

Sellosophy



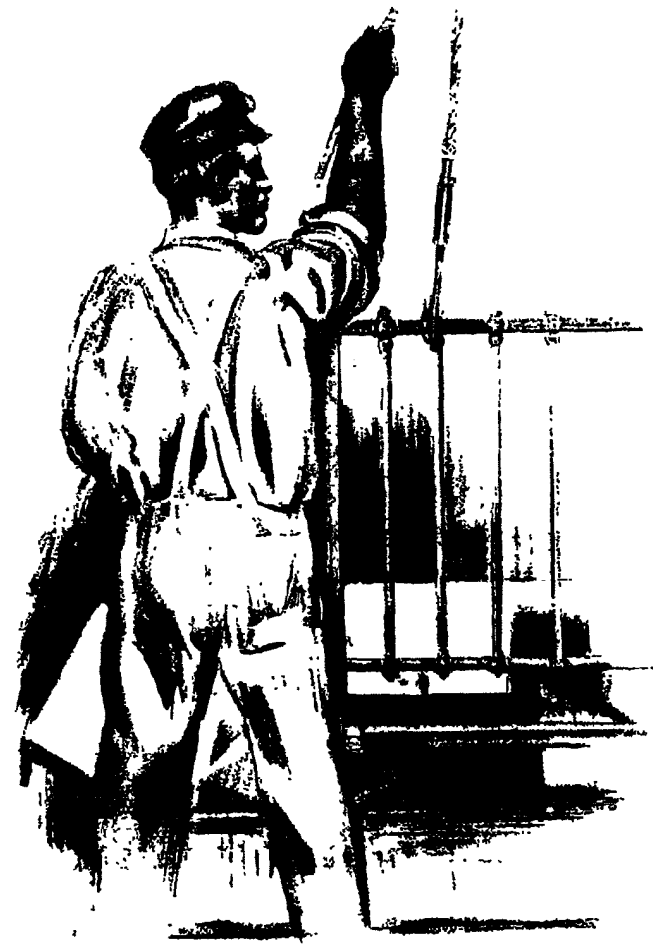
Approach the architects with confidence. They're big, busy men (some of them), but so are you. Don't try to persuade them into the S-W. boat—CONVINCE them that they are missing something by staying out.

Is it worth while? Oh my dear sir! Think what you are saying. One of those "skyticklers" uses as much stuff as three good sized agents sell in two years. Smaller buildings use less stuff—naturally, but no matter how large or small, the architect is worth a lot more cultivation than he gets, or I should say, has had in the past.

The Little Paint Man

The Chameleon

MAY 1928



N23497

The Chameleon.

Published on the Twentieth day of each month at 601 Canal Road, N. W., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff.

Vol. XI. MAY, 1908 No. 4

KEEPING UP STEAM.



S long as there's work for the engine to do steam must be kept up. When the pressure drops the engine slows down, Low pressure means inefficiency. High pressure makes things hum.

We of this aggressive organization have been working under high pressure all season, and there's hard work ahead of us yet, so *steam must be kept up*. The engines have been working overtime, it's true, but they're strong and powerful—built to carry overloads in time of emergency, so we're safe in keeping up the pressure.

We've got to make good that claim that more of the Sherwin-Williams Products will be used this year than last before we can slow down, and "we're on the way." April has helped out very nicely.

The week ending May 2nd we made a new top-notcher record in our trade sales. It was the biggest week in sales to the trade in our history. Think of it! Making records like that in these days! It's certainly something to be proud of. The thing itself cuts little figure; but the *men* who *did the thing* loom up big. It's working out the achievement that counts far more than the achievement itself.

I know people are still talking a great deal about conditions and of there being little improvement, etc., etc. Well, let them talk; but it strikes me more forcibly than ever, when I see what we're accomplishing from week to week and day to day, conditions cut mighty little figure in a resourceful organization like ours, operating in so many different fields on a continent of such wonderful productiveness as ours.

There may not be as much business in the aggregate as there was, and undoubtedly this is so; but there's a lot of it being done *in spots* just the same, and we're *working* those spots a little closer and a little harder and a great deal more intelligently than ever before; and so the conditions, while they make it hard for us, don't stop us. No, siree! And the glory of winning out against conditions makes up for the hard work. Conditions do not determine success, but the *ability to win* in *spite* of conditions does.

Shovel in the fuel, raise the steam to the highest pressure, and let's generate more energy, greater determination and a livelier enthusiasm for

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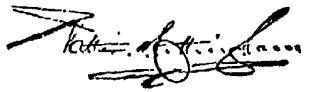
the *final spurt* before vacation time. A few more weeks, and the hardest and greatest of our spring campaigns will be ended; and then—well, we'll take a well earned rest and get ready for another.



Vice Pres. & Gen'l Mgr.

Old Central's Magnificent Week.

THE men and managers of Central District have cause for self-congratulation. Mr. Levenhagen reports that the week ending Saturday, May 2nd, was the largest individual week ever recorded in the history of Central District. The trade sales gain was 145.9%; the total gain 68.1%.

