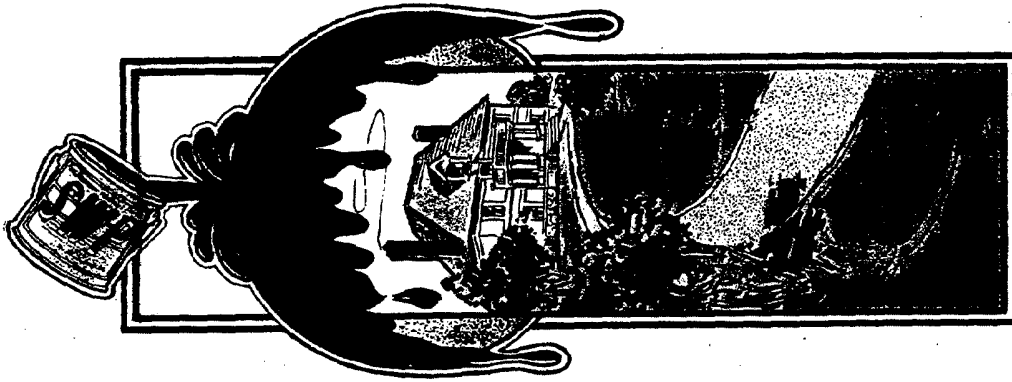


The Chameleon

FEBRUARY
1905



The Chameleon.

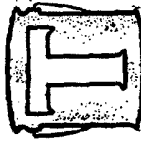
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Cleveland, for the interest and benefit of
THE SHERWIN-WILLIAMS Co.'s Loyal staff.

VOL. VIII.

FEBRUARY, 1905

No. 2

PLUCK.



HIS little word of five letters stands for one of the most important qualifications necessary to victory in the everlasting struggle for supremacy that is constantly going on in this life.

Every man gets knocked out at times no matter how great his ultimate success, but no matter how greatly battered, pluck enables him to keep in the ring. Getting knocked out doesn't count as long as you don't *stay* out.

It's pluck that helps a fellow to "bob" up again and tackle anew with increased vigor and determination the hard proposition that confronts him.

"Pluck wins, it always wins.
Though days be slow and nights be dark,
Twixt days that come and go,
Still pluck *will* win, its average is sure,
He gains the prize who can the most endure,
Who faces issues and who never shirks,
Who *waits* and *waits* and who always *works*."

Disappointments, perplexities, difficulties and failures come to every man. There's no escaping them. They are the test of strength and merit, they are the things that try our nerve and courage--they are the great developers of resource.

When everything goes wrong, when carefully laid plans are upset, when worries crowd in upon us and depression casts down our spirit almost to the depths of despair, when failure seems to stare us in the face and all is dark ahead--then comes the test of pluck,--then comes the fight for supremacy. Pluck at such a time means success, and the lack of it--failure.

These thoughts have come into my mind as I think of the trouble and difficulties that confront us all, but more especially the new men in our organization--the new men on the road who are out for the first time to sell our products.

This is not an easy business, it requires a strong man to succeed in it. The competition is keen, the other fellow usually has a lower price, a special concession, or a cheaper line to fall back on.

Our men have but "one quality, one label, and one price." They must win out on these lines or fail. It's often a hard proposition. Price, price, price is the cry, and it must be met, for we can't sell our goods for more than they are worth.

But price is only the measure of value,--low price usually means *poor* value, and high price *good* value.

Nevertheless it's no easy thing to convince your man, and so a hard, well directed effort often goes unrewarded.

But don't give up! A *Nucky* man never does. Go at it again with new energy, and fresh enthusiasm, learn from every obstacle how to get over the next, keep up your nerve and you'll win out in the end just as sure as day follows night.



John A. Williams
Vice President and Gen'l Mgr.

The Top-Notchers Record for the First Quarter.

BELLOW we print the Top-Notcher Competition Record for the first quarter of our present business year. The first quarter is not the one that counts, but it's a good sign for a man to have his name in the list of any quarter and we congratulate those whose names appear below.

It looks as if the Southwestern Division was determined to hold the

trophy. They certainly have made a magnificent start, with two trainloads into Texas, and if the East is going to wrest the prize from them this year, they have their work cut out. The spring months will soon be here and with them comes the grand opportunity for every man to make a showing. It's worth an effort to be a top-notch in a top-notch organization.

