

Sellosophy

There are lots of times when a letter sent to the right party will make a sale. Perhaps you are too busy or tired to write a letter that would bring the results, for when a man has been hustling all day he can't be expected to write letters half the night. That's why we have Promoting Departments whose duty it is to write just the right kind of a letter.

Make our Promoting Department work for you by means of a complete town report and you will undoubtedly be glad that I called the matter to your attention.

The Little Print Man

The Chameleon

MAY *19*



N23562

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.. XII. MAY, 1909 No. 5

PROGRESS OF THE OLD AND PLANS FOR THE NEW CAMPAIGN.

WE ARE approaching the last quarter of our fiscal year and the campaign waxes warm in the great efforts we are making for new records. We are away ahead of last year's figures, but it has not been easy to beat the great showing of our record year of 1907, which is our aim, although in grand totals we were a little to the good on April 1st. At the time of writing I have no later figures.

The Spring has been very backward, and on this account we expect trade to keep brisk longer than usual, and we want every man on the sales force to keep up the fight with *vigor* until the last minute, for we must make good our aim to overtake the 1907 figures. We are hungry for new records and we are the kind of people that are accustomed to satisfy any healthy appetite.

Orders, Orders, Orders are the only food that can appease the appetite for sales, and *Work, Work, Work* is the only thing that I know of that will get the orders. Nothing good or laudable comes easy in this world. If it's not worth struggling for it's not worth having: so keep up the fight and let us maintain our reputation for getting what we go after.

Busy as we are with current affairs, we are also active in planning new and larger things for the future. We are getting ready to take advantage of the steadily improving business conditions, and while not claiming to be a prophet, I am willing to predict we are on the eve of the greatest expansion we have ever experienced in this business Our energy, our ambition and our strength grow stronger with each new year's experience, and as we look into the future the possibilities for our enterprise look more alluring and larger than ever. There's no limit to the possibilities of this business, stretching, as it does, around the world, and the bright prospects ahead of us should stimulate the energy and ability of every man in the organization to make the most of them, alike for himself as well as the Company.

Our new plans will be discussed and formulated at a meeting of department and district managers to be held at headquarters the week beginning May 24th. At that time the suggestions made by the representatives and others of the Sales Department will be carefully considered

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and acted upon. I would like here to thank the men in the field and all who have sent us suggestions for their good work. They will be very helpful to us in formulating the new campaign and insuring its success.



President.

Territorial Work.



AVE you a perfect score for territorial work? Have you called on every listed and unlisted prospect? At this season of the year we begin to get anxious concerning the subject of territorial work, for the time is getting very short in which to make the showing that we are desirous of making along this important line.

Many of our representatives get into the habit of going around their territories in a beaten path—they get into a rut—and we are convinced that many of them are overlooking prospects and good opportunities every day. In these days of strenuous competition it is more important than ever before that absolutely every prospect on every territory is called on and reported on during our business year. We fear that some of our representatives overlook the necessity of constantly referring to the territorial list, and that there are many others who forget to go *outside* of the territorial list. In our salesman's hand-book it is written: "Each salesman should be on the alert for new prospects and constantly endeavor to keep his territorial list corrected and up-to-date." It is upon our representatives that we depend for good lists, and for up-to-date lists, not only because we want our representatives to call upon live prospects, but because we want live prospects upon whom to do our promoting work.

In our salesman's hand-book it is also suggested that every representative keep, in addition to his territorial list, an indexed territorial book, and that he list in this book the names of all towns in his territory, and on each trip that he make a memorandum of the date of each call and of the things that he ought to do or is planning to do on the next call. In talking with some of our representatives it is surprising to find how many there are who do not remember definitely when they visited any particular town the last time. The wide-awake, keen representative who keeps this indexed territorial book strictly up-to-date and has it properly indexed, is in position to know, not only when his last call at a particular town was made, but he is also well acquainted with what has been done by any of our various departments in connection with the work in that town during his absence, and if he has the essential memoranda listed under the particular town, he knows the things that will demand his attention on his next call.

We earnestly desire our representatives to be *systematic* in their territorial work; we want them to have their territorial lists and their indexed territorial books in such shape that upon looking them over they can tell instantly what towns they are neglecting and what towns they are giving too much of their attention.

From this time until the end of the year each representative must put in unusually hard work in order to reach the high figures which we have set for our estimates, and we believe that the only way the right results can be obtained is for every representative to be sure that his territorial work is above criticism in every particular. Follow up every avenue for new business, report on every prospect, so that if you are not strong enough to land the prospect yourself, our Sales, Advertising and Promoting Departments can turn in and help you.