A fine record for new business was also established. During the working days of this week there were gathered into the fold 12 new agents, 13 new dealers and 48 new other accounts, or a total of 73 new accounts.

These gains, of course, are figured against the corresponding week of last year, when there was no talk of stringency in the air. This showing is not made possible by abnormal commercial activity in Central territory, but is the result of conscientious and continual "digging in" by all hands.

Mr. J. B. Kurtz's New Position.

EFFECTIVE May 1st., Mr. J. B. Kurtz was appointed Superintendent at Seattle, Wash. Mr. Kurtz came with this Company four years ago and from that time until 1905 worked with much success a territory in Arizona and New Mexico. He was then transferred to San Diego, which position he held until his appointment as noted above. As his past record shows, Mr. Kurtz can be depended upon to make the most of the golden opportunities the west affords for the further growth of our business there.

New Location of Our New York Offices.

OUR New York offices have been removed from 66 Broadway, which we have occupied for many years, to the present location, 1275 Fulton Building, 50 Church St. The Fulton Building is one of the two structures that go to make up the famous Hudson River Terminal, which is finished almost entirely with our products. A full page illustration of the Hudson Terminal buildings appeared in the May issue of THE S. W. P.

HONOR ROLL

Representatives Whose Sales Are Ahead of Last Year on May 1st, 1908.

Central District

H McCallum, B M. Kipp, H P. Torrance, G G Mowat, S H. Robinson, C Z Martin, B L. Reynolds, W D. Moore

Western District

CHICAGO SALES DIVISION

W. F. Gallinger, P F. Hinkson, G. J Liebich, D J Moreland, C S. Wheeler, R. Claxton, J. W. Ward, A W. Ballard, G J Manassaj, F K Gray, W M Roberts, E C Sullivan

NORTHWESTERN SALES DIVISION

P. H O'Neill, T M. Brude, F A Randall, F W. Denton

ST. LOUIS SALES DIVISION

W. V Hammond, H. P Reeds, M. S. Krimbill, F. A Bush, M. M. Miller

Southwestern District

KANSAS CITY SALES DIVISION

R. B. Cannon, E. J. Clare, W H Barber, C. G. Porter, W. R. Ashbrook, C. M. Atwood

OMAHA SALES DIVISION

A H. Rich, G. M Worthington, F E. Byron

Pacific Coast District

SAN FRANCISCO SALES DIVISION

W. H. Lilley, W. E. Carter, C. E. Fulch, B. B. Rankin

PORTLAND SALES DIVISION

C P. Christiansen, R A. Carder, E. L. Stannard, J. Thomson, J B Kurtz

LOS ANGELES SALES DIVISION

G E. Wise

Canadian District

MONTREAL SALES DIVISION

R. B. Johnson

WINNIPEG SALES DIVISION

A H McIntosh

Atlantic Coast District

NEWARK SALES DIVISION

G. S. Spettigue, M. B. Millspaugh, W. S. Crook, B F. Longthon, A C. Bonnell, W. S. Woodrow, F S. Slater, F A. Elmquist

SAVANNAH SALES DIVISION

A. D. Kiser

PHILADELPHIA SALES DIVISION

C. G. Fisher, A. Larkins, C W. Burgess, M. B. Roberts, G E. Elliott, F E. Drew

NEW ENGLAND DIVISION

B. F. Ketchum, I. B. Wells, J. D. Pillsbury, H. C. Stratton, A. J. Gillespie

General Sales

G. S Wright

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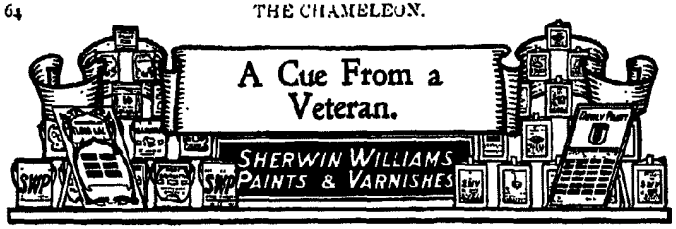


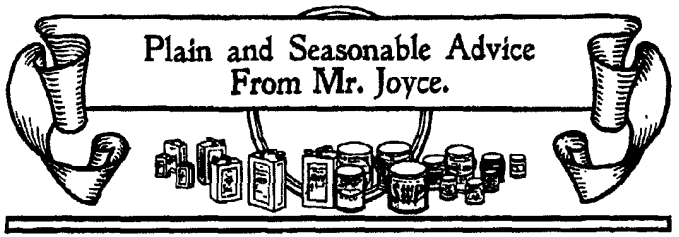


E'RE always willing to sit at the feet of a veteran representative and listen to his experiences. If he's a veteran with us it goes without saying that he has been successful. And to be successful in selling a big line of paint and varnish products a man must have a brain that's more than a match for a single competitor or an army of them. It will, in the course of time, furrow up with little wrinkles which hold ways and means, plans, schemes and master strokes upon which to draw for help in time of need.