The Sherwin-Williams Order of Top-Notchers

1904-1905 Competition. Standing December 1, 1904.

Top-Notcher Manager,
Mr. F. F. McHenry, N. W. Southwestern Div.
Top-Notcher Representative,
Mr. T. J. Walker, Southwestern Div.
Top-Notcher Superintendent,
Mr. W. L. Easton, N. W. Southwestern Div.
Top-Notcher Promoting Department Manager,
Mr. T. J. Walker, Central Division.
Top-Notcher Collector,
Mr. H. C. Nelson, Southwestern Division.
Top-Notcher Railway Representative,
Mr. F. A. Fleming, Eastern Division.
Top-Notcher C. & M. Representative,
Mr. N. E. Hub, N. W. Central Division.
Top-Notcher Traveling Representative,
Mr. D. J. Moore,
Trade Sales Department.

(Central Division.)

1—Mr. H. M. Keph.
2—Mr. W. D. Moore.
3—Mr. W. D. Moore.

Middle West Division
1—Mr. C. F. Hough, J. N.
2—Mr. W. H. Williams, N.
3—Mr. W. H. Williams, N.
Southwestern Division
1—Mr. J. F. Watkins,
2—Mr. R. T. Jones,
3—Mr. D. C. Jordan, T. N.
Central Pacific Division
1—Mr. G. G. Nowell, T. N.
2—Mr. C. F. Feh.
Eastern Division
1—Mr. Edw. Watson,
2—Mr. W. T. Peyton, T. N.
3—Mr. E. S. Wallace.
New England Division
1—Mr. B. P. Mansfield,
2—Mr. J. R. Wells.
Canadian Division
1—Mr. C. A. Thomas, T. N.
2—Mr. J. R. Auer, T. N.
3—Mr. J. W. Benson.

A Scrap of Early History.

An entertaining description of the early organization of The Sherwin-Williams Company, written by Mr. Sherwin as a matter of unusual interest to his associates and present employees of the Company. The printed slip which accompanied the original article is reproduced in the panel below. It is evidence of the fact that thirty years ago the same spirit of good will existed which forms such a prominent part of the organization as it is today.

THE printed slip herewith more, for Al. Varnes and Ed. Ready attached I recently found were teamsters for our business at the among some old business store on Superior street, and were in papers (kept for sentiment's cluded with the others because the stable was then where our build- ing "B", now stands. So you see there were just eighteen em- ployees, besides myself, and I only gave a part of my time to the fac- tory.

Christmas, 1874.

In testimony of our apprecia- tion of the good will manifested toward us by our Superintendent.

Mrs. H. A. SHAWIN,

we, the employees of the Paint Factory, present him this Bronze Bird, as a slight token of our esteem for him.

Referring to the names on the paper, I can ex- plain their duties thus: McCafferty was general fore- man and engineer. He had been in a similar position in a paint factory in New York until I employed him, and was really the very first person employed in the Manufacturing Department. His duties also in- cluded the dress- ing of the two ing of that kind at first).

M. McCafferty, U. H. HUGH,
DAVE VARNES, P. H. KENNEDY,
RICHARD GREGG, JAS. H. BART,
R. C. HOPKINS, ED. KING,
V. A. STEIGER, JOHN WILLIAMS,
GUSTAV SHUTT, AL. VARNES,
H. PENNINGTON, ED. READY,
HERN. GROENF, THOS. THOMPSON,
J. R. JONES, ANNIE BAKER,
TOM SIMMS, LIZZIE EVANS.

The factory at

that time was all in one two-story building, covering a part of the ground on which our present Building "A" stands.

The names on this testimonial com- prise the entire factory force, and

stone mills, (all we had of that kind at first).

Dave Varnes was assistant engineer and fireman. H. Pennington as clerk performed all the detail work of the factory office, serving so well that he

later became superintendent. Hopkins was foreman of color grinding—we only made paste goods in oil—Seiger and Siltz were his assistants—the colors were ground in ordinary iron mills. We had six at first but soon increased to ten. Richard George managed to care for the stone mills and do some miscellaneous work besides. The two girls, Annie Baker and Lizzie Evans, soldered caps, polished all the cans, and did all the labeling. Groener was stock keeper. you see there were seven people in the Paint and Color Department.

