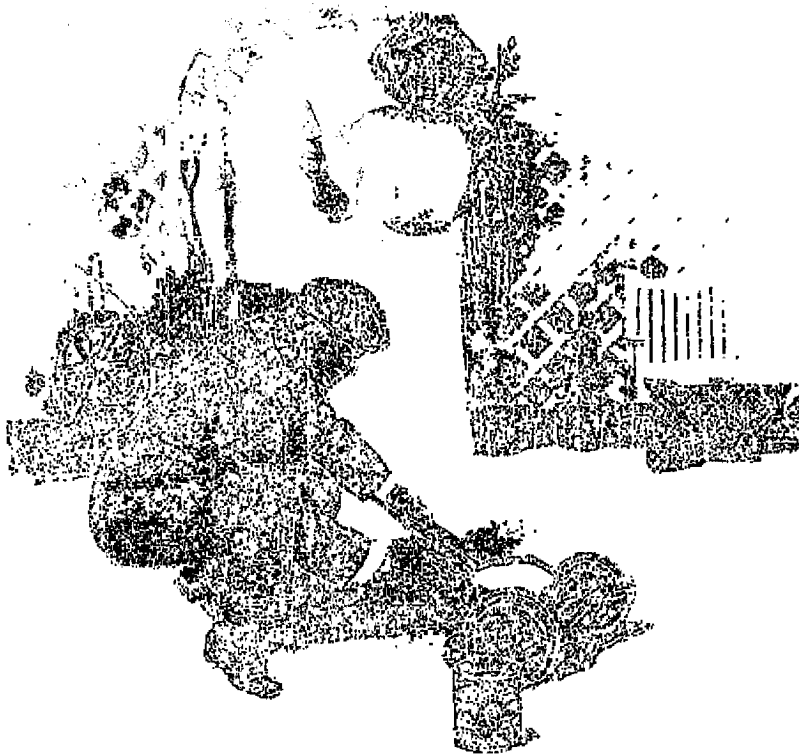


The Chameleon

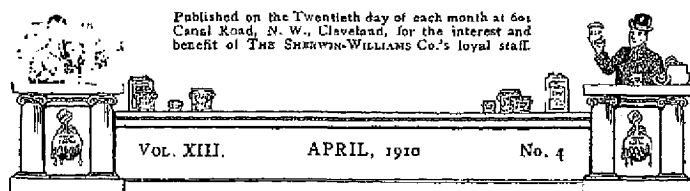
APRIL

1910



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.



A MILLION DOLLAR MONTH.



FOR a long time we have trained our aim and our energies on a "Million Dollar Month," and last month we made good, establishing another record.

Our March sales, exclusive of auxiliaries and affiliated companies, reached the fine total of \$1,004,524.66, beating the previous record month by a considerable margin. This is great work in which all Sales Departments and Divisions have had a share. The gain for the month over March last year was less than \$2,000.00 short of \$200,000.00.

I heartily congratulate the Managers of the General Sales Departments, District Managers, Sales Managers and our unrivaled selling force on this notable achievement.

I well know this immense turn over, which represents hundreds of thousands of gallons and thousands of tons of our products, distributed around the world, has been reached only by tremendous effort and persistent work on the part of the entire staff. Such a turn over means increased work in all departments, factories and offices.

Figures like these rounded out in less than

thirty days mean much more than the mere dollars and cents they stand for. They stamp our organization once more as a record breaker; they proclaim our increasing progress; they are an encouragement to our efforts and a spur to our enthusiasm. They stimulate anew our aims and our ambition. We feel as we look back on our rapid but steady and sound progress, that there is no limit to the possibilities of our great and widespread business, and this is true and is one of the most encouraging features of our Company. The only limitations are the limitations of human skill and ability. Our continued growth, let us never forget, depends upon the growth of each one of us and those we add to our number. As we grow in experience, knowledge and merit, and apply ourselves to our work, the business is bound to grow. We desire that all shall share fairly in its prosperity.