At the end of this year we want to know that our territories have been worked more thoroughly than ever before, and that every reputable purchaser of Paints and Varnishes has had an opportunity to purchase some of our products.

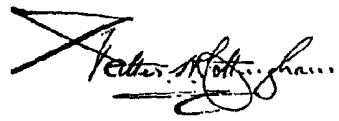
We ask the co-operation of every one of our representatives in helping us to accomplish this endeavor. Let's make 1909 the biggest ever.

ADRIAN D. JOYCE,
General Manager Sales & Distribution.

April Sales.



HE April Consolidated Sales report for the entire business has just been completed, and it is with pleasure and satisfaction that I announce that our April business is the largest for that month in the history of the Company. Every department shows a gain, not only over last year, but also over the fine record year of 1907. I congratulate the Sales Department most sincerely and heartily, and especially the men in the field for their magnificent work in beating out the big records of the last two years. My feeling of confidence is stronger than ever in our present organization, and that we will continue to eclipse the greatest of our achievements is a certainty.



President.

Mr. Fallis Wins Distinction.

Mr. W. S. Fallis, our Winnipeg Sales Manager, has been honored by the Grand Trunk Pacific Railroad, they having given the name of Fallis to a town in Alberta, just west of Edmonton. The aggressive work being done in the Winnipeg Sales Division by Mr. Fallis has evidently won recognition outside the Company, and we congratulate him most heartily in his recent distinction.

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Making the Most of S-W. Agencies.

MR. H. D. WHITTLESEY,
Manager Atlantic Coast District.

THE successful marketing of a manufactured product today requires no ordinary knowledge and skill, and with the great variety of products made by a single manufacturer it requires a wide range of ability in those who must find a market for the goods. When we transfer stocks from our factories and warehouses to our agents' stores and storerooms, the question arises: "How far do we lose a controlling interest in the goods?"—a question of very great importance to manager and salesman alike! This is a question that involves millions of dollars' outlay, entirely aside from the cost of the goods themselves.

The advertising man claims that his part represents the moving spirit in keeping the quality and other good things, including the profit, constantly connected up in the mind of the dealer; the factory has established its reputation for putting the right quality in each and every package; the promoting man arrays his forces against any and all conditions, and the rattle and click of typewriters follow hard after the shipments going to all parts of the globe. No sooner are the goods billed via "through freight" than the busy billing departments place invoices in the hands of buyers, showing the transfer of goods from the ownership of the S-W. Co. to that of the consignee.

We are now face to face with the questions: "Is our work finished, or has it just commenced?" and "Have we lost control of the goods sold, or are we still standing strongly and effectively behind each and every can or package bearing our label?" The dealer, in most cases, knows only the salesman, and, through him, the quality of the goods, and judges the Company by its products. Having actually booked the order, the salesman feels naturally that he is the really important part and the outlay embracing his expenses the thing most productive.

The agency flag having been run up, the goods are on sale. When the shipment reaches its destination, the further question arises, "Is ours the only line of merchandise handled that day by consignee?" Decidedly not! In the same car and on the same drayload will be found light and heavy hardware, implements, wire fence, tools, nails and dozens of other articles of merchandise Some new lines, no doubt, are in the shipment, and the questions are keener than ever: "How much room is there for S-W. goods in the 'king row,' up front, for first consideration? Who now is going to push the goods received, whether the shipment is to an old or new agent, and who is going to stand behind the line through thick and thin? How are we going to get 25 per cent. or 50 per cent. more force behind our goods than will be behind any other line in the stores

and warehouses of our customers?" This is not decided by mere luck! Right here is the very important point of securing the agents' personal attention and interest in what the goods represent—what is in the can and what is its quality, and how best it can be demonstrated through sales and actual use.

We cannot attach too great importance to the necessity of impressing these facts on the minds of our agents. It must be remembered that they have to carry facts and figures as to the quality and selling points of all of the large and varied lines of merchandise which they carry in stock, and are obliged to depend, in nearly all cases, on the knowledge of the representative and his ability to impart this knowledge to them, for their information and the best methods of making sales.

The salesmen who have the largest number of successful agencies on their territories are those who are able to arrange and work out plans and methods whereby they still have, during their absence, either in their agent or the agent's head man, or the manager of the paint department, a thoroughly competent and reliable man who is able to act in the capacity of a first-class substitute for the S-W. salesman himself.