We had a tin shop, with Hull foreman. He, with two other journeyman tinner, Kennedy and Burke, assisted by the boy, Ed. King, made all the cans we used. They were made entirely without can machinery, and the cost for labor alone was more than the whole can costs now.

We had a printing office, a little room about 10 x 12 feet adjoining my office, which was not much larger.

Joiner was foreman, compositor and pressman, assisted by Tom Symes as press boy, printer's devil, etc. We had only three or four small fonts of type and a very rickety foot power press.

John Williams was errand boy, which was quite important in those days of no telephones and with our Sales Department at the store on Superior street.

Thos. Thompson was our night watchman, an interesting character, full of lofty ideals, a genuine Scotchman and thoroughly trustworthy.

The subsequent history of those early associates of mine in the factory I know very little about—only three or four of them having been heard from in many years—but this kind act of theirs was highly appreciated, and I am sure had a good effect on

Yours very truly,

Alfred Thurn

President.



The New Webster Springs Hotel, Webster Springs, W. Va. Used 1 bbl. S.W. Primer, 2 lbs. O. G. W., 30 g's. 302 40 g's 461.

Sell Furniture Polish.

WE are looking for a very handsome increase in the sale of Furniture Polish for 1905. The excellent quality of our product has given most elegant satisfaction everywhere, the package is most attractive and convenient, it is universally salable, and should have a place on the shelves of every one of

our agents and dealers.

There is also a large output for this class of goods among furniture, department, and the larger grocery stores. It is a specialty which merits close attention and no one should overlook this opportunity for increased business. Be sure and make it an item in every stock order.



Meeting of Manufacturers of Street Railway Material.

The twenty-third annual meeting of The American Street Railway Association was held at the Transportation Building of the Louisiana Purchase Exposition, St. Louis, Mo., October 12-13, 1904.

At the previous convention in Saratoga a committee had been appointed to organize an association of manufacturers of street railway material and to add to their number when advisable. The committee recommended that the additional interests represented should be from The General Electric Co., The Westinghouse Co., The J. G. Brill Co., The Sherwin-Williams Co., and The St. Louis Car Co., thus affecting an initial organization which will be thoroughly representative in every respect. The names proposed for membership represent the largest and best known makers in the country in their respective lines. The fact that The Sherwin-Williams Co. was included is but another evidence of our prominent position in the street railway trade.

Are you talking S-W. Preservative Shingle Stains to every agent you call on?



Preservative Shingle Stain Facts.

23 handsome colors.

An artistic finish for any desired color combination.

All colors of good tone and maximum permanency.

Made with creosote.

Creosote is the best wood preservative known.

Preservative Shingle Stains increase the life of the shingles. Prevent decay.

The use of stained shingle roofs and sidings is constantly increasing.

Preservative Shingle Stains are therefore made to fill a growing demand.

They are made right.

You can sell them right.

You can make them a part of practically every agency stock in your territory.

Back up the good quality product with good quality salesmanship.

It's up to you—get busy and get Shingle Stain business.

Hurry the "E" Lists.

THE "E" lists are coming in rapidly and a score of stenographers are rattling out the addressed envelopes for prompt and early mailing.

The importance of early and carefully revised lists cannot be too strongly impressed on the mind of every S. W. P. agent. There isn't a good, live, progressive agent in your territory who would be willing to lose the advantage of such a splendid paint selling proposition, but there may be a few who are slaves of the habit of procrastination, and are, therefore, slow in preparing their lists. Representatives should, therefore, make it an important business at every call to see that the agent sends us a *carefully*

selected list of the proper size and *sends it early*. The following letter recently received from one of our "Texas Special" agents is appreciative:

Comfort, Tex., January 17th.
The Sherwin-Williams Co.
We return herewith our mailing list received—a few names of those who have moved away taken off and others added. By the way, we want to say that these mailing circulars, with samples of colors, are splendid advertising and we duly appreciate their service in selling paint for us.
Yours truly,
E. J. STEVES & SONS.

Every territory needs this active and effective advertising and we hope you will ensure a good list from every S. W. P. agent under your care.