More million dollar months are in sight, for we are forging ahead at a faster gait than ever. In May we will hold a meeting of Department and District Managers to round out our plans for next year's campaign and the great convention of our entire selling organization to be held at Chicago this Fall. There we will look forward with pleasure to greeting the Top Notchers and welcoming the invincibles once more.



President.

The Sherwin-Williams Order of Top-Notchers, March 1st, 1910.

Top-Notcher District Manager, Mr. L. W. Wolcott, Pacific Coast District, T. N.	Top-Notcher Railway Representative, Mr. E. T. Parsons, Pacific Coast District, T. N.
Top-Notcher Sales Manager, Mr. J. B. Kurtz, Los Angeles Sales Div., T. N.	Top-Notcher Superintendent, Mr. W. J. Lawson, Newark Factory, T. N. 3.
Top-Notcher Trade Sales Representative, Mr. E. J. Clure, Kansas City Sales Div., T. N. 2.	Top-Notcher Cashier, Mr. J. S. Covert, Texas Sales Division.
Top-Notcher Mfg. Sales Representative, Mr. F. E. Drew, Ctl. Atlantic Sales Div., T. N. 2.	Top-Notcher Promoting Dept. Manager, R. J. Lott, Central District

General Standing Managers' Top-Notcher Competition. March 1st, 1910.

DISTRICT	DISTRICT MANAGERS	PLACE	DIVISION	SALES MANAGERS	PLACE
Pacific Coast,	Mr. L. W. Wolcott, T. N.,	1	Cleveland,	Mr. A. E. Kydd, T. N.,	5
Central,	Mr. R. W. Levenhagen, T. N. 2	2	Montreal,	Mr. R. C. Misson,	6
Canadian,	Mr. C. C. Ballantyne,	3	Philadelphia,	Mr. C. P. Jarden, T. N.,	7
Atlantic Coast,	Mr. H. D. Whittlesey,	4	Cincinnati,	Mr. W. W. Haynes, T. N.,	8
Western,	Mr. R. W. Sample,	5	Dallas,	Mr. W. R. Ashbrook, T. N.,	9
Southwestern,	Mr. F. B. Gable, T. N. 3,	6	Chicago,	Mr. S. H. Stewart,	10
Miss. Valley,	Mr. F. E. Myers, T. N. 2,	7	San Francisco,		11
			Newark,	Mr. R. L. Graves, T. N.,	12
			Kansas City,	Mr. I. F. Watkins, T. N.,	13
			St. Louis,		14
Los Angeles,	Mr. J. B. Kurtz, T. N.,	1	Boston,	Mr. W. H. Porter, T. N.,	15
Winnipeg,	Mr. W. S. Falls, T. N. 3,	2	Omaha,	Mr. H. B. Sevier,	16
Savannah,	Mr. J. A. Bowman, T. N.,	3	Minneapolis,	Mr. J. P. Coleman, T. N.,	17
Portland,	Mr. W. J. Bland, T. N.,	4			

Top-Notcher Travelling Representatives. March 1st, 1910.

TRADE SALES DEPARTMENT	TRADE SALES DEPARTMENT
Central District, 1—B. L. Reynolds, T. N. 2—F. B. Kellogg, 3—H. McCallum,	Pacific Coast District, 1—T. A. Brooks, 2—S. G. Harless, 3—G. W. Burrill, T. N. 2.
Western District, 1—C. S. Wheeler, 2—G. J. Manassa, 3—F. A. Bush,	Atlantic Coast District, 1—H. F. Hinich, 2—I. D. Wilson, T. N. 3—F. D. Spenter, T. N. 2.
Mississippi Valley District, 1—I. A. Steger, 2—J. H. Ashluer, 3—J. K. Kennerly,	New England Division, 1—H. T. Porter, 2—J. H. Haynes,
Southwestern District, 1—E. J. Clure, T. N. 2. 2—C. S. Ragland, 3—F. C. Kenower, 3—S. M. Shelton.	Canadian District, 1—H. H. Eager, T. N. 2—C. A. Thomas, T. N. 3. 3—J. E. Auger, T. N. 4.