It is a pleasure to note how quickly some of our representatives get their new accounts under way and headed for a good, substantial business. It is also very gratifying and most encouraging to see how quickly a large number of our hustling salesmen successfully set forth before our agents and their clerks how to use effectively the selling helps with which we so strongly fortify our agents.

Today the salesmen's and managers' work, as a whole, must be thorough and complete, working together to a definite end. Having the right man in the paint department in an agent's store is most essential, and having this man's hearty co-operation, whether he be the agent or some employee familiar in every detail with our selling methods and selling helps, and how to use them. The salesman needs as a substitute for his continued personal efforts, in addition to his time spent with the agent and his clerks, the work of the Promoting and Advertising Department. The sales manager's direct and indirect co-operation is more essential than ever before, and as the salesman can only sell goods and handle matters that have already reached him, and that he is familiar with, it devolves upon the Manager of the Promoting Department and Sales Department to place before the agents and their clerks all new features and selling helps and distribute all helpful information which will tend to increase the interest and alertness of all concerned. In doing so all our efforts and helps and all our vital force must be directed to the agents and clerks in such a way that they can be re-directed successfully to the consumers and buyers, from whom the agent must derive his business.

We must not wait until our large and important trade have begun to listen to competitors; neither must we wait until we have got nerved to the breaking point before we begin to throw out the life-lines; we must see beyond the immediate prospects of our trade and their purchases and look well to the future by pushing the sale of our goods out into new channels. If the best promoting work is done in the store and over the

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New Features.

IN THE opposite page we show some of the more important of the many new features which we have designed and printed. We believe that this is the most satisfactory method of bringing these to the attention of our representatives, so that they will be able to make the best possible use of the color cards, folders, etc., which we are constantly putting out from the Advertising Department. The division offices have been supplied with these features, but in case the representatives are in need of them and have none on hand, the Promoting Department will fill orders on short notice.

In order that the representatives may be able to tell each of these features at sight, we give the following description of each number as shown in connection with these features on the photograph: No. 1, revised edition of Engine and Machinery Finishing Specialties booklet, B-23; No. 2, Boot Top Paint color card, CC-23; No. 3, Copper Paint color card, CC-22; No. 4, revised edition of Enamelastic booklet, B-33; No. 5, new edition of Flat-tone color card showing latest shades, CC-10; No. 6, color card of Carriage Gloss Colors, CC-19; No. 7, Trunk Paint color card, TS; No. 8, Corinthian Green color card, CC-20; No. 9, Handcraft System color card, CC-17; No. 10, color card of Mine, Mill and Factory Colors, CC-11; No. 11, Arsenate of Lead booklet, B-243; No. 12, Agricultural Implement Paint color card, S-484; No. 13, Yacht and Motor Boat Finish booklet, B-244; No. 14, Concrete and Cement Finish color card, CC-18; No. 15, Marine Engine Enamel Finish color card, CC-21.

Arsenate of Lead Business.

THE following letter from Mr. W. F. Gallinger, one of our Western District representatives, should prove interesting to CHAMELEON readers:

Grand Rapids, Mich., April 16, 1909.

Mr. S. H. Stewart, Mgr., Chicago.