Good Words from Canada.

TR. Robert Johnson, one of our popular Canadian representatives, sends us an enthusiastic letter.

Among other things he mentions the landing of a full line agency for which he had been working and waiting and hoping for many years, and it paid to wait because the dealer was the *right* man. Mr. Johnson writes:

"It takes many things in combination to land the *right* man. You must first use good judgment in locating your man, then put the iron into the fire and keep it hot. You must have that strong and solid confidence which comes from a thorough knowledge of your house and your goods and by this means inspire the prospective agent.

"Don't be too anxious after the seed is once sown, but let everything you do or say in his locality be adapted to forward your interests and his. You will see him gradually com-

ing and it is the most interesting round of commercial life there is in the world.

"But there must be confident courage, invincible determination, high ambition and a lofty aim. A man can never get beyond the point he has cut out for himself and fitted himself for.

"I speak from the standpoint of one of the older salesmen and I am proud to remain in this position.

"I know of nothing that brings my heart throbs up to the knocking point so thoroughly as when I am telling a customer what our goods are, what our house stands for and what we are aiming to do for him and for his community through him.

"Now do you think that position is a common every day one or that this story can be told with the same effect by any other paint house? Not at all, my boy."

So says, yours truly,
ROBERT JOHNSON.

The Three Texas Specials.

TEXAS truly is a *star* state, and three train loads in a year and six days from a single business to a single state is a great record.

And this is in addition to all the separate carload and bulk shipments we have sent into the same state from Kansas City direct. Altogether these train loads make a record for paint and varnish business by far the greatest ever known and they are splendid indications of the fact that S-W. Products will sell, and sell fast and that is why the trade want them.

A summary of dates and figures will be interesting.

The first Texas Special of eighteen carloads left Cleveland February 4th, 1904, and reached Fort Worth for distribution on Saturday, February 13th. This was a noteworthy achievement and attracted great attention, as at that time it was the largest paint shipment ever made.

Early after the convention last fall came the pressure for prompt stock shipments to fill our Texas orders for 1905.

One train was quickly filled and the second special of seventeen cars left

Cleveland January 3rd, 1905, reaching Fort Worth on the 12th.

And still the orders kept coming in. It was soon seen that a third and even larger train would be necessary to meet the demands of this trade.

Our third Texas Special left Cleveland on February 10th and is due to reach Dallas on the 20th. There were twenty cars crowded to the limit with S-W. Products.

Mr. L. R. Greene, of the Department of Publicity, accompanied this last train, to look after the decorations, flags, posters, the distribution of advertising and souvenirs and to stimulate interest among the agents and possible agents in all the towns along the route.

The combined showing of fifty-five cars for a limited locality in less than thirteen months is a record in the paint and varnish trade which has never been any where near approximated by any other similar line of manufactured goods. It is especially a matter of congratulation to the management and representatives of our Southwestern Division, who have rounded up so much of their early business in this prompt and emphatic way.

Railway Department Meeting.

A meeting of the Railway Department representatives was held at the General Manager's Office on February 7th and 8th, and the reports of the general condition of this branch of the business were very satisfactory.

Prospects are very bright for a good increase during the ensuing year, and it is certain that the Railway Department will reap its share of the harvest of new business.

Those present at the meeting were: W. B. Albright, E. M. Richardson, J. W. Eames, Thos. Madill, E. M. Williams, J. C. Heardslee and W. H. Cottingham.



A little extra *push* behind Preservative Shingle Stains and, though a comparatively new product, it will soon be in the front ranks. *In your share.*

A Great Record. Three Solid Trains of Paints

(SEE PAGE 25.)