Mr. Wedlake's Genius Rewarded.



Mr. Herman Wedlake.

MR. HERMAN WEDLAKE, Master Mechanic at Chicago, has received due recognition for having recommended a most satisfactory device for hermetically sealing the caps on our Paris Green packages. The papers for patent have been forwarded, and the results obtained from the use of this device are sure to be most valuable to our Company.

Mr. Wedlake entered the employ of this Company in 1899 as a pipe fitter in the Mechanical Department at Cleveland. He showed unusual ability in this line of endeavor and in 1906 was sent to Montreal to look after the erection of our linseed oil mill there. He handled this work successfully and returned to Cleveland. He was then sent to Chicago in 1907 to look after mechanical matters in the factory there. Since

that time he has had entire charge of erecting all new machinery and the repairs and maintenance of the plant. He is now constantly making new and radical changes which better the equipment and service in the power plant.

Mr. Cottingham expressed to Mr. Wedlake on behalf of the Company his appreciation of special service of this kind. In his letter he also mentioned the fact that it is his desire to encourage interest and thoughtfulness in getting up ideas that will help solve difficult problems. Enclosed with the President's letter was a check for \$50.00.

April Starts in Strong.



THESE are days of new records in the Sales Department. The great results of March are likely to be eclipsed in April, judging from the fine start made in the first week. The week ending April 9th was the biggest week in the history of the Company, and further than this, the gain was the largest ever made in a single week. Another Million Dollar Month looks easy.

Arthur H. Cottingham
President.

Interesting Talking Points on our Arsenate of Lead.

BY H. M. ASHBY, MANAGER DRY COLOR AND INSECTICIDE DEPT.



If the risk of being accused of repeating the same statement many times, I would like to bring before our selling force once more some of the talking points on Sherwin-Williams New Process Arsenate of Lead.

We are now in the midst of the selling campaign for this product and some of the points may be of timely interest to those who have forgotten them and some of them may have new bearing at this time.

So often in discussing a sales proposition there are only slight differences to be considered, such as a small difference in quality, slightly better finish, difference in package, etc., and only general advantages can be claimed, but in this particular case there is just as much difference between Sherwin-Williams New Process Arsenate of Lead and the other brands on the market as there is between genuine mahogany and birch stained to imitate mahogany. To the uninitiated they are not very different at first, but continued use and wear will soon develop a surprising difference. So in Arsenate of Lead, there is the true neutral Arsenate of Lead which is best typified by S-W New Process and there is the cheaper acid Arsenate of Lead such as turned out by ourselves at a lower price for specific purposes and by most of our competitors as their only product.

In this article I want to bring again clearly before the readers of THE CHAMELEON the fact that these are two entirely separate and distinct materials, and when the matter of price, quality and directions for use are considered, one should not be confounded with the other.

The neutral or tri-plumbic Arsenate of Lead settles very slowly in water, whereas the acid or di-plumbic Arsenate of Lead settles fast and hard. The neutral material on account of its fluffiness covers the foliage in a much more thorough manner, forming an even, unbroken film which when dry shows a hard, adhesive covering more like a good coat of paint, whereas the acid salt does not distribute evenly over the foliage and dries in a loose, powdery form, which is soon washed or blown off the foliage.

The relative adhesiveness of the two is easily and quickly demonstrated by making up a rather concentrated spraying solution of the two kinds, using the same amount of water to each and placing a few drops of these solutions on glass and drying them. Rubbing each with the finger will demonstrate at once the relative adhesiveness of Sherwin-Williams New Process Arsenate of Lead against any competitive brand.

