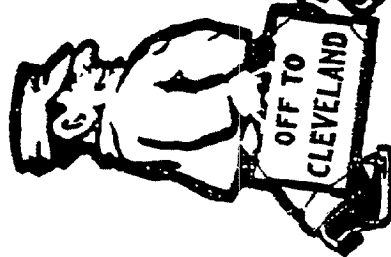


The Chameleon

OCTOBER 1906



The Chameleon.

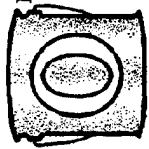
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Vol. IX.

OCTOBER, 1906

No. 10

CALL FOR TWENTY-SIXTH ANNUAL CONVENTION



ONCE again it is my pleasure to give formal notice in this way of our Annual Convention, which this year will be held at the Headquarters of the Company at Cleveland, October 29th to November 2nd.

The occasion is of more than usual interest, as we celebrate this year the interesting and important event of the Fortieth Anniversary of the founding of the business.

We have endeavored to plan a program worthy of the notable occasion, and we look forward with particular pleasure to welcoming once more, after an absence of two years, the men in the field, to the home plant. We are happy in thinking you will find in it some additions and improvements that will convince you that while the lusty branches have been growing, the old home place has not stood still.

We are counting on a great meeting, for surely the outlook for the continuance of our splendid and unprecedented progress is very bright, and we have every reason to be cheerful and hopeful, when the future is so promising for all of us.

We are out with a new estimate, which we have the courage to fix at a high figure, and with all our old time vigor we will bend our energies to accomplish, and if possible to surpass it. Come then to the Convention and make ready to do your share to the full. We will be more than pleased to see you.

Vice President and Gen'l Mgr.

A Quarter Century of Faithful Service.

TWENTY-FIVE years is a long lifetime for any paint, taken before it was repainted, shows the perfect condition of the paint and the good appearance it still gives after a quarter of a century of braving the elements.

Mr. Grant is confident that he will not need to concern himself further about the painting of his house again during his lifetime, for he believes that S. W. P. will relieve him of all responsibility in that direction.

And he is right. S. W. P., correctly applied, keeps pace with age. Mr. Grant has set a splendid example for those who come after him to follow. S. W. P. for the next generation!



Home of Mr. J. S. Grant, Waverly, Mo.
Painted with S. W. P. 25 Years Ago



Health's Decalogue.

1. Rise early, retire early, and fill your day with work.
2. Water and bread maintain life: pure air and sunshine are indispensable to health.
3. Frugality and sobriety form the best elixir of longevity.
4. Cleanliness prevents rust: the best cared-for machines last the longest.
5. Enough sleep repairs waste and strengthens; too much sleep softens and enfeebles.
6. To be sensibly dressed is to give freedom to one's movements, and enough warmth to be protected from sudden changes of temperature.
7. A clean and cheerful house makes a happy home.
8. The mind is refreshed and invigorated by distractions and amusements, but abuse of them leads to dissipation, and dissipation to vice.
9. Cheerfulness makes love of life, and love of life is half of health. On the contrary, sadness and discouragement hasten old age.
10. Do you gain your living by your intellect? Then do not allow your legs and arms to grow stiff.

—L.V.

Turpentine and the Part it Plays in American Industry.

NO. 1.
THE PRODUCTION OF TURPENTINE

EVEN in this enlightened age there are few who appreciate the important part played by the pine forests of the South in our industrial advancement and development.

Today, the pine forests of the United States alone represent millions of dollars of wealth, to say nothing of those of foreign countries where turpentine producing trees abound.

American turpentine is a product of the long-leaved pine. This covers broad areas in Georgia, Florida, Alabama, Mississippi, Louisiana and Texas, and is even found in some other states.

American pine has produced fortunes for its owners. It stands for

But more than these two products even is received from these forests. Their timber builds houses and ships, enters into the construction of railroad

Typical Turpentine Forest, Showing Round Lumber



oil of turpentine—are now world necessities. Their monetary value is today fixed regularly on the market board of the Savannah Board of Trade.