Sherwin-Williams "Texas Special" No. 1. Eighteen Cars Left



Sherwin-Williams "Texas Special" No. 2. Seventeen Cars Left



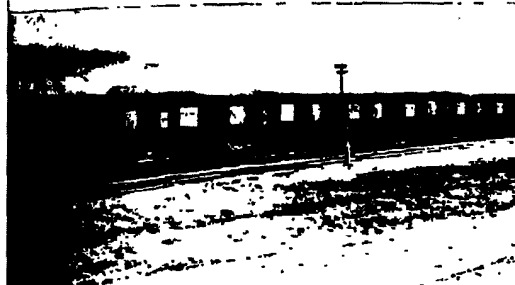
Sherwin-Williams "Texas Special" No. 3. Twenty Cars Left

Varnishes to Texas in One Year

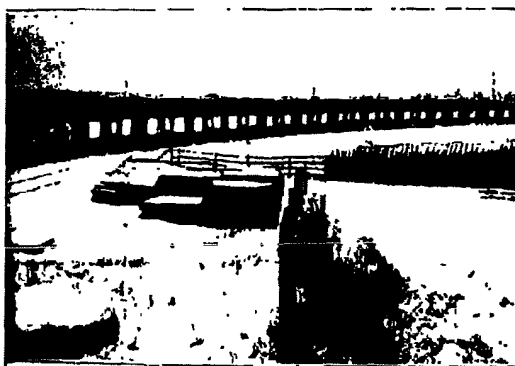
(SEE PAGE 25.)



land, February 4th, 1904. Arrived at Fort Worth, February 12



weland, January 3rd, 1905. Arrived at Fort Worth, January 12



nd, February 10th, 1905. Due to Arrive at Dallas, February 2

DIVISION NOTES.

Central Division.

We made a special point last month of looking up and going hard after the delinquent stock orders and gains are increasing in a more and more satisfactory way. We urge all representatives to compare stock orders very closely with last year to make sure of a proper increase in S. W. P., Varnish and Shelf Goods assortments. The season is most promising and a good average stock order should not be less than two-thirds of three-quarters of the total of last year's business.

We are sending two carloads this month to the H. B. Pruden Paint and Glass Co., our Pittsburgh Distributors.

Middle West Division.



Sell Preservative Shingle Stains. One of the new additions to the Full Line and one of the best articles in it.

One of the gratifying features in connection with the "E" lists is the comparatively large number of agents who have complied with our first request. This may be due largely to the added interest on the part of our representatives, and we thank them for their co-operation. Of course there are still a number of lists not yet in, and we expect a continuation of the good work on the part of our representatives to increase the number of lists received as compared with last year. We know how many lists were received from each territory last season, and intend to make a comparison this year. We expect a very great improvement over last year, and

and enthusiastic in a high degree and we look for most profitable results.

Many of the representatives had never before been instructed in any way regarding our paint proposition

and we look with confidence for new interest and life in our jobbing trade. Mr. Martin, Mr. Pasquelle and Mr. Madill gave valuable help at these conventions.

Eastern Division.



Preservative Shingle Stains belong on the shelves of every agent. What percentage of your agents handle them?

There are still a few stock orders out-standing. Make a very strong effort to clean up this work by the end of February.

From now on we will expect our representatives to give us a whole lot of new agents and we are hopeful that we will be able to make a very much better showing than last year.

Mr. Pasquelle's trip with Messrs. Price, Tripple, Jarden, Minetree and Laughlin has been a very great help to these representatives and we are sure our varnish sales will soon show large increases on the territories visited. His train was tied up in a snow drift in Maryland for about forty-eight hours, but we understand most of the passengers escaped within thirty-six hours. Doubtless Mr. Pasquelle entertained the passengers with a varnish talk that will bring us results ere long.

Don't forget our good old friend the "E". Try to get your agents to give the list of names to you. Promises to send the list in are very often given simply as an excuse for delay.

The lists of painters are not coming in to us as regularly as we would like. Please make it a habit to use the contractor and painter blank to send us in names.

Central Pacific Division.

We cannot always judge a book by its binding—paints and varnishes are sometimes judged by the labels and packages. A gentleman told us a few days ago that he had a strong leaning toward our varnishes because he felt that when the cans were so well made and the labels so very neat and attractive, it showed The S-W. Co.

knew the can business and the label business, and the chances were that they knew the varnish business too.

Mr. E. T. Parsons is at present in Portland looking after our railway and marine interests. Mr. Parson's efforts in this particular line have been so successful that he has been appointed

Representative F. C. Donnison sends us a price sheet in two colors from our S. W. P. agent in New Castle, New South Wales, and it calls prominent attention to the superiority and economy of S. W. P. He also included several envelopes useful for correspondence on which our "N.Y." electros are used with excellent advantage.