When quite dry neutral Arsenate of Lead is composed of approximately 25% arsenic oxide and 75% lead oxide and the acid salt is composed of approximately 35% arsenic oxide and 65% lead oxide. If therefore each paste contained 50% of water and 50% dry Arsenate of Lead, the neutral material would carry 12½% arsenic oxide and the acid material 17% arsenic oxide.

Inasmuch as the market price of lead oxide is considerably over twice as high as that of arsenic oxide, it will readily be seen that the acid

material is much cheaper to make and that the claim of competitors that 15% of arsenic in the acid form gives better value for the money than 12½% in the neutral form is obviously false.

If the arsenical value were the only one to be considered it would be foolish to buy Lead Arsenate when Arsenate of Soda or Arsenate of Lime would be very much cheaper and much more effective in its killing value. The only reason for using Arsenate of Lead, which is admittedly one of the highest priced arsenical insecticides, is because when properly made it gives freedom from foliage injury, longer adhesiveness and freedom from other troubles.

When you depart from the neutral Arsenate of Lead, which was the only form used in the early work and on which all definite data in use today has been based, one might just as well return at once to Paris Green or Arsenate of Lime or even Arsenate of Soda.

It is absolutely impossible to make neutral Arsenate of Lead in a paste which is not too stiff to use, containing more than 12½ to 13% arsenic oxide.

As to the price, it should be borne in mind that this season our competitors are selling their acid Arsenate of Lead in New England at 5 cents per lb. The acid Arsenate of Lead was brought into being in the New England States, where it was first used to fight the Gypsy Moth, and for such purposes it has many advantages, but orchardists should not be permitted to use it on delicate fruit trees without first having a clear and definite knowledge of its composition and consequent dangers.

Some recent experiments conducted by Mr. Gibson, our insecticide chemist in the State of Colorado, have demonstrated that the acid Arsenate of Lead is probably the cause of most of the tree poisoning in the irrigated sections. He found that all the forms of acid Arsenate of Lead are easily decomposed by the alkali water found in those sections, giving a large amount of free arsenic, whereas Sherwin-Williams New Process Arsenate of Lead was not affected in any way by the same alkali water.

Now is the time to go out after all Arsenate of Lead business, whether to the orchardist, potato grower, sugar beet raiser, pecan grower, cotton grower, cane fruit raiser, and also the men who have small gardens and fine shade trees and ornamental shrubbery, the seed stores and all other sources where Arsenate of Lead is bought and used.

The early warm weather caught us with smaller stocks than we would like to have had, but we are now in shape to take care of business properly and as we have recently added some literature to our advertising, one folder appealing directly to the orchardist and the other to the man with a small garden lot, our sales force should now feel thoroughly equipped to get our share of the Arsenate of Lead business.

Any of the representatives who do not have these folders should write at once to their Promoting Department Manager for them. In order to get the biggest volume of sales on this good product every representative should be well supplied with our advertising literature at all times.

A Top-Notcher Competition in General Accounting Department.



THE very large increase in the volume of work being handled in the General Accounting Department at Cleveland and the numerous details requiring careful supervision connected therewith, has made necessary a complete readjustment of the department. Commencing with March 1st a Top-Notcher Competition, embracing several captions itemized in Mr. Douglas' bulletin of March 21st, was put into effect.

The work has been divided into six sub-departments as follows:

1. General and Auxiliary Bookkeeping—Chief Clerk, Mr. A. W. Baeder. Having charge of all Division, Sundry and Administration accounts, the General Journal and Balance Sheet, and O. S. & M. and Cleveland Box Co. accounts.

2. Factory and Linseed Oil Bookkeeping—Chief Clerk, Mr. A. M. Simonsen. Having charge of all Paint and Varnish Factory, Tin Can, White Lead and Linseed Oil Dept. ledgers, with the journals and reports incident thereto.

3. Voucher Department—Chief Clerk, Mr. W. M. Morfoot. Having charge of all invoices and accounts payable, including tallies, payments and discounts, and of the Claims Record.