A veteran representative happened to be in the office of the General Sales Manager the other day when the sale of linseed oil was under discussion. It was a serious discussion, too, when all the arguments and difficulties in the sale of oil were brought out of their hiding places for inspection. If there were any sides of the question that were not dissected it was because they were too small to be seen. After the consultation was about over the representative swallowed some of his modesty and spoke up: "Linseed Oil is about the easiest thing in our line to sell. It's a cinch that it's the most convenient piece of goods we've got. Don't smile at the word 'convenient.' Here's the point. Oil is a staple. Your agent must handle it, your dealer must handle it, and practically all your B. P. A. trade must handle it. Your agents can have no objections to your selling dealers in the town linseed oil. For the express purpose of selling oil you can walk right across the street from your agent's store to a dealer. I often say as I pack up my grip, 'Well, I'm going over to sell Brown some oil.' Incidentally this opens the way to the sale of shelf goods. I get on good terms with other stores in the town, size them up and make them think well of our house. Many's the order for shelf goods that I've sold under the protection of linseed oil.

"But there's more than this advantage to linseed oil. I never could keep on going back to a B. P. A. and talking our agency proposition, especially where I made a town very often. Your B. P. A. knows you have come to talk a stock proposition, and lots of crusty chaps don't want to hear you. I pull out my oil case and tell them the advantages of our oil, the story of the seed, the care we use in pressing, etc., and I've yet to fail to get a good hearing. Even if I don't sell, I've left a mighty good impression of our house, and the agency comes after a while from this good seed. Of course I get a pretty fair amount of oil business, but I could get even more by pushing it a little harder."

Doesn't this report of a private talk on the sale of oil offer you a new cue to go after oil business?





HE following extracts from a recent bulletin of Mr. A. D. Joyce are very timely at this season when we are apt to find in "that tired feeling" an excuse for many shortcomings we would not otherwise allow ourselves. Although addressed directly to the men of Southwestern District, Mr. Joyce's bulletins are well worth the consideration of our entire staff.

That Tired Feeling.—This is the season of the year that most of us are apt to get "*that tired feeling*"—the kind you are told about in the patent medicine advertisement. At this season of the year our grandfathers used to take liberal doses of sulphur and molasses and sassafras tea to get that tired feeling out of their systems, but we in this modern age handle things differently. We realize that a good deal depends on the way you look at these things as to whether you let yourself be overtaken by that tired feeling. If you are a true booster and a cheerful, sunny optimist the attack of that tired feeling is of very short duration. We want to say to you that if you feel an attack coming on, the first thing to do is to take mental stock of yourself and find out whether you are looking at things just the right way.

During the past few weeks we have been dwelling, particularly in our bulletins, upon the fact that prosperity is back again. It's up to you now to make it evident on your territory. You cannot do it if you let that tired feeling master you. The surest way to overcome this spring malady is to keep so everlastingly busy that you will forget all about it. Thus far this year we have been doing some mighty good work. We have had a hard fight and now things are coming easier for us, but we do not want this fact to make us think that we can take it easier ourselves. *This is our harvest time. Now is the time that we must go after it harder than ever—and we know you will help us.* Just make up your mind to put the whole man at work. Don't take any chances of losing any of the splendid progress that we have made. Many a good race has been lost because the horse had broken its gait along about the third quarter. Let's hold our feet and keep up the speed we have got and be ready for a spurt when we go under the wire.

Crop Prospects.—The crop prospects throughout the Southwestern District are splendid. From every section comes news of seasonable weather. Wheat came through the winter in splendid shape. Farmers are well along with their spring work and everything points to bumper crops. We're certainly *back to prosperity.*

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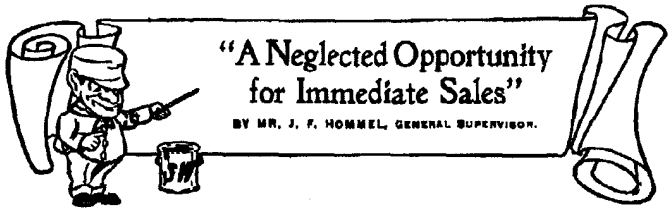


"A Neglected Opportunity for Immediate Sales"

BY MR. J. F. HOMMEL, GENERAL SUPERVISOR.

I WAS asked a few days ago what I considered the most important thing for representatives to consider now that the territories have been pretty well covered for stock orders. I replied, "A good careful canvass of the master painter in each town visited." In looking over some of the territories I find this trade is being somewhat neglected, and I feel it to be not out of place to again urge our men to give this phase of their work careful consideration for the remainder of the season. It will be found to bring surprising results. Since writing the article upon this subject which appeared in the April issue of THE CHAMELEON I have given some personal attention to the master painter and am more firmly convinced than ever before that in overlooking the master painter on varnishes, stains, Flat-tone, etc., we have overlooked a most fruitful field for output on these lines.

Every village, town and city has a greater or less number of painters who purchase these lines in varying quantities, and the volume of their purchases will often be found to exceed the purchases of average agents.