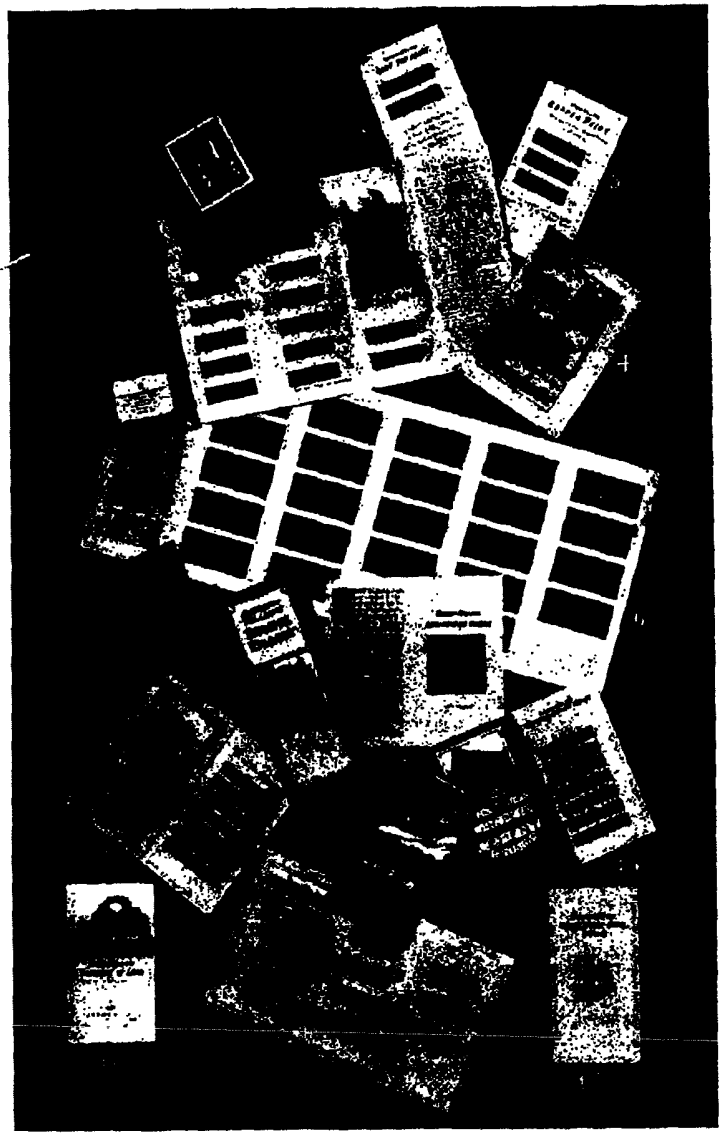
Dear Sir: I am enclosing Arsenate of Lead order L. A. Phelps, Douglas, Mich. With possibly one or two exceptions these goods will be paid for as soon as delivery is made.

You will note that we called on 29 prospects around Douglas and Saugatuck, and sold 24 of them. Out of the five we did not sell, two had bought partially enough and will fill in with ours later; two will place orders for our goods as soon as they can decide how much they want, and one will use Green this year. While none of the orders are large, they are starters, and if the goods become generally used, we are on the ground floor, and practically everyone we sold will have to have more to finish this work.

One pleasing feature of the whole business is the half-barrel sold Mr. E. H. House. Mr. House is an advocate of Arsenate of Lead, but used Grasselli's goods last year, and they were not very satisfactory, as it was practically impossible to mix them with water or anything else, and in every case they had to be forced through a small sieve before he could use at all. The process of our manufacture appealed to him from the start, as did the condition of our goods in sample I sold him. I feel that his use of the goods is going to help us materially in the future, as he is a hard worker and an important member of the State Horticultural Society.

I want to say another word, too, to the effect that these goods are the coming insecticide, and if the salesman will go out with his customer, or with an Arsenate of Lead dealer, it is like taking candy from the baby to get these starters.

Yours very truly, W. F. GALLINGER.



New Advertising Features.

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counter, strengthen it and extend it into the country—out among the public buildings; out to the public institutions. Be assured that it will reach the county commissioners, the school commissioners, the architects, the contractors, the influential citizens who are constantly putting up buildings; extend this influence among the stock farms and all classes of customers.

Along the famous New England and New Jersey coasts the crowds of people enjoying the sea-bathing are constantly under the watchful supervision of life guards who are alert for and always prepared to meet trouble in every detail—we want to look more sharply than ever before to our agents who are apparently going on successfully, for we can never tell, in these days of keen competition, when some loyal and splendid agent will be lured away from safety by uncompromising and unscrupulous competitors. We cannot put off until tomorrow the matter of keeping our agents interested and enthusiastic. We must have them all aboard the S. W. P. craft constantly and have a better record and stronger business policy in this respect than ever before. To this end every member of the selling and promoting staff has his important and successful part to play.

Pointers from Weekly Bulletins.

From Mr. E. A. Bradley, Los Angeles.

"The Simons Brick Co., of Los Angeles, has just turned in an order for a barrel of Wagon Paint Red. This is to be used on their numerous wagons, which will be used for hauling brick. Our representatives can use this as a suggestion for future business from companies in the brick and tile industries."

From Mr. S. H. Stewart, Chicago.

"*The way to get business is to go after it.* From now on to the close of our year is when salesmanship really counts more than at any other time. The stock orders are practically all in, and you will soon commence to call on your agents the second time. I wish to impress upon each one of you the necessity of securing a sort-up order from every agent you call on.