But more than these two products even is received from these forests. Their timber builds houses and ships, enters into the construction of railroad



"Boxing" the Tree



A "Boxed" Tree

"Boxing" the Tree

facilities, such as depots, freight and passenger cars and bridges, and largely supplies the ties to which are spiked the maze of steel rails covering the world. The fine quality of pine renders it equal in many respects to any timber of commerce, and it is frequently used in its natural color, polishing so effectively that all the graining and marking is exposed in its handsomest effects.

In fact, pine has been called the most valuable asset of the American forest, and it has been facetiously declared that we owe to it not only the largest profits in money, but also the most exhilarating pleasures—even to the rosin for the fiddle bow.

But concerning turpentine in particular. This is obtained from the sap or gum which is drawn from the pine or other coniferous trees. We shall speak more specifically of the American, or Carolina White turpen-



"Boring" the Tree

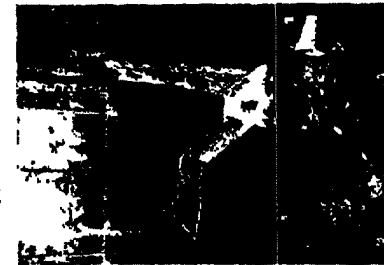


Starting the "Box"

hacking tool is used to cut open the trunk of each tree near its base, about six or eight inches above the roots. The incision is about 12 inches wide by seven inches deep and three inches high. Sometimes two or three boxes are cut in different sides of the same tree.

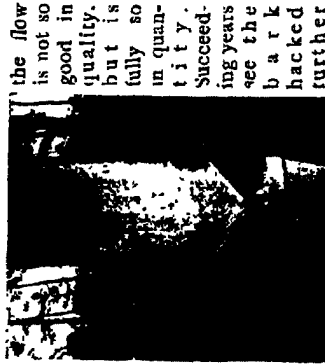
After the boxes are made the tree is deprived of its bark for approximately three feet above the box to allow the gum to exude more freely. The gum collects in the box below, which holds usually from one-half to one gallon. The crude gum begins to flow about the middle of March, flows more freely in July and August, and slackens in September and October. Every eight or 10 days the trees require scraping to expose a new surface as the old soon becomes clogged with rosin.

After the boxes are filled the crude sap or gum is dipped out into barrels.



Collecting the Gum

The first year's flow, called the "virgin dip," is clear and fine pine and demands the highest price in the market. The second year



A Tree "Boxed." Several times until

finally ladders are necessary to reach the uncut bark. Finally the crop is not sufficient to pay for working the tree and it is abandoned to the woodman's axe. Something has been said from time to time about the injury to the service of the lumber by successive tapplings, but this contention has not been borne out by scientific experiments.

From the barrels the crude sap is transferred to "stills," 10 barrels of gum yielding on the average two barrels of spirits and six barrels of rosin. The still is usually constructed on a brick foundation with a hot furnace fire beneath it to heat the turpentine to 316° Fahr., or the boiling point. This drives off a large part of the accidental water, and, as the heating continues, the vapor rises into the dome of the still, from which it is carried through a cooling pipe into an adjoining chamber called the condenser.

In the condenser is an upright coiled or spiral tube, called from its suggestive appearance the "worm" of the still. Through this worm the vapor descends, being gradually cooled off by constant flow of cold

water introduced at the bottom of the worm tub and passing off at the top. By this cooling the vapor is condensed in the worm and comes out at the bottom together with a considerable percentage of water. The distillate is then caught in a wooden tub, when the water and oil separate by virtue of their own specific gravity. The water at the top sinking to the bottom, leaving the commercially pure spirits. The solid part left in the still becomes



Fine Specimen of Pine

the resin of commerce. From the "virgin dip" the turpentine is clear, but darkens from successive boxings of the trees. It is carefully strained of chips, straws, pine cones and other foreign substances before being bailed into barrels for subsequent grading. At one time it was said that the pine belt belonged exclusively to the Carolinas, but as operations have spread, leaving the worked timber behind, the prospects have extended alas, until at

the present time all of the Southern states have a share in this important industry.