This business is going largely to competitive concerns, at prices which are often less favorable than our own, and when solicited by our men, can be secured without difficulty. The safeguards with which we surround our products in the course of their manufacture or preparation, when explained to the master painter will be found to appeal to him. The trade as a class will be found easy of approach, and one, two or more cases of varnish will very often reward the salesman's efforts.

The salesman who is not selling either direct or through local channels, one or more painters in each town visited, is not only overlooking important avenues for increasing his total sales, but may be laying himself open to criticism by his manager for neglect of duty.

Every good, industrious painter will be found at work at this season of the year, and will not care to have much of his time consumed by salesmen. I would therefore urge our men to go right to the point explain quickly and clearly what we have to offer, take an order for such lines as are needed and move on, unless of course more extended interviews can be secured.

The fact that the painter has no commercial rating should not be allowed to swerve the representative from his purpose to attempt a sale, as it will not be found difficult to divert such orders through local trade, and will often supply a strong lever in the opening of new dealer and agency accounts. Many painters in smaller towns buy their goods, bill lading attached to draft, in which case a small advance payment sufficient to cover

charges both ways in case of refusal of shipment, should be collected at the time order is secured. Any of our men who have been afraid of this business for any cause, have a happy surprise in store for them if they will proceed along the lines indicated.

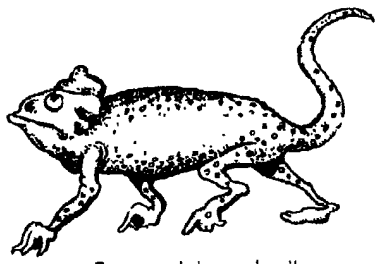
Some of the strong values to be introduced to the master painter at this time are, No. 5 Interior, Pale Durable Interior, Excello, Durable Wood Finish Interior, Velvet Finish, Marine Spar, Mar-not or Transparent Floor and Lustral Coach, also Flat-tone, which will win favor with any painter who tries it out.

I do not feel that I can urge anything upon our men which offers as great and quick return in increased business as a canvass of the employing contract painter on the lines referred to.



The "Comedian's" Tragic End.

THE following illustration and clipping are taken from *The Sporting Times*, of London, Eng. It was sent to us by Mr. Royal Cluxton, Terry. 106, with the notation that perhaps it would be of interest to CHAMELEON readers. We are also of the opinion that this account of the "Comedian," busting "hisself" in the effort to make good, will be read with interest.



"Pore, pleadin' comedian"

Said the boy at the main-line bookstall:—

"It was a Norf African reptile what they calls a 'comedian,' an' two sailors asked us to mind it at the bookstall while they went to the lavvytry. An', as soon as they'd gone, our clerk, who knows about everythink, says, 'No matter what colour you shows a "comedian" he instantly changes to that colour'—an', to prove it, he put the little joker on a *Sportin' Times* an' it changed to pink! Next he put it on a *Tit Bits* an' it went grass green; an' being shifted on to *Answers* it come bright orange! 'Well, that's won it,' said a Willesden guard what was a-lookin' on. 'Here, try him on one o' the Scotch-plaid travellin' rugs, an' he pulled down a tartan an' set the little fellow on it. Pore, pleadin' comedian! He just took one long look at the plaid, uttered a piercin' screech, and busted hisself!"

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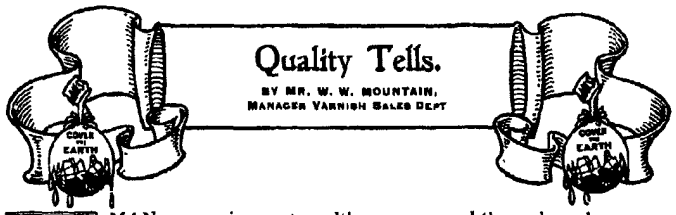



MAN may gain great wealth or power and through such, a reputation which gives him a place of prominence among his fellow men and still deserve no credit or confidnce. But if when one gains such reputation as gives him pre-eminence among his fellows and upon close examination the world finds that it is because of merit that his life, his methods of doing things are right; that he possesses true quality, then and then only does he deserve credit and confidence.

The same is true of a business organization. Size alone is not the point, but when an organization from a small beginning grows steadily through a long term of years, through years of prosperity and years of adversity, ever steadily, consistently growing stronger, larger, overcoming all obstacles, until that concern grows to be unquestionably the largest in its line of business, with the best reputation, and if upon close examination, it is found that the methods of such a concern have ever been honorable, that its integrity has never been questioned, that its products have always possessed the highest merit, that Quality has been its motto and that its lines of manufacture have fairly gained the reputation of being the Standard of Quality, such a concern deserves the pre-eminent place it occupies and the confidence of every buyer or user of its products.

This is the place of honor occupied today by The Sherwin-Williams Company—the place it fairly holds because of more than 40 years of honest effort and Real Quality in the manufacture of paint and varnish.

There is no line of manufacture where Quality counts for more—merit in the goods—integrity in the manufacture and sale of them, than in paint and varnish.

This is doubly true of varnish. In varnish, Quality always tells.

In varnish, the buyer and consumer must trust to the honesty and integrity of the manufacturer; he must buy or use *"by faith,"* for time only can prove merit in varnish.