"It is true that mail orders are now coming in nicely and many agents will, no doubt, tell you that they have just sent in an order and that their stock is complete. Do not be satisfied with such a statement; be from Missouri. If you will make it a point to go through the stock thoroughly, you will always find some holes, and in filling them you are building your fences stronger by eliminating any chance for your competitor to break in. This is true of shelf goods and the varnish lines more than any other.

"I remember one of our representatives who sold a dealer $85 worth of goods the next day after the salesman, whose line the dealer was selling, had called there. He did this by looking over the stock and finding several lines low. The dealer stated that the other salesman did not mention those products and he did not know the stock was so depleted.

"From the many reports received which state, 'agent stocked,' I am led to believe that some of our salesmen only look at the want book on

their second trip. By watching the small things, being sure that your customer has a good supply of all products, you will be able to show an increase in sales from each agent, which will result in making your estimate and assist in making our Division a Top-Notcher one.

"Also show your agent you wish to assist him to do more business by spending more time with him. Go out and call on some property owners and take a few orders for him. He will appreciate your efforts and become more interested in the paint business, thereby increasing his sales. It is increase in sales we must have, and this is a way to get it.

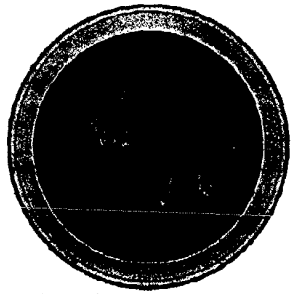
"*Be a salesman at all times and do not become a mere order taker.*"

From Mr. F. B. Gable, Kansas City.

"*A Spring Tonic for Spring Fever.* It was the custom of our forefathers to take a tonic when the days began to get warm in the Spring. Some used sarsaparilla in its various forms; others took sassafras tea. In those days when we were not far removed from the English rule, and had not become accustomed to the hustling American life, this was necessary, because one was given plenty of time to think of one's condition. The man who is meeting with success today is keeping so busy that he does not fear the warm days, but only welcomes them, for he knows they will bring more favorable painting weather and increase his business. He has put himself in good form by continued activity through the Winter and does not feel that there is any danger of his succumbing to the old-fashioned ailment—Spring Fever—because of the weather becoming warm.

"To those who are actively engaged in business, *the order* is *the best tonic* that anyone can take. The writer recently had an opportunity of meeting a representative (not of the Southwest) who complained that he had not been feeling well during the past ten days, and on making inquiry, it was found that this was largely a result of—dull business."

Starting Early.



OCCASIONALLY we find enthusiasm of unusual character even in babies. Some have enthusiasm for crying, and still others for getting into mischief. But Leonard Benedict, the 7½-month-old son of I. M Benedict, one of our Central Division representatives, is a strictly S.W.P. baby. A glance at his photograph, shown on this page, will convince you of his youthful enthusiasm for S. W. P. He refused to have his photograph taken without a package of his favorite, so, of course, his wish was granted. Leonard bids fair to rival his father as a representative some day. He is already working along the right lines and big things are expected of him when he grows up.

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The Sherwin-Williams Employees' Mutual Benefit Society.

AT A recent meeting of the Directors of the S-W. Employees' Mutual Benefit Society the following officers were elected for the ensuing year: Mr. John E Bradley, President; Mr. P. D. George, Vice-President and Chairman of the Relief Committee; Mr. A. E. Oldham, Secretary; and Mr. A. W. Frank, Treasurer. All of the Directors who are not officials will help Mr. George in carrying on the work of the Relief Committee. In addition to the officers the following secretaries have been elected at the various Division branches of the Society: Mr. A. A. Sims, Chicago; Mr. W. J. Lawson, Newark; Mr. J. D. Barker, Montreal; and Mr. B. B. Cannon, Kansas City.

The annual report of the society for the year 1908 follows:

Balance January 1, 1908		$3,028.92
Receipts—Cleveland	$606.83	
P. & S. Dept	32.14	
L. O. Mill	68.60	
Montreal	92 94	
Newark	61.76	
Chicago	19 15	
Kansas City	72.83	
Interest	184 16	1,138.41
		$4,167-33
Disbursements—		
57 Vouchers Paid		751.84
Balance January 1, 1909		$3,415.49

Membership January 1st—	1908	1909
Cleveland	169	354
P. & S	6	15
L. O. Mill	12	35
Montreal	28	31
Newark	18	17
Chicago	12	68
Kansas City	14	24
Total	259	544

During the past year the membership of the Society has more than doubled. This increase is very pleasing to those who are working for a larger society, and serves to strengthen the organization, making it even more attractive to those not already members.