4. P. & S. and Adv. Dept. Costs—Chief Clerk, Mr. R. A. Bradley. Having charge of the Printing and Sampling and Adv. Dept., factory payroll, cost figuring and merchandise, together with the billing of Stationery and Advertising to Divisions and Departments.

5. Factory and Tin Can Costs—Chief Clerk, Mr. R. C. Krause. Having charge of Cleveland Factory and Tin Can Cost figuring, the Tin Can payroll and Merchandise, and the figuring of Insurance and Overstock reports, Special Inventories and general comptometer work.

6. Sales Cost—Chief Clerk, Mr. B. H. Lupton. Having charge of all Sales cost reports, both Railroad and Manufacturers, and the Special Taxite and royalty reports.

The Chief Clerks of these departments will report directly to the Chief Accountant, under the general direction of the Auditor, and each Chief Clerk will be responsible for the discipline, expense and efficiency of the men and work in his department. To give more interest to the supervision of these items a Top-Notcher Competition for the Chief Clerks is now inaugurated to cover the last half of this year, March 1st to August 31st.

An Unusual Order of Varnish.

A SHORT time ago The Hobart M. Cable Piano Co., with offices at Chicago, Ill., signed a contract with Mr. DuCommun of our Varnish Sales Department calling for 150 barrels of Crystal Piano Polishing Varnish. This order, which is equivalent to 7,500 gallons at a total figure of \$16,125.00, is the largest ever taken for a similar varnish to this class of trade and we heartily congratulate Mr. DuCommun on his success.

Old Dutch Process White Lead.

The following bulletin from Mr. Joyce should be of vital interest to every representative:

I am pleased to announce that on August 1st we will be ready to begin shipping Sherwin-Williams Old Dutch Process White Lead to our friends and customers. O. D. P. Lead will be marketed in metal kegs, and the lead itself will be guaranteed Strictly Pure Old Dutch Process White Lead and every package will contain our guarantee reading as follows:

"GUARANTEE OF PURITY"

This package is warranted to contain nothing but *Strictly Pure White Lead*, ground in *Strictly Pure Linseed Oil*, and we will pay *One Ounce of Gold* for every ounce of adulteration that it may be found to contain and also the cost of analysis."

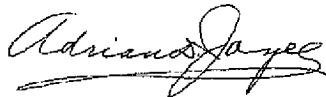
THE SHERWIN-WILLIAMS CO.

We are now ready for our representatives to take orders for this Lead for delivery after August 1st.

We have already had many inquiries from our agents for our Lead and it should be a matter of pride for our representatives to make a strong push after this business, and the Sales Division that succeeds in selling the largest quantity of O. D. P. Lead for shipment before September 1st will be entitled to special credit.

We are preparing an attractive booklet descriptive of our product and hope very soon to supply each of our representatives with photographs showing our packages, etc., but we do not want our Managers to wait for these advertising helps, but to start out at once to land the business.

Yours very truly,



Gen'l Mgr. Sales & Distribution.

Mr. Gibson's Letter.

The following is an extract from a letter written to Mr. H. M. Ashby by our Consulting Chemist, Mr. R. R. Gibson. It should be of interest to our representatives:

I was up all night last night "Smudging." I wanted the novelty of it, and the experience will be of value to me in my work. Last night was an ideal night to show the value of smudging or what it can accomplish.

You likely know the Hamilton oil smudge pot made in Wheeling, W. Va. It is invented by Mr. Hamilton, who lives there and has a ranch five miles out and twenty acres of orchard. His is the oil pot which is being used so much all over. Mr. Hamilton took four of us out to his ranch last night at 9 p.m. There were eight of us in all who attended the pots. He divided us into four pairs and gave each pair of us five acres.