It would be both foolish and dishonest to argue that one concern could not make as good varnish as another, providing such concern were able to buy the necessary brains, material and equipment, but notwithstanding this fact, it would be just as foolish and dishonest to say that all concerns do make equally good varnish.

Therefore, the concern who because of its size or output can take the best advantage of the raw material market has an advantage. The concern which makes its own linseed oil (which is the life-blood of the varnish) has an immense advantage. The concern which can add these advantages to those incident to having the best organization, the best and largest selling force, the largest number, most up-to-date, best equipped factories, laboratories and distributing facilities, is the concern which can give the buyer or consumer the most advantages and the best Quality for his money.

This again is the place of honor deservedly held by The S-W. Co.

The representative may well feel proud of his connection with and opportunity to represent such a concern and to know when he presents his line of varnishes to the dealer, that he is offering the line which is the Standard of Quality.

The dealer, when he places the Sherwin-Williams varnishes on his shelves may well feel proud, because he knows the name on every package is a guarantee of Quality.

The consumer, when he buys Sherwin-Williams varnishes and uses them according to direction, may well feel proud, because he knows he is using the varnish of Quality, backed by the reputation of the largest and best paint and varnish concern on earth.

In the individual, in the concern, in the product, "Quality Tells."

In varnish, Quality (not price) is everything.

Foolish is the man who will buy his varnish of any concern who has not built for themselves a thoroughly proven reputation for *integrity* in all its dealings, for Quality in all its goods.

Annual Spring Meeting of Managers and Heads of Departments.



ACCORDING to the usual custom the Spring meeting of Managers and Heads of Departments is being held in Cleveland during the present week, commencing May 18th. Our advertising methods and sales plans are fully reviewed and the plan of operations for the coming year thoroughly outlined and discussed. The meeting this year is being held in the exhibit room on the fifth floor of the main office building, which has recently been remodeled.

Those in attendance are Messrs. H. A. Sherwin, President; W. H. Cottingham, Vice Pres. and Gen'l Mgr.; S. P. Fenn, Treas.; A. W. Frank, Asst. Treas.; Alex Sclater, Gen'l District Mgr.; H. J. Douglas, Auditor; J. C. Beardslee, Gen'l Supt.; A. E. Schafer, Mgr. Gen'l Sales Dept.; E. M. Richardson, Mgr. Marine Sales Dept; E. M. Williams, Mgr. Street Railway Sales Dept.; W. J. Sohlinger, Mgr. Manufacturing Sales Dept.; L. R. Greene, Mgr. Advertising Dept.; H. D. Whittlesey, Mgr. Atlantic Coast District; F. F. Myers, Mgr. Western District; J. F. Hommel, Gen'l Supervisor and Mgr. Large City Sales Dept.; C. C. Ballantyne, Mgr. Canadian District; A. D. Joyce, Mgr. Southwestern District; L. W. Wolcott, Mgr. Pacific Coast District; F. E. Davis, Secretary to Vice Pres. and Gen'l Mgr.; R. W. Levenhagen, Sales Mgr. Cleveland Division; R. W. Sample, Mgr. Chicago Sales Division; A. E. Kydd, Mgr. Newark Sales Division; D. G. Newton, Asst. Advertising Mgr.; C. E. Horton, Supt. Art Dept.; S. E. Baldwin, Supt. Printing and Sampling Dept.

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How Things Look at Forty.



THINGS look different—at forty. I know, for I am writing this on my fortieth birthday.

Life isn't any more serious than it ever was—perhaps it is less so. Surely it is nothing like as much of a problem. Surely, too, it is more comfortable.

You see, I am an employee—one of the millions who get pay envelopes from somebody or somebody else every so often. I have always been an employee, and suppose I always shall be. Somehow there doesn't seem to be enough employing to do for all of us to have a chance at it.

And, besides, most of us don't know enough to do employing. Yet nine-tenths of us feel that we are superior to the men who pay us, and we criticise their methods and their actions. Not openly, however—more's the pity. I believe the average employer would be glad to hear decent criticisms, decently made. We sneak. We tell the other fellows in the place, and our friends outside, how "slow" and "mean" and so on the boss is.

And we are forever going to quit when we "get a good chance." But we don't often quit—unless we get "fired"—for a good chance rarely comes to the sneak and the backbiter.

But we don't get promoted or "raised," either—because our think-boxes are so filled with meanness that there isn't room in them for the honest thought that leads to better things. Or our initiative has become paralyzed through fear that we are doing too much for the money we get, or atrophied through plain lack of use.

Often, too, we become obsessed (suppose you look that word up) with a notion of our indispensableness. Then we're moored to a mud bank, and some stormy day we drift away to nowhere.

When I began work I didn't see any of these things quite this way—didn't see some of them this way at all. Of course I wasn't forty then. But I was on the way to it So are you, my brother—unless you have reached it or passed it.

I have had three jobs since my twenty-first birthday—four years. seven years, and eight years. Left the first to go to the second, and the second to go to the third. Am still at the third.