The illustrations accompanying this article give a comprehensive idea of the pine belt, forests, and modern methods of turpentine orcharding. We are indebted to *The Cotton Trade Journal* of Savannah, Ga., for these splendid views.

In our next article we will tell something about the uses of turpentine.



That "No Place to Put a Stock of Paint" Argument

BY MR. J. F. HONNELL, GENERAL SUPERVISOR

THE representative finds that probably seven out of ten dealers called upon with the view of selling them a stock of paint will say they have no place to put it, that every bit of available space is filled. Here is an argument that must be combated at once. It must be met then and there or any chance of a transaction is at an end.

Very few merchants realize how small a space is necessary for a stock of paint. While most of our representatives are aware of the dimensions of a gallon can, there may be some who will be interested in knowing that a shelf eight inches deep, eight inches high, and ten feet long will hold 16 gallons in it; that one 15 inches deep, 15 inches high and 10 feet long will hold 64 1/2, and that one 22 1/2 inches deep, 15 inches high and 10 feet long will hold 96 1/2. In other words, a tier or section of shelf with a 22 1/2 inch base, five feet long, with

four shelves above the base, will hold a stock of paints and varnishes running from \$150 to \$200.

In cases where the shelves are too crowded, an open rack can be erected on a 30 inch base, with a height of 72 inches and a top width of six inches, which will hold a stock of paint large enough to start the average new agent.

A representative can usually forestall the objection of lack of room by making a mental survey of the interior of the store as he enters and walks back toward the rear. Very frequently shelves are filled with large goods that would be as profitable if placed down below, and thus room for a paint stock can be sometimes made. But this "no place to put a stock of paint" is an argument that presents itself in so many different ways that it requires great ingenuity at times to meet it, and yet if it is not met a sale may be lost.

A Change in Our Varnish Sales Department.



R. W. W. MOUNTAIN, has been appointed Manager of our Varnish Sales Department and has already taken up the work of his new position. The Varnish Sales Department will continue as an adjunct of the General Sales Department, but will be responsible for the extension and sale of our complete line of Trade Sales, Railway and C. & M. Varnishes, together with such allied lines as stains, surfacers, fillers, etc.

Mr. Mountain, who has been special varnish representative for some time past, is thoroughly familiar with the work and we look for the greatest measure of success from him. He is in close touch with the varnish situation and knows our proposition intimately. Our Varnish Sales Department is one in which we have the widest opportunities for expansion, and with the close personal supervision



Mr. W. W. Mountain

more general interest but also a very large increase in sales along every avenue of output.



Meeting of Factory Superintendents



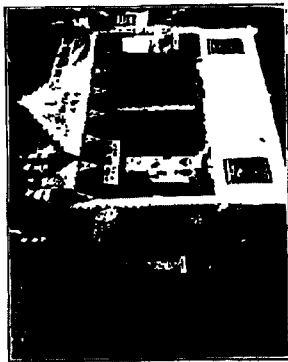
MEETING of factory superintendents was held at the Cleveland plant, October 9th to 11th. The following superintendents were in attendance from out of the city: Mr. J. D. Barker, Montreal; Mr. W. J. Lawson, Newark; Mr. A. A. Sims, Chicago. From the Cleveland plant, Messrs. M. L. Sims, E. W. Lutes, J. C. Weber and E. P. Schafer took part. Mr. Beardslee conducted the sessions and led the discussions, which covered some phases of past

and future work in the different plants and took up plans for the coming year. Considerable time was spent also in going through various departments of the Cleveland plant, with a view to instituting several departments of like nature at Chicago and Newark.