So we spread!

The advantages of having a Southern Depot are beginning to show up very plainly in the way the sales for our Southern territories are looming up. The daily shipments from Savannah are becoming so large that we are kept hustling in Newark to beat their figures.

Railway and Marine Representative for the entire district. Mr. W. A. Lathan succeeds him on territory 305.

December 1st we opened our doors at 188-190 Second Street, Portland, Oreg., and are pleased to say that our agents' customers have not been backward in showing their appreciation of our desire to serve them



Don't let a single chance slip by to talk and sell Preservative Shingle Stains. The quality of the product merits a big sale.

The large C. & M. calendars have caused some very favorable comment, and we have received many requests for them.

Varnish orders are being received in increasing numbers, and although this Division was not at the top of all the varnish lists last month, still, we have only a few rungs to climb, and now is the best time with us in which to climb.

Our "new agent list" is making very favorable reading, and is bound to show better still as soon as the weather moderates.

We have had visits from Mr. Tenn,

New England Division.

Don't forget to put up a good argument in favor of our products to every architect you meet. He is the man that controls the use of a big proportion of paint stock. The Department of Publicity is sending out some very effective advertising to these men, and expects very desirable results to follow this work.



A Full Line Agent is no longer entitled to the name unless he has Preservative Shingle Stains on his shelves. Make it your business to get *Full Line Agent*.

We believe that the January notes of the Trade Sales Department con-

better by carrying a complete stock in that section for quick orders.

The Lewis Clark World's Fair is to be held in Portland from May 1st to October 1st this year, and we are sure that our representatives and their S. W. P. friends who visit us from the East will be proud of our new Northern Pacific Depot.

Canadian Division.

Mr. Smith, Mr. Richardson and Mr. Beardslee during the past month.

Territorial reports from nearly every section of the country in this Division give encouraging views of the prospects for this year's paint and varnish trade. The new towns opening up in the Northwest will enable us to send a few "Texas Specials" westward as soon as the new railroad is built.

"E" lists are coming in very promptly, but inquiries of each agent as to whether or not his list has been sent, will materially add to the number from your territory, especially so when Mr. Agent is reminded of the free advertising.

One of our large railway orders for immediate shipment last month was for nine thousand gallons, and another one for twelve barrels.

tain a very helpful summary of the record of the new S. W. P. agents. It is apparent that we have got to make a hard pull, and a pull all together, in order to reach first place, which is awaiting this Division.

We are after business in general, and we are prepared to give each salesman valuable assistance in placing our varnish leaders upon the shelves

We have one more assistant in the Promoting Department, and it gives us additional strength to make a record this year in our work.

South-Western Division.

We had the flags flying to welcome our worthy President, Mr. H. A. Sherwin, and Vice President, Mr. Walter H. Cottingham, on the occasion of their visit to Kansas City, January 24th. We were also honored with a visit from our Treasurer, Mr. S. P. Fenn, whom we were pleased to have with us again.

harder to catch up should we once get behind. We must keep ahead *at all costs*.

In the whirl of "trainloads"—don't think we are losing sight of the big carload orders. We thank Messrs. R. L. Graves, F. B. Gable and H. B. McNair for the carload orders sent in during the last 30 days.

Our Texas representatives, Messrs. E. S. Donnelly, J. W. Anderson, J. J. Twaddell, and F. P. Mallory are deserving of great credit for their excellent work closing up the orders for the Texas Specials, and they have our best wishes and congratulations.

The "E" lists are not coming in from some territories as fast as we would like to have them. Won't the salesmen impress on *each* agent the great importance of getting in the lists early? Without a doubt it is the most substantial assistance we can give the agent throughout the entire year. See to it that they grasp the opportunity.

We are proud to see that on December 1st this Division holds first place in the Top-Notcher Competition for 1905. Our thanks and best wishes go out to our loyal representatives and our entire staff for placing the Division in this enviable position. We have, however, formidable competitors. Don't let go any slack. "keep-a-pullin'" and remember it will be much

In a few days the first half of our year will be gone. Let each one of us take stock. Some of us have struck too slow a gait if we are to reach what we anticipated. Don't let us scatter our energy. Remember our old watch-word, "concentrate". If possible increase the pace and keep it up.