To do better each time? No—to do worse, from a money standpoint. But to apply some of the things I learned in the previous job.

I did get my wages increased occasionally while at the first two jobs. But I wouldn't have gotten a worth-while promotion in a thousand years. Why? Don't ask me—just read over again the first part of this talk.

Eleven years to learn something—not much even then—of my duty as an employee.

And I also learned not to lay any particular stress on my employer's duty to me. Because he really doesn't owe me any duty—unless my work and conduct are such as to impose an obligation upon him, in which event he'll be glad to "square up."

Is that a new one? It was to me—once. But I'm fixed in it now.

I have said that I am an employee, and yet I have spent the last eight years working for myself. Just as surely as though I owned a business.

How? By doing the best I know for my employer, every minute of my working day. It's easy when you get into it. I tumbled to the fact that there is only one fellow in the world who can help or hinder me. That fellow is myself. He hindered me for a good many years. He's helping me now.

Some folks say I've made a wonderful jump to where I am. They're wrong. I've gone up slowly—very slowly, it has seemed sometimes—in obedience, however, to the law of business gravitation—the law that inexorably says "up" if you're worth it, and "down" if you're not.

I haven't worried about my job since I got the real hang of things.

Once, when I had a good offer from another city, my employer simply said, "I would like you to stay here." Not a word about advancing my wages to meet that offer. Not a word for six months after—for I stayed. Then—that much, and more!

Some of the other fellows say harsh things about that man—just as I said about former employers. And they are listless and uninterested and jump when the bell rings. Sometimes they tell me I'm lucky—when there is no such thing as luck.

They haven't learned—and some of them are 'way past forty, and will never learn.

I'm not a sentamentalist—I believe that "business is business" all around. I'm happy in my work; my digestion and nerves are good. Life is beautiful and richly worth living. I've saved a little money, by the way—maybe I can quit and rest after a while, if I want to. Won't that be fine?

Yes, things do look different—at forty.

—From Impressions of an Employee, in Mechanical World Magazine.

Hurtin' Bizness.

"Don't you know you're hurtin' bizness," said the red fox to the hound,
"When instead of sleepin' peaceful, you come snoopin', sniffin' 'round?
What's the good of all your barkin'? What's the use of all this fuss?
What were chickens made for, if they weren't made for us?"

"Can't you see you're hurtin' bizness?" said the South Sea savage chief
To the fearless missionary who was sitting on the reef;
"I have seven white men captured that I want to sell as meat;
What were white folks made for, if they weren't made to eat?"

"Don't you know you're hurtin' bizness?" said the robber in the jail,
While the stubborn sheriff listened to his almost tearful tale;
"Those who make and sell the jimmies, don't you see are losin' trade,
While you foolishly confine me where no get-aways are made?"

"Can't you see you're hurtin' bizness?" said the devil to the man
Who was steadily progressing on the live-and-let-live plan;
"You are keepin' men from fallin' who, if sorely pressed, might fall;
Why, if all men did as you do, I would have no job at all."

—R. J. Stanton, The Century Co., N. Y

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Top-Notcher for Second Quarter.

THE great Top-Notcher race for 1907-8 is now in the third quarter. We print below standing of the competitors at the half way, March 1st. A considerable number of the same names appear this month as last, but there are many changes, both in personnel and position. There will be some spirited work from now until the end of the contest.

1907-1908 Competition. Standing March 1st, 1908

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

Top-Notcher Division Manager,
Mr. S W. Smith, San Francisco Sales Div

Top-Notcher Salesman,
Mr. W V. Hammond, St Louis Sales Div

Top Notcher Superintendent,
Mr. W J Lawson, T. N. 2, Newark Factory

Top-Notcher Promoting Dept. Manager,
Mr. J. A Bowman, Eastern District.

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

Top-Notcher Railway Representative.
Mr. E. M. Richardson, T. N 3

Top-Notcher Manufacturers' Representative.
Mr F E. Drew, Eastern Division.

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

DISTRICT	DISTRICT MANAGERS.	PLACE.	DIVISION.	SALES MANAGERS	PLACE
Pacific Coast,	Mr. I. W. Wolcott,	1	Savannah,	Mr. W H Forman,	6
Atlantic Coast,	Mr. H. D Whittlesey,	2	Chicago,	Mr. R W. Sample,	7
Western,	Mr F. F. Myers, T.N. 2	3	Dallas.	Mr. I. F. Watkins, T.N.,	8
Southwestern,	Mr A.D Joyce, "	4	Montreal,	Mr. E. C. Budge,	9
Canadian,	Mr C. C. Ballantyne,	5	Kansas City,	Mr. F W Gable, T N ,	10
			Cleveland,	Mr R.W Lovenhagen, T. N. 2,	11
DIVISION.	SALES MANAGERS,	PLACE.			
San Francisco,	Mr. S. W Smith,	1	Newark,	Mr A. E Kydd, T.N ,	12
Los Angeles,	Mr. E.A Bradley, T N ,	2	Minneapolis,	Mr. J P Coleman, T.N.,	13
Philadelphia,	Mr. C. P Jarden, T N ,	3	New England,	Mr. W. H. Porter, T.N ,	14
Portland,	Mr. W. J Bland, T N ,	4	Omaha,	Mr W W Haynes, T.N.,	15
St Louis,	Mr. P.L. Munger, T.N 2,	5	Winnipeg,	Mr. W S. Fallis. T.N 2,	16

Top-Notcher Traveling Representatives. March 1st, 1908.