The meetings were of great interest throughout and will prove of benefit to the superintendents and others participating, in the interchange of experience, brought out and the enlightening on important subjects discussed.

Recent Exhibits Made by the Company

AN attractive booth advertised S-W. Products and represented us at the New York State Fair, held at Syracuse, N. Y., during the week of September 10th. The display made



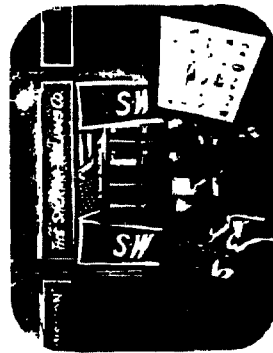
The S-W Booth at the New York State Fair was under the direction of Eastern Division and gave us splendid general publicity throughout the entire week of the fair.

The illustration shown here gives some idea of the attractiveness of the booth. It was 18 feet long by 13 feet wide, and prominently situated at the head of a long row of other exhibits. An entrance at each side permitted the public to pass through from aisle to aisle. The booth was artistically trimmed with our advertising features, including "Brighten Up" cards and posters, and displays were made of some of our leading lines. S-W flags, with the Stars and Stripes and Union Jack, were placed at the corners of the booth.

"Recognize competition as you would a mere acquaintance—bow to him politely, pass on, and forget that he exists."

Our exhibit was crowded at all times, a stream of people constantly passing through, and many persons were initiated into an understanding of the results produced by good paints and varnishes. Suitable souvenirs were distributed during the week.

Of a somewhat different nature was our exhibit at the First National Automobile Parts Show, held at the First Regiment Armory, Chicago, on the week of September 22nd. Our display space there was rather limited, but we were able to show a line of our automobile finishes to advantage and demonstrate to the trade the results that can be secured with our finishing material. Representatives E. S. Blanchard, N. E. Hills, and J. O. Hasson of the C. & M. Sales Department, were in attendance during the show. The photo we reproduce here gives a general view of our exhibit. About a hundred dealers and manufacturers altogether were represented at the show.



The S-W Exhibit at the First National Automobile Parts Show Chicago

Annual Outing of Southwestern Division.

THE second annual outing of the Southwestern Division employees was held on Saturday, September 15th, at Swope Park. The weather was ideal and the picnic and outing a great success. A special "Seeing Kansas City" car first took the employees for a sight-seeing trip around Kansas City, and then carried them to the park.



Group Picture, Second Annual Outing of Southwestern Division Employees and Friends

The first thing on the program was a base ball game between the office and warehouse. The game was sharply contested, but was won by the warehouse with a score of 8 to 5. Mr. A. D. Joyce acted as umpire, and his decisions were the wonder and admiration of both the contestants and the onlookers. It afterwards developed that Mr. Joyce had not seen a base ball game for about ten years.

The prizes for the other events were won as follows:
100 Yard Dash—Men: 1st, Ray Cogswell; 2nd, Lloyd Collister; Booby, G. E. Cole.

Needle - Threading Race: 1st, Grace Gowan; 2nd, Golda Warren; Consolation, Nan Robinson.
Pipe Race: 1st, Roy Lott; 2nd, B. T. Sittel; Booby, Floyd Steele.

Running Broad Jump: 1st, Ray Cogswell; 2nd, J. H. Payne; Booby, R. L. Lott.

50 Yard Dash—Ladies: 1st, Grace Gowan; 2nd, Inez Marens; Consolation, Eva Vanneman.

Three-Legged Race: 1st, J. Baxter and Ray Cogswell; 2nd, R. L. Lott and L. F. Collister; Booby, Henry Edwards and Charles Henry Smith.

Egg Race—Ladies: 1st, Golda Warren; 2nd, Grace Gowan; Consolation, Edna Bell.

The Tug-of-War between the office and warehouse was a very interesting event and resulted in a victory for the warehouse.