DEPARTMENT NOTES.

Trade Sales Department.

Record of New S. W. P. Agents. The campaign for new agents is presenting stronger features, although there are no very marked changes

this month in the order of precedence. Mr. Ross of the Canadian Division still holds the lead, Mr. Snyers of the Eastern taking second place from the

Middle West.

The race is now fairly on and the signs are most favorable for rapid advances all along the line.

In other new accounts Mr. McDade of the Middle West is still on top, while the second, third and fourth places are held by new aspirants, indicating a contest of special interest. In total new agents and accounts the Divisions hold the same order as in January, excepting a change of places between the Central and Southwestern Divisions. The Eastern Division with Mr. Jarden leading, is tied with Southern Pacific for the second position.

The record follows:

Canadian Division,	H. D. Ross, 15 New Agents
Eastern Division,	W. J. Sayers, 10 New Agents
Middle West Division,	C. F. Hough, 8 New Agents
Central Division,	M. Bencini, 7 New Agents
Central Pacific Division,	J. A. McIvor, 6 New Agents
Southwestern Division,	W. E. Nunn, 5 New Agents
New England Division,	H. B. McNair, 4 New Agents
Southern Pacific Division,	G. E. Wine, 1 New Agent
G. Burdell, 1 New Agent	

Leaders in Other New Accounts.

Middle West Division,	B. M. McDade, 83
Southern Pacific Division,	J. O. Kughen, 28
Eastern Division,	W. H. Jarden, Jr., 24
Canadian Division,	G. F. Boomer, 19
Central Division,	C. A. Opperman, 18
Southwestern Division,	S. S. Burns, 13

Varnish Sales Department.

The general varnish competition becomes more and more interesting and it is surprising to see how close is the contest among the leaders.

New England again holds first place, with Mr. Horton as standard bearer.

New England Division,	H. T. Anderson, 18
Central Pacific Division,	C. E. Fitch, 4

Leaders in Total New Agents and New Accounts.

Middle West Division,	H. W. Dade, 41
Eastern Division,	W. H. Jarden, Jr., 28
Southern Pacific Division,	J. O. Kughen, 28
Canadian Division,	G. E. Boomer, 26
Central Division,	S. S. Burns, 19
Southwestern Division,	C. A. Opperman, 15
New England Division,	C. E. Nunn, 13
Central Pacific Division,	B. P. Mansfield, 9
J. A. McLatchie, 9	

Leaders in Floor Finish Sales.

Mr. Wise, Mr. Ross and Mr. Mowat have jumped to first, second and third places, and are in exceedingly close competition, only a few hundred dollars covering the whole difference among the leaders named. The Pacific and Canadian Divisions are to be congratulated on the strides they are making. There are large opportunities here for every one.

The leaders to February 1st are:

Southern Pacific Division,	G. E. Wine
Canadian Division,	H. D. Ross
Central Pacific Division,	G. G. Yousau
Middle West Division,	W. H. Jarden, Jr.
Eastern Division,	H. T. Sheldon
Central Division,	H. M. Kipp
New England Division,	R. P. Ketchum
Southwestern Division,	F. F. Mulhery

In C. & M. varnish sales Central comes to the front, with Eastern and New England but a short distance behind.

The leaders in varnish sales based on per cent of estimate secured, also shows new names and it is interesting to note that the top figures are held this month by Mr. Donnlson of the Export Department.

In percentage of agents handling Kopal, Excello and Mar-not, the leaders are close to the 100 per cent mark, and there are very many others with increasing figures coming nearer and nearer to this maximum standard.

There should be no opportunity lost and no stone unturned to make sure of including these winning specialties in every stock order.

The gain in new varnish accounts is marked and the contest seems especially aggressive in the Middle West, Canadian, Eastern and Central Divisions. The others are crowding on and there will be many chances for some hot brushes and brilliant finishes.

We give below the record of the leaders to February 1st:

Leaders in General Varnish Competition.

New England Division,	A. J. Houghton
Southern Pacific Division,	J. O. Kughen
Central Division,	H. P. Forrester
Canadian Division,	J. J. Whalen
Central Pacific Division,	W. J. Bland
Southwestern Division,	D. C. Jordan
Middle West Division,	A. W. Ballard
Eastern Division,	W. H. Foster

Leaders in C. & M. Varnish Competition.