TRADE SALES DEPARTMENT.

Central District,
1—H M Kipp,
2—H. C. Jacobus,
3—J. L Pendery.
Western District,
1—W.V. Hammond,
2—G. J. Liebich,
3—H. P. Reeds
Southwestern District,
1 - E J Clare,
2 - J. J. Twaddell, T N.
3—B. B. Cannon,
Central Pacific Division,
1—R A Carder,
2—W.H. Lilley
Southern Pacific Division,
1—G. E. Wise, T N 3
2 S G. Hailess

TRADE SALES DEPT —CONT'D.

Eastern Division,
1—W H. Jarden, Jr,
2 - A Larkins,
3—F. D Spencer
New England Division,
1 - J D Pillsbury,
2—A J Gillespie
Canadian District,
1 J J. Whalen.
2 - J W Benson,
3—G E. Boomer

CARRIAGE & MANUFACTURERS' SALES DEPT

1—F E. Drew, T.N , Eastern Division,

RAILWAY SALES DEPARTMENT

1—E M Richardson, T N 3,

A HOUSE never gets so big that it can afford to sniff at a hundred pound sausage order, or to feel that any customer is so small that it can afford not to bother with him. You've got to open a good many oysters to find a pearl.—*Gordon Graham.*



Central District

Cleveland Sales Division.

We are pleased to report that Mr. George Tankard, formerly with one of our competitors is now in charge of the Trade Sales Department.

The Railway Department now has a vacant desk, caused by the absence of Carl Warren, who is in the southern part of the State, with Troop "A", fighting the night riders.

Now that our salesmen have their stock orders rounded up, we want to urge them to pay more attention to new accounts. The Promoting Department assures them of their hearty co-operation, and asks them to send in more definite information in regard to the prospects. This should be a splendid month for new dealer accounts, and we hope to establish a record on the same.

We ask the representatives to make a special effort to secure property owner lists from the agents, as this is the time of year when the personal letters are most effective. Every agent should send in at least one list.



So. Western District

Kansas City Sales Division.

The Kansas City representatives are determined to lead the District on varnish sales. Every representative is pushing the assortments and case lots are regular features in many orders.

We have thus far established more new agents than all of last year. We are depending on these new recruits to help us out on the last half.

Mr. E. J. Clare has landed forty new agents. We believe this is high record for the entire Company for the year to date. He certainly leads the District.

We have had a very wet month, and many of our representatives have been severely soaked. Since they have had time to "dry their clothes and find where they are at" we are looking for fine results in May. What else could you expect from a good bunch of hustlers?

Texas Sales Division.

Since receiving the last CHAMELEON we have had the pleasure of a visit from our District Manager, who succeeded in boosting us up and filling us

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so full of enthusiasm that our sales have been steadily increasing ever since. Fair weather has prevailed for the past two weeks and mail orders are coming in from every territory. It is true that Texas is behind, and probably further than any other Division, but with such energy and determination as the representatives and all are showing there is no question but that we will be on the right side of the fence before the end of the year rolls around.

We received another carload order from Territory 608, and our Mr J. J. Twaddell, who has charge of this territory, states that our good agents and distributors, The Nash-Robinson Co., are enjoying a retail business of at least $2,000 per month.

Mr. S. S. Burris and our District Manager succeeded in closing up a deal in San Antonio for nearly $8,000 of our products. Mr. Burris is the tall representative who requested that his estimate be measured by his length and was insulted because we only gave him $70,000 to make when he was confident of reaching $100,000. A few more sales like this and he will show us how badly we were mistaken.

Mr. J. H. Payne has been finding Marine and C. & M. business on the Gulf Coast and is making quite a reputation as a C. & M. salesman. We have never been able to touch any of this good business until Mr. Payne took charge of the territory—607. From all indications his sales under this caption are going to be more than double any previous year.

Mr. E. S. Donnelly states that he is afraid to hereafter carry any of our Handcraft System panels into any architect's office, as they invariably want to take them away from him and he is afraid that they will be angry for all time to come if their wishes are not complied with. He states that no architect is too busy to look at them and that each vows he will specify the line on each and every job where adaptable lumber is used.

Mr. Kavanaugh Miller, our new representative on Territory 626, writes us that we may expect a full line car from his agents at Amarillo before the end of the month. Mr. Miller has been laying plans to secure this order for some time and we are confident of his success.

Mr. Geo. E. Cannon landed a large hotel at Gainesville this week which will take something like 400 gallons of S. W. P. and Floor Paints, besides interior finishes.



Pacific District

San Francisco Sales Division.