Dinner was served on the grounds by the division's own chef, Henry Edwards — porter on ordinary occasions—who has a reputation in Kansas City as a cook that is second to none. The dinner was voted a top-notch one in every respect.

Some of the representatives were able to be present at the picnic and helped greatly in making the day an enjoyable one.

Mr. H. C. Nelson is entitled to great credit for the manner in which he arranged for the picnic as chairman of the executive committee.



The "Male Contingent" at the Second Annual Outing of Southwestern Division

A New Department Created



R. J. F. HOMMEL, formerly of Territory III, Middle West Division, has been recently appointed to take charge of a new department created by the needs of the Company, under the



Mr. J. F. Hommel

title of General Supervisor. Our growth has been so rapid, and our selling force has increased so materially, that it has been found imperative to make definite arrangements by which the new men coming into our organization could receive more attention and the benefit of an older salesman's experience. This will be Mr. Hommel's line of work. When necessary, to coach our representatives and assist the new men to get into the heart of our proposition and acquainted with our lines and their selling points. He will go out on territories, when required, and help with the trade, go after hard prospects with them, and act generally in an advisory capacity. His assistance will also be willingly extended to any of the "weaker brothers" who may be out of line with their opportunities.

In connection with this new work

it is the intention to institute permanent exhibits of our complete lines at the various division offices. These will be under the general charge of Mr. Hommel, who will act as demonstrator and instructor.

Of Mr. Hommel's peculiar fitness for this new line of work it is scarcely necessary to mention. He has been selected for this important position because of the splendid selling abilities he has shown since his connection with the Company, and he is eminently qualified to act as advisor and instructor.

Mr. W. H. Porter, formerly of Territory 201, Eastern Division, has been appointed District Supervisor of the Atlantic Coast District and will work along the same lines as Mr.



Mr. W. H. Porter

Hommel, but will devote his time entirely to the Eastern situation. Mr. Porter, like Mr. Hommel, has been very successful in applying our methods of salesmanship and his splendid record of the past has advanced him to this important new position.

We are confident that this new department of endeavor will be greatly

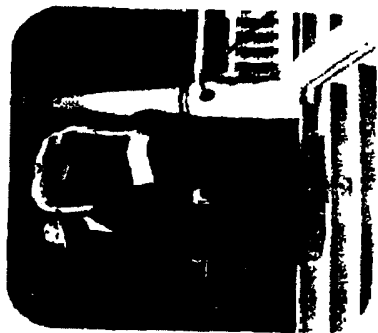
Congratulates Himself and Compliments Us.

The following extract is taken from a letter from a good agent in our New England Division:

"I have just been running over my book and find I have done more paint business since handling your paints, (two years.) than I did in the four and one-half years preceding. During those four and one-half years I had experience with two other lines of paint, but none of them came anywhere near giving the satisfaction that yours has. Perhaps I should explain that in writing this letter I am congratulating myself more than paying compliments to you."

H. T. Goodell,
Readsboro, Vt.

LOOK OUT!



This is a photograph of Mr. J. B. Kurtz, Supt. of our San Diego Depot, taken just as he was about to start on his trip across the mountains with our lines. Competition may well "Look Out!"

"There is a great difference between quick action and undue haste. It is one thing to get at a task promptly, and perform it thoroughly, and another thing to leave it until the last moment and then hurry through with it in a confused manner."



Mr. Fenn Returns From Abroad.

Mr. S. P. Fenn, Secy. and Treasurer of the Company, who, accompanied by Mrs. Fenn, has been abroad since early in July, is now with us again. Mr. Fenn sailed for Europe July 18th, on the S. S. Oceanic, White Star Line, landing in Liverpool, July 25th. The return trip was made on the S. S. Minneapolis, which left Liverpool September 29th, arriving at New York October 9th. Mr. Fenn reached

Cleveland two days later.