A careful study of the above figures, together with a little more effort on the part of the heads of departments, should enable us to make a still better showing this year.

A. E. OLDHAM,
General Secretary.



Western District

Chicago Sales Division.

While the weather we have been having in this section during the past month has not been conducive to early painting, we have been receiving some nice mail orders. This indicates that there will be extensive painting this Spring and Summer, and that, with improved weather conditions and the good work our men are doing, we will show some big gains under Trade Sales during the balance of the year.

The competition in connection with our Weekly Bulletin continues interesting. Mr. Gallinger still leads in gallons of varnish sold, with Mr. Wheeler a close second. Mr. Miller is at the top under the New Agent caption, while Mr. Munger is ahead on New Dealers. The fine work being done by the active force makes the leadership from week to week decidedly uncertain, and we would not be surprised to find radical changes before the close of the month.

We have been getting some nice Arsenate of Lead business. Mr. Gallinger and Mr. Moreland, in particular, have demonstrated that this product can be sold in competition with anything of the kind on the market.

Our representatives this year have taken more than usual interest in the personal letter work. The Division already shows a high percentage of agents using the personal letter system. Mr. Ballard has secured P. O. lists from all but three of his agents and promises to have these three using the system within the next few weeks.

Our sales in Chicago are developing nicely. Mr. Craig recently opened accounts with Carson, Pirie, Scott & Co. and Marshall Field & Co., and we are getting some nice business from both of these concerns.

Northwestern Sales Division.

Representative Mannerud writes us as follows regarding the sale of Arsenate of Lead: "You have been after us pretty hard to get in touch with users of Arsenate of Lead and thought it was time we got busy. I wrote Carr & Son, our agents, regarding fruit growers about Lake Minnetonka, and made appointment with Mr. Carr to call on them. Got started in his automobile early in the morning and sold 43 out of 48 calls, orders ranging from 15 to 50 lbs., making a total sale for the day of over 1200 lbs. We carried with us a sprayer, and sold 12."

Another output—F. A. Randall sold 60 gallons Special Greenhouse Paint. This is a new account he had been working on for about a year.

Representative C. F. Bennett reported as succeeding in changing specifications on large state normal school to be erected at Mayville, N. D.

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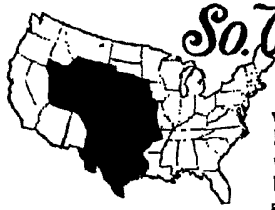

So. Western District

Although Texas has been up against a very severe drouth the representatives in that Division do not seem to have been affected very much thereby and the fight they have been making for business proves them to be a very optimistic lot.

Paris Green and Arsenate of Lead business is very fine with us and orders are coming in every day for each of these products. We are receiving many compliments on the quality of Arsenate of Lead and on the neatness of the package.

One of our representatives sold 200 pounds of Flaxoap the first day he received instructions to sell it to the retail trade. Indications are that we will have a good market for the product.

Those who were in attendance at the last Cleveland convention will be interested in knowing that the Top-Notcher Office Boy from the Southwestern District, "Jack" Jacobs, has been recently promoted to the Chief Clerkship of the Kansas City Promoting Department.

Kansas City and Texas have been leading in the Division Competition, but, from the gait the Omaha Division has struck since Spring has come, indicates that the District will have three leaders in this Competition at the end of the next quarter.

"The Little Paint Man" has held receptions in all parts of the Southwest during the past ten days. His smile and his signal to stop are causing thousands of passers-by to make his acquaintance. The sign is one of the most effective pieces of advertising we have had and the agents who are using it are reporting it to be a winner.

R. B. Wofford, 618, had 31 new agents, 10 new dealers and 2 new other accounts to his credit for the month of April. Has any other District a man who has made a better showing?



Atlantic Coast District

Newark Sales Division.

The splendid assistance which the Decorative Department is giving our representatives is again very much in evidence from the following letter, just received from Mr. G. S. Spettigue:

Dear Mr. Kydd: The Architectural Specifications which were sent me a few days ago by the Promoting Department, and which you bulletined the men about recently, are the best stunt yet gotten out by our Decorative Department. I have called on three architects today, and they are loud in their praises.

Architects in general are at a loss to put up a well-worded specification, and they appreciate any assistance, such as the specifications which we have given them. One architect in my territory went out and bought a large morocco loose-leaf binder, and he is going to cut out each section of the specifications separately and paste them in the book for reference.