We are pleased to advise our friends that we are now busily engaged in transferring our offices and stock to our new permanent warehouse, 454-466 Second St. In this building we have one worthy of The S-W. organization and at last have come into our own. For two years, the

the first brick building in San Francisco erected after the fire, served its purpose but the unusual expansion policy of the Company demanded that we obtain better facilities for serving our customers and our commodious offices reflect credit on the Company and Division.

In the last issue of THE CHAMELEON we mentioned that Mr. Lilley had disappeared into Bear Valley in the quest of agencies. He has reappeared on the scene again with fourteen new agencies added to his score. Mr. Lilley has a number of other good prospects in view and we are sure that before long they will be added to his list.

Mr. C. P Christiansen on Territory 500 has been doing some splendid work and the results accruing from hard and conscientious work are beginning to show. Keep it up, Mr. Christiansen. It all looks good to us.

Don't forget that the Top-Notcher Trophy is desirous of visiting the beautiful shores of the Coast. Knowing the climate as we do, we feel sure it will enjoy its stay, but in order to give it the proper reception it behooves us to offer our best energies in the different captions of the competition At last accounts we were in the race and if we maintain our position we will land it. It's up to you.

Our promoting department has an immense capacity for work. It is ever on the guard for fresh lists. Keep them supplied with the ammunition and you will find them using it to advantage. Every mail should bring prospects.

Our District Manager, Mr. L. W. Wolcott, is leaving for an extended trip to the different Coast houses, and on his way east for the Managers' meeting, where he will have the pleasure of seeing many of his old friends.



Meeting An Old Friend Abroad.



MR. F. E. Byron, Territory 622, reports the following incident: Dr. Edward W. Foy, who is our agent at Jefferson, Ia., while in Ireland a few months ago happened one day to see a painter ascending a ladder with a color card in his hand that looked strangely familiar. Investigation proved his suspicions to be correct —it was an S-W. card. Our staff artist, who by the way has never been in Ireland, sketched this interesting situation as he imagined it.

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SALES DEPARTMENT NOTES.

Competition Report.

THE following is list of representatives who are ahead to May 1st in the various competitions. These are the only returns that were received in time for publication in this issue.

Leaders in New S.W.P. Agents.

Central Pacific Division,
1st—W. H. Lilley... 24
2nd—C P. Christiansen 13

Northwestern Sales Division,
1st—T M. Bride 17
2nd—C. F. Bennett 11

Central District,
1st—I M. Benedict 13
2nd H. McCallum 11

New England Division,
1st—H. W. Putnam,..... ... 12
2nd—H. C. Stratton..... 9

San Francisco Sales Division,
1st—S. G. Harless 5
2nd— J. O. Knighten..... 3 each; G. E. Wise... .... 3 each; J. B. Kurtz..... 3 each

Leaders in New Dealers.

Central District,
1st—H. M. Kipp..... 60
2nd—W. N. Cline..... 40

Northwestern Sales Division,
1st—C F. Bennett... 45
2nd—Otto Mannerud..... 30

New England Division,
1st—H W Putnam 24
2nd—D. H Thompson..... 19

Central Pacific Division,
1st—L. B. Murphy 19
2nd W H. Lilley... .. 13

San Francisco Sales Division,
1st— G. E. Wise .... 7 each; G. W. Burrill ..... 7 each
2nd -S. G. Harless..... 3

Leaders in Other New Accounts.

Central District,
1st—John I. Gill 62
2nd—H. M. Kipp. 52

New England Division,
1st—A. J. Gillespie. 56
2nd—J. D. Pillsbury... 41

Central Pacific Division,
1st—C. W. Wright..... 24
2nd— J. Thomson. .. ... 22 each; C. E Felch. . ... . 22 each

San Francisco Sales Division,
1st—J. O. Knighten 28
2nd—G. E Wise 16

Northwestern Sales Division,
1st—E. F. Comstock.... 19
2nd—F. A. Randall 14

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

Central District,
1st—H. M. Kipp. 116
2nd—I. M. Benedict 77

New England Division,
1st—A. J Gillespie 69
2nd—J. D Pillsbury..... . 64

Northwestern Sales Division,
1st—C. F. Bennett. 61
2nd—F. A. Randall.. 60

Central Pacific Division,
1st—W H. Lilley 41
2nd—L. B. Murphy 40

San Francisco Sales Division,
1st—J. O. Knighten. 89
2nd—G. E. Wise..... 25

Leaders in Floor Finishes.

San Francisco Sales Division,
1st—G. E Wise,
2nd -G. W. Burrill.

Central Pacific Division,
1st—W. H Lilley.
2nd—R. A. Carder,

New England Division,
1st—H. W. Putnam,
2nd—A. J. Horton.

Central District,
1st—H M. Kipp,
2nd—D. E. Fisher,

Leaders in Shelf Goods Sales.

Central District,
1st—H. M. Kipp,
2nd—D. E. Fisher.

New England Division,
1st—A. J Horton,
2nd—R. F. Ketchum.

San Francisco Sales Division,
1st—G. E. Wise,
2nd—Geo W. Burrill

Central Pacific Division,
1st—R. A. Carder,
2nd—W. H Lilley

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