The trip combined both business and pleasure. Part of the time, from July 25th to August 10th, was spent among the English Lakes and touring Scotland; later Mr. Fenn was in London for three weeks on business, and with Mrs. Fenn spent two weeks on the Continent before returning home. He reports a most enjoyable time, and we are pleased to have him back with us again.

The Chameleon a Fashionable Craze in Europe.

THE chameleon has been quite the fashion in Europe during the past summer. But it is a summer fashion only, for when winter approaches the little animal must die unless sheltered in a hot-house, or sent south for the season. This characteristic is unlike *our* chameleon which thrives healthily in any climate.

Of the popularity of the chameleon as a pet, *The London Express* has this to say:

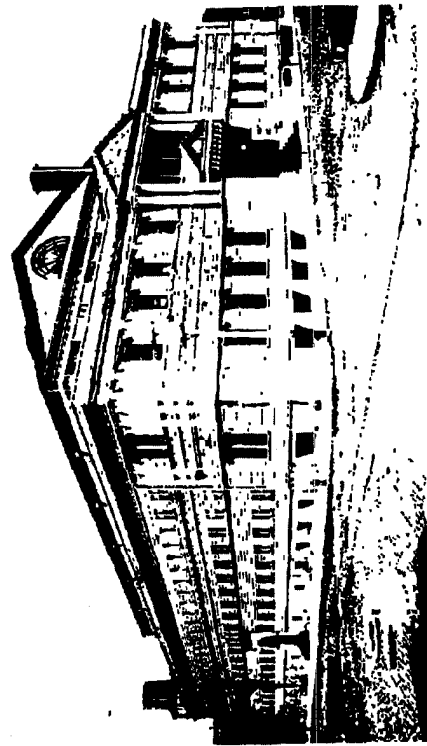
"One great point in favor of the chameleon is its accommodating habit of taking on the hue of the color against which it is placed. Thus, for milady, one chameleon will match up with gowns of half a dozen different shades. So, though fashionable, it is quite an economical adornment."

"Much, however, depends upon the weather, for, like the summer girl, the chameleon only thrives when

the sun is bright. To import them in the Fall would be almost madness, as a cold snap would rob them of their brightly colored little lives."

"The chameleon, as you perhaps know, has four little legs with almost human-fingered claws, and with these it clings for an indefinite time to anything on which it is placed. For instance, if you put a chameleon on a plant it will cling to that plant until removed. Or if a lady attaches it to her gown it will cling passionately to the dress. It will not fall off, and it will never run away."

"The species most recommended is the one coming from Morocco, which is about five inches long and has a fascinating habit of curling its tail between its legs and upon its chest. One of these, if placed on its hind legs and provided with a penholder as a walking stick, will sit for hours on end without moving."



The Sausalito Water Baths at San Francisco. Finished large by W. S. W. Products

Our Mar-not Assortment "D."

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

SOME of the representatives are overlooking one of the best propositions in the entire list of the Company's products—the Mar-not Assortment "D." It is a popular assortment, and will easily fit into any stock, even where there is a limited sale on floor varnish, because the is can be used for any class of interior finishing. Mar-not can be second coated in twenty-four hours, produces a beautiful rubbed finish and can be polished. As a good durable floor varnish it has no superior on the market today.

It is made to walk on, and if the trade will be particular to allow no liquid filler or surfacer to be used under it, the results in point of durability will be surprising. Mar-not is being used exclusively as a rubbing and polishing varnish by a certain store fixture concern whose finisher is a first class workman. There is a bar

at the Western county seat town finished with two coats of Mar-not, applied over a year ago, and it is in perfect condition today. It is needless to say that this job has sold considerable Mar-not in that town.

We have so many instances on record proving the excellence of Mar-not that these, with our "D" Assortment, should enable representatives to displace all other floor varnishes with our agents, as well as get a splendid trade on it from dealers. One representative we could name finished a section of yellow pine flooring with three coats of Mar-not and made a practical demonstration all over his territory of the abuse to which Mar-not can be subjected, and sold a large quantity of it.