Central Division,	L. B. Quinn
Eastern Division,	L. R. Rogers

New England Division,	L. W. Harris
Canadian Division,	R. C. Mason

Leaders in Varnish Sales.

Eastern Division,	C. Donnlson
Southern Pacific Division,	J. B. Kutz
Southwestern Division,	H. B. McNair
Middle West Division,	C. S. Wheeler
Central Division,	W. D. Moore
Canadian Division,	B. D. Ross
Central Pacific Division,	W. J. Bland
New England Division,	A. J. Houghton

Leaders in Kopal.

Southern Pacific Division,	G. W. Burdell
Eastern Division,	J. O. Kughen
Southwestern Division,	C. P. Jarden
Middle West Division,	W. W. Watson
Canadian Division,	A. W. Ballard
Central Division,	J. F. Angus
New England Division,	H. M. Kipp
Central Pacific Division,	A. J. Houghton
Southwestern Division,	S. W. Smith

Leaders in Excello.

Southern Pacific Division,	C. W. Burdell
Middle West Division,	J. P. Coleman
Southwestern Division,	W. W. Watson
Central Pacific Division,	C. E. Fitch
Central Division,	H. M. Kipp
Canadian Division,	C. A. Thomas
Eastern Division,	C. P. Jarden
New England Division,	J. B. Wells

Leaders in Mar-not.

Middle West Division,	H. B. Quinn
Southern Pacific Division,	J. O. Kughen

Eastern Division, H. T. Sheldon.
 Southwestern Division, F. E. Byron.
 Central Pacific Division, C. E. Feich.
 New England Division, I. B. Wells.
 Central Division, H. M. Kipp.
 Canadian Division, J. J. Whalen.

Canadian Division, B. D. Ross.
 Eastern Division, W. H. Porter.
 Central Division, S. H. Robinson.
 Southern Pacific Division, G. W. Burrill.
 Southwestern Division, J. J. Twaddell.
 ite. V. Patterson.
 E. S. Donnelly.
 S. S. Burris.
 Central Pacific Division, G. C. Mowat.
 New England Division, A. J. Horton.
 ite. F. R. Hare.
 I. B. Wells.

Leaders in New Varnish Accounts.

(Highest total number.)

Middle West Division, W. W. Stenn.

Street Railway Department.

Praise for Metalastic on Pull Offs and Cross Arms.

The following letter was recently received, and speaks for itself:

Los Angeles Pacific Railroad Co.,
 Los Angeles, Cal., Nov. 5, '04.

Mr. E. T. Parsons, Representative The Sherwin-Williams Co.

Dear Sir:—About a year ago we painted the malleable iron overhead curve fixtures known as "double pull offs", at the intersection of Ocean and Oregon Avenues, with your Metalastic. We selected this place on our line because it was well adapted to give the paint a severe test. Being situated on the ocean front it is

subjected to the dampness caused by the numerous fogs.

At the present time there is no appearance of rust on any of these pull offs, and they are apparently in as good condition as when they were first painted.

As you know, we have recently placed an order with you for Metalastic to be applied on the cross arms we are about to put on the line. We have not heretofore been able to obtain a paint that would keep off the rust for any such length of time.

Yours truly,
 M. E. HAMMOND, Auditor.
 There are large and growing possibilities in Metalastic, and *it does the work*. Do not let these chances slip by.

Manufacturing Department.

The Foremen's Club had a very interesting meeting when Mr. C. L. Fancher, the new storekeeper, was initiated with a great deal of formality.

The new presses for the Linseed Oil Department are to be delivered on the 1st of March.

We are receiving some very favorable comments on Litho Varnish. As this is made from oil of our own manufacture we feel that we are in a stronger position than almost anyone on the market and would be very glad to submit samples to any prospective customer.

Plant Number One, Cleveland.

For a short period, about the 1st of February, it seemed that we were so absorbed with the third Texas Special that everything else was put into the background. This train went forward within a remarkably short time after the last orders were received.

The Varnish Department has been particularly rushed during the past few months to keep our storage tanks filled up, replacing the varnish which is being filled into packages to prepare for the spring business.