Get after the men if they haven't copies of this feature, because it is a bird. Send along four more copies at once.

Yours truly,
G. S. Spettigue.

Our advertising campaign on marine goods, Yacht and Motor Boat Finishes, etc., is having the hearty co-operation of our representatives. Mr. Woodrow, our New York City representative, has just opened up two splendid marine agency accounts in the heart of New York City, and we expect some splendid business as a result.

New England Sales Division.

Mr. H. C. Stratton, formerly on Territory 412, has been transferred to Territory 408. This change was made necessary owing to the resignation of I. B. Wells, who represented us on Territory 408 for a number of years past. Mr. J. Henry Haines, formerly our good agent in Colebrook, N. H., has taken up the work on Territory 412, and we know that he will give a very good account of himself. Mr. Haines is a man of sixteen years of practical experience "behind the brush" and has worthily represented us as our agent for a number of years. We wish him every success in his new work.

The new Moving Paint Man signs are proving unusually popular among our good agents who have been furnished with them. They attract attention wherever they are displayed, and are, without question, one of the best display features gotten out in a long time. Every representative ought to see to it that all his best agents are supplied and that they make use of this feature. It is a business getter.

Every day we are receiving evidences in many ways of the effectiveness of our Marine Magazine Advertising. Orders are coming in every day from owners and builders of motor boats, yachts, launches, etc., and we have succeeded in landing a good many accounts on the strength of our advertising.

Savannah Sales Division.

During the month of April we were favored with a visit from our President, Mr. W. H. Cottingham, accompanied by Mr. W. B. Albright. We were glad to welcome Mr. Cottingham and Mr. Albright to the Sunny South.

Mr. Wilson has just sent in a splendid order amounting to over $3,000, and including practically our full line, from Tampa, Fla. We

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extend our hearty congratulations to Mr. Wilson for this splendid work in establishing an S-W. stronghold in Tampa.

The Promoting Department recently supplied each representative with a schedule showing the use of property owner names by our various agents who have taken advantage of this splendid help since the 1st of September. This comparative report is an excellent thing for each one of our representatives to keep before him in discussing this important work with the agents.



Pacific District

San Francisco Division.

Mr. Parsons' annual visit to the Hawaiian Islands resulted in some splendid business, and we are pleased to report the sale of a full carload of Sherwin-Williams Products for the islands' trade.

We wish to announce a new representative in this Division, Mr. H. W. Gerber, who will represent us on Territory 505. Mr. Gerber is by no means a novice at selling S. W. P., as he has been our agent at Redlands, Cal., for several years, during which time he has sold thousands of gallons of S-W. Products. He has started out with the proper spirit and has bagged several "new accounts" already.

Los Angeles Sales Division.

Some big propositions have been recently floated by Mr. G. E. Wise, representing Territory No. 520. Among these may be mentioned the selling of 100 gals. No. 353, 1 bbl. Boiled Oil, 70 gals. Metalastic No. 4 to the Case Hinze Sugar Co., of Santa Ana, Cal.

The city of Redlands has specified S-W. Products for their schools and are using the same. Among these goods is an order for the finishing of 3000 of their desks with S-W. Durable Wood Finish Interior and Hard Drying Seat.

Architect Burnham, of Los Angeles, has specified our Cement Finishes on the High School at Chino, Cal.

In the city of Los Angeles, with thirty prosperous agents already, it has been difficult to place any more in this territory. Because of this we were compelled to refuse good-sized orders from five different prospects to place an agency this month.

Northern Pacific Division.

Our new representative, Mr. McDade, having read so much about those "Carload Clubs," decided to join himself, so paid his initiation fee with a full carload for shipment to Boise, Idaho.

Mr. Felch is still stirring things up in Portland, having just landed a new agency in Portland and a C. & M. order for 4100 pounds of First Quality Colors.

As we go to press Mr. Kurtz sends in an order for 1000 pounds of Flattone for the new Seattle hotel. This is just a starter—more will follow.

Edison's Advice.



THE electrical wizard Edison never carries a watch and there is no clock in his workroom.

An admirer took his little son to see the inventor and begged him to say something to the lad which would help to influence his life. Giving the boy a friendly pat on his head, Edison said with a smile, "My boy, never watch a clock."

The real difference between men consists not so much in talent as in energy; not so much in genius as in devotion to a work.

To the man without heart in his daily service, time hangs heavily, but to the one thoroughly interested in an occupation, the moments fly all too swiftly.