The extra inducement offered in the "D" Assortment can be presented in various ways and can be made very attractive.



Another Comparison.

"William Linnenberg, painter, of Oxford, Nebraska, painted Mr. H. V. Bender's house in March last with lead and oil.

"The material, with lead at 7.1c and oil at 30c, cost \$14.85, not including chimney or porch roof and ceiling.

"In April Mr. Linnenberg painted Mr. Thomas Norman's house not fifteen feet away with S. W. P. Gloss White, and the house contains at least one hundred square feet more than the other.

"The material, with S. W. P. at

\$1.65 per gallon, amounted to \$15.00, including chimney, porch roof and porch ceiling.

"Our Oxford agent, Mr. Lance Hooper, sold both bills of material and says that simply showing these houses to any prospective customer gives him the best kind of an S-W. argument."

F. E. BROWN.

"A salesman's energy is like an advertisement—the moment he ceases to urge his customers to activity on his goods, that moment marks the beginning of a decline."

Promoted to Our London Plant



R. B. S. LUTES, who since the opening of our Montreal plant eleven years ago has had charge of our paint manufacturing department there, has been recently promoted to a posi-



Mr. B. S. Lutes.

tion at our London plant, under Mr. Sieplein, taking charge of the manufacture of The S-W. Products. Mr. Lutes' connection with the Company dates back to 1893, when

he entered the Coach Department in the Cleveland factory. It was his close application and faithful performance of duties while there that brought his advancement in a few years, and it has been that same careful attention to the Company's interests that has brought this later promotion.

Mr. Lutes sailed Saturday, October 6th, for England and will assume his new duties at once. He was tendered a farewell dinner on October 4th by the heads of departments at Montreal, which was a most enjoyable affair in every way. Twenty-four were included in the party and after a course dinner the evening was spent in a pleasant social way. Mr. Lutes was also presented with a purse and lock- et by the Montreal staff before he left and in every way expressions were shown of the regret felt at his departure. The best wishes of the management and his hosts of friends in the Company go with him, and we know that he will render a splendid account of himself at our London plant.

There is no success in life without industry. To have the character for it is the passport to favor; and to practice it gives duty. Additional power and worth. In the struggle for life on every side, laziness is left behind at the starting. Competition demands application and diligence if we would not be beaten. Men stand to thick on the ground, and the strong outgrow the weak. Dutch shop keeping will not do now even in Holland: the featherbed and long pipe in the parlor, and lazy parties before getting up are a tradition. There are no Sleepy Hollands in modern commerce, hardly any in modern life. A little honey has to be gathered from many flowers. Industry saves the moment; acts with full knowledge; gives its heart its work; keeps its eye, and ears open: is always rather too soon than too late. It meets opportunity as it comes: idleness follows it. It is thoughtful of all that goes to its aim and never misses through thinking on other things. It turns worthlessness into new wealth; and is quick at seeing improvements on existing uses. All that we see bears its mark, for civilization, in every detail, is its creation.—GUY.

Injured in a Railroad Wreck.

Representative S. H. Stewart, of Middle West Division, was very painfully injured in a wreck which occurred Sept. 24, on the Minneapolis & St. Louis railroad at New Prague, Minn. Latest reports from his home, where he was taken after the accident, are to the effect that he is doing well and will be on the road again in a few weeks' time.

The wreck at New Prague caused the death of six passengers and a score more were hurt. Mr. Stewart, with the others who were injured, was

riding in the smoker of a southbound passenger train which left Minneapolis at 9:35 in the morning, when it crashed into a freight train. The smoker was telescoped. Two traveling salesmen were instantly killed and it was two hours before the last of the injured passengers had been removed from the debris. Mr. Stewart's shoulder was dislocated and he was injured in the back and limbs.

His host of friends in the Company congratulate him on escaping even as fortunately as he did and wish him a speedy recovery.

