade in the past we are confidently looking for him to make a splendid success at St. Louis and for a rapid development of our business in that division.

The position of District Manager in the Western District will remain vacant, for the present at least, the Sales Managers at Minneapolis, Chicago and St Louis reporting direct to the Assistant General Manager, who will have direct charge of all matters excepting sales pertaining to the District.

Yours very truly,

ADRIAN D JOYCE,
Assistant General Manager.

A Change in Southwestern District.

Mr R I Lott, for some time Promoting Manager at Kansas City, has been appointed city representative at Omaha. Mr. B. B. Cannon, of Territory 602, succeeds Mr. Lott as Promoting Manager of Southwestern Division.

New Appointment in Varnish Sales Department.

Mr. L. M. DuCommun has been appointed Assistant Manager of the Varnish Sales Department. Mr. DuCommun has been with the Company four years, during two of which he was our representative in Territory No. 3, Central Division. He was then appointed Manager of the Promoting Department at Cleveland, which position he held for one year and during that period captured the Top-Notcher Trophy for Promoting Department Managers. For the past 12 months he has been assisting Mr. Levenhagen in the Central District Sales Department.

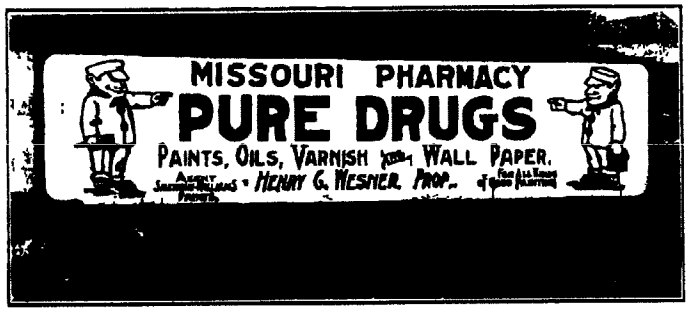
Changes in Cleveland Division.

The appointment is announced of Mr. S. H. Stewart as Trade Sales Manager of Cleveland Division. Mr. Stewart has been with the Company for eight years. Starting as representative on Territory No. 3 in Central Division, he afterwards went to Chicago where he covered a territory comprising North and South Dakota and Montana for a period of five years. He then went to Minneapolis and for two years represented the Company in Southern Minnesota. For the past year he has been District Supervisor out of Chicago.

Mr. J. H. Payne, who has been appointed Manager of the Promoting Department at Cleveland, has been with the Company for five years. As Manager of the Promoting Department at Kansas City he twice won the Top-Notcher prize. He was then appointed Superintendent of the Dallas warehouse, and held this position a year. For the past twelve months he has been representing the Company in Texas on Territory No. 607.

New Appointment in Canadian District.

We take pleasure in announcing the appointment of Mr. R. C. Misson as Manager of the Manufacturing Sales Department in the Canadian District. Mr. Misson's new position is a well deserved recognition of the good work that he has done during his many years of service for the Company. He will leave his old territory No. 312 and will make his headquarters at Montreal.



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SALES DEPARTMENT NOTES.

Competition Report.

THE following report shows the standing of the representatives under the various captions in this competition. These are all the reports received in time for publication in THE CHAMELEON.

Leaders in New S.W.P. Agents.

San Francisco Sales Division,

1st—W. H. Lilley 34
2nd—W. E. Carter . . 0

Portland Sales Division,

1st—C. P. Christiansen . . 19
2nd—L. B. Murphy 16

Central District,

1st—Brice Ketchum 17
2nd—H. M. McCallum 15

Los Angeles Sales Division,

1st—G. E. Wise, ... 7
2nd—S. G. Harless 6

Leaders in New Dealers.

Central District,

1st—F. A. Douglas 46
2nd—W. N. Cline 43

Portland Sales Division,

1st—L. B. Murphy 33
2nd—C. P. Christiansen 25

Los Angeles Sales Division,

1st—G. E. Wise 19
2nd—G. W. Burrill 15

San Francisco Sales Division,

1st—W. H. Lilley 13
2nd—W. E. Carter 12

Leaders in Other New Accounts.

Central District,

1st—Jno. I. Gill 79
2nd—W. N. Cline 54

Portland Sales Division,

1st—J. Thomson 63
2nd—J. B. Kurtz 55

Los Angeles Sales Division,

1st—J. O. Knighten 50
2nd—G. E. Wise 29

San Francisco Sales Division,

1st—C. E. Felch . . . 35
2nd—E. O'Day, Jr. . . . 21

Leaders in Total New Agents, New Dealers and Other New Accounts.

Central District,

1st—W. N. Cline 104
2nd—F. A. Douglas 100

Portland Sales Division,

1st—L. B. Murphy 93
2nd—J. Thomson 82

Los Angeles Sales Division,

1st—J. O. Knighten . . . 67
2nd—G. E. Wise 40

San Francisco Sales Division,

1st—W. H. Lilley . 57
2nd—C. E. Felch . . 46

Leaders in Floor Finishes.

Los Angeles Sales Division,

1st—G. E. Wise,
2nd—G. W. Burrill

Portland Sales Division,

1st—C. P. Christiansen,
2nd—R. A. Carder.

San Francisco Sales Division,

1st—W. H. Lilley,
2nd—C. E. Felch.

Leaders in Shelf Goods Sales.

Los Angeles Sales Division,

1st—G. E. Wise,
2nd—G. W. Burrill

Portland Sales Division,

1st—C. P. Christiansen,
2nd—R. A. Carder

San Francisco Sales Divison,

1st—W. H. Lilley
2nd—W. E. Carter,

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