How true the Spanish maxim, "He who loseth wealth, loseth much; he who loseth a friend, loseth more; but he who loseth his energies, loseth all."—*Exchange.*

SALES DEPARTMENT NOTES.

Competition Report.

There have not been many changes among the leaders of the various Divisions in the following competition report. Some have dropped a notch or two, while others have climbed accordingly. The race is very interesting, and in only a few cases is there a very wide gap between first and second places:

Leaders in New S. W. P. Agents.

Kansas City Division,

R. B. Wofford	61
E. J. Clare	37
W. P. Clark	25

Montreal Division,

G. E. Boomer	23
R. Archibald	22
D. Crevier	21

Winnipeg Division,

W. J. Miller	23
H. D. Ross	19
H. H. Eager	8

San Francisco Division,

B. L. Rogers	20
W. E. Carter	5

St. Louis Division,

I. A. Steger	18
H. P. Reeds	15
R. H. Sheppard	10

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Texas Division,
J. J. Twaddell 18
D. L. Price ..... 14 each
G. E. Cannon ..... 14 each
S. S. Burris 13

Northwestern Division,
T. M. Brude 16
V. P. Bennett 13
F. A. Randall 12

Chicago Division,
M. M. Miller 16
P. L. Munger 13
R. Clinton ..... 10 each
W. F. Gallinger ..... 10 each

Cleveland Division,
J. A. Magill 16
F. A. Levenhagen 9
W. N. Cline 8

New England Division,
H. W. Putnam 13
A. L. Berry 12
E. T. Porter 8

Northern Pacific Division,
H. N. Welch 12
L. R. McDade 7
C. P. Christiansen ..... 6 each
R. A. Carder ..... 6 each

Central Atlantic Division,
J. P. Minetree 12
G. E. Elliott ..... 5 each
H. F. Rouse ..... 5 each
A. Larkins ..... 4 each
C. M. Jarden ..... 4 each

Omaha Division,
F. E. Byron 9
E. K. Cannon 8
C. M. Atwood 7

Los Angeles Division,
S. G. Harless 9
G. E. Wise ..... 6 each
J. O. Knighten ..... 6 each
G. W. Burrill 2

Savannah Division,
F. D. Spencer 8
I. D. Wilson 6
H. T. Hinish 5

Newark Division,
W. S. Crook 7
R. S. Maddock ..... 6 each
G. S. Spettigue ..... 6 each
A. D. Collins 5

Cincinnati Division,
W. D. Moore ..... 7 each
B. L. Reynolds ..... 7 each
L. W. Rabb 4
E. E. Swineford 3

Leaders in New Dealers and New Other Accounts.

Kansas City Division,
E. H. Nolte 180
R. B. Wofford 65
H. B. Sevier 60

Newark Division,
F. L. Foy 103
W. S. Crook 62
R. S. Maddock 59

Cleveland Division,
J. A. Magill 102
I. M. Benedict 89
F. A. Levenhagen 62

Savannah Division,
F. D. Spencer 74
A. D. Kiser 62
H. T. Hinish 44

Central Atlantic Division,
J. P. Minetree 75
C. W. Burgess 65
H. F. Rouse 50

Chicago Division,
P. L. Munger 70
M. M. Miller 68
J. W. Ward 69

Cincinnati Division,
S. H. Robinson 68
B. L. Reynolds 57
J. L. Pendery 35

New England Division,
W. I. Kelley 66
H. W. Putnam 50
A. L. Berry 39

Northern Pacific Division,
J. B. Kartz 64
C. E. Felch 30
H. N. Welch 26

Omaha Division,
C. M. Atwood 60
R. I. Lee 53
F. A. Brown 40

Texas Division,
R. S. Donnelly 60
K. Miller 57
J. J. Twaddell ..... 45 each
D. L. Price ..... 45 each

Los Angeles Division,
J. O. Knighten 43
G. E. Wise 35
G. W. Burrill 32

St. Louis Division,
I. A. Steger 38
R. W. Jay 36
H. P. Reeds 34

Northwestern Division,
W. C. Fischer 36
C. F. Bennett 34
T. M. Brude 32

San Francisco Division,
S. W. Smith 32
B. L. Rogers 30
W. E. Carter 13

Montreal Division,
W. P. Downing 26
D. Crevier 19
R. Archibald ..... 17 each
J. McMartin ..... 17 each
R. Vincent ..... 17 each

Winnipeg Division,
H. H. Eager 25
W. J. Miller 19
B. D. Ross 17

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