DIVISION NOTES.

Central Division.

Mr. John I. Gill, our architectural representative, has been successful in having Durable Wood Finish Interior and Mar-not specified for use throughout a large new office building now being erected in Cleveland.

dict, Jacobus, Douglas and Kipp have been especially successful in securing liberal specifications.

A number of the men are getting very good results in the way of new agencies. Mr. F. A. Douglas on Territory No. 42, has just landed one of the largest new agency prospects on his territory, for immediate shipment. Mr. H. C. Jacobus on Territory No. 15, has also landed one which will eventually be one of the largest on his territory. Also, Mr. W. D. Moore, Territory No. 41.

Mr. J. O. Hasson has taken the order of one of the largest carriage companies in St. Louis for a carload of Carriage Under Coatings and Color Varnishes. He has also secured a contract for their entire requirements in this line for the coming year. Contracts have been secured by him also for two other large carriage concerns in St. Louis.

Velvet Finish is a new specialty that is meeting with favor right from the start. It is one of the best leaders we have ever had in the varnish line, and every man ought to take hold of this and make it an entering wedge with the architects and contracting painters. It has merit and will win the business.

We have already started our campaign on B. P. A's. We are out to make this year the largest ever.

Mention was made in last month's CHAMELEON of the opportunities for increasing our varnish sales in calling on the large Master Painters, etc. A number of men have been especially successful in this and have turned in some of the largest varnish orders they have ever taken. Messrs. Bene-

On the First of November the Detroit warehouse will change from the Michigan Drug Co. to the Detroit Paint & Glass Co. This change will be made on account of lack of room on the part of the Michigan Drug Co.

Southwestern Division.

Watch us grow! During the past year this Division has opened up depots at Dallas, Texas, and Omaha, Nebraska, and we have increased our number of traveling representatives from eighteen to twenty-seven.

The names of the new representatives who joined our force on September 1st, together with their territories, are as follows: F. E. Alman, Arkansas and Indian Territory; Jas. L. Jarrett, City Salesman, Kansas City, Mo.; J. B. Craig, Western Kansas; H. P. Reeds, Southwestern Missouri; F. L. Britton, Western Iowa; Arthur Brown, Wyoming and South Dakota; J. H. Riviere, Western Texas and New Mexico; W. H. Barber, St. Joseph, Kansas City, Topeka and Omaha.

Mr. F. P. Thornton, who has been in charge of our Texas depot, has been transferred to Omaha, Nebraska, where he has charge of our new depot and will also work the city trade in Omaha and Council Bluffs.

Mr. F. A. Welsh, who has been our chief clerk in this office for the past year, has been promoted to the position of Superintendent of our Texas depot. Mr. Welsh has earned his promotion by hard, conscientious work and deserves the success that has come to him.

Mr. D. P. Warren, our Mexican representative, has just succeeded in having our paints and varnishes speci-

fied for use on the residence of the Vice President of the Republic of Mexico.

The New Schubert Theatre in Kansas City, which is said to be the finest theatre in the West, is finished throughout with our paints and varnishes.

Mr. C. G. Porter has just secured an order from the United States Government for 100 gallons S. I. C. White for use at Ft. Riley, Kansas.

Mr. E. S. Donnelly is the first of our representatives to sell a carload of our paints and varnishes since September 1st. Mr. Donnelly made the sale to Angell & Company, Texarkana, Arkansas, who have never before bought any of our goods. This was certainly fine work.

Our representatives are doing some special work in an effort to wake up our old agencies, and we believe it is going to result in much good. We find that many of the old agents have been allowed to get into a rut and do not realize the splendid strides we have been making in the paint and varnish world.

Mr. W. H. Barber has just succeeded in getting our paints and varnishes specified on the new National Bank of Commerce building, Kansas City, Mo. This building is to be one of the finest structures of the kind in the west. It will be a splendid advertisement for our goods.