The pot is about 8 inches deep and as wide and about 2 feet long, pan shape, with a slide cover. These pots were all in position and filled with crude oil distillate, i.e., crude oil with the lighter hydrocarbons removed. About $2\frac{1}{2}$ gallons in each heater. These heaters were set in rows 50 to the acre, about as many as trees. Each row half way between two rows of trees and a row around the outside of the orchard. In that one-fourth of the orchard he put me he had the pots twice as thick, but fired every other one. With the ones on the outside he had in all about 1300 pots.

At 9 p.m. the thermometers in the orchard and outside the orchard showed 28 deg. F. Mr. Hamilton said that if the air grew no colder the orchard could stand 28 all night. But the sky was clear and at 11 p.m. the air was down to 26 F. and he gave orders to fire up and open the pot three inches. So out we went, each one of us with a torch in one hand and a two-quart can of gasoline in the other. The torch was an iron rod with a bunch of waste wired on the end; this we dipped in burning oil.

To fire the pots we slid the cover to the second hole, squirted in some gasoline and fired it with the torch and then on to the next. The burning gasoline set fire to the oil. By midnight the pots were all burning, the most strangely beautiful sight I ever saw. Each flame white and about two feet long and no wind to speak of, so it went straight up. The temperature of the air outside the orchard went down, down, and at about 4 to 5 o'clock was as low as $17\frac{1}{2}$ deg. F. That is cold. Froze ice $\frac{1}{4}$ in. thick on a tub of water. Inside the orchard the temperature did not go below 28 to 29 until about 5 a. m., when daylight began to appear. The temperature of the air in the orchard went to about 27 and outside it went to $17\frac{1}{2}$.

This was all very interesting to me. You see he held the temperature of 20 acres of orchard 10 deg. F. above the minimum outside temperature of $17\frac{1}{2}$ deg. F., and he did this with 50 pots to the acre, opened to the second hole or about 3 inches. When daylight began to come Mr. Hamilton ordered us to go through and open all pots to the third hole, or 5 inches; this brought the temperature of the air inside the orchard up to 31 and 32 deg. to remove any frost before the hot sun struck it. After the sun came up it was at least a half hour before the temperature of the air outside was up to 32 deg. F., then it went up quickly everywhere to near 40 deg., that is inside and outside the orchard, meanwhile a heavy cloud of black smoke hung over the orchard, keeping out the sun more or less, and this is the time that a frost does most damage. The quick rise of temperature when the delicate stamens and pistols of the flowers contain frost crystals is what cooks them.

At dawn we saw for the first time what a dense cloud of smoke the pots were producing and saw how dirty we were. Our clothes were black and our faces were like coal mines.

When the temperature of the air outside the orchard was up to 30 deg. to 32 F., Mr. Hamilton ordered the pots closed, then the fires were extinguished, and thus ended our interesting night of smudging on Mr. Hamilton's 20-acre apple orchard in the Grand Valley, Colo.—the night of the 15th and the morning of the 16th of April, 1910.

About the Full Page Campaign.



OUR representatives will be interested to know that we have to date received well over 90 requests from our good agents for full page newspaper electros. This could not have been possible without good follow-up work on the part of our representatives. But there are still several weeks ahead for Spring painting and we can supply as many of these electros as you can order. Talk it up to your agents. We'll prepare copy and the large electro in 5, 6 or 7 column widths. This is the best retail advertising proposition we ever tried out and we want the total full pages this Spring to reach at least 125. While you're talking advertising to the agent, wouldn't it be a good plan to call his attention to this co-operative plan and to impress him with the value of using large space now while people are doing outside and inside "brightening up"?

And, by the way, talk up the April S W P to your agents. It contains a forceful article on "Selling Paint With Printer's Ink," written by an S-W agent and well illustrated.



Western District

Chicago Sales Division.

These are busy times, as we are not only enjoying an unprecedented paint and varnish business, but are also shipping some splendid Lime-Sulfur Solution, Arsenate of

Lead, Paris Green and Bordeaux Mixture orders. The bugs will have a rocky time of it this season.

Stencil Materials are moving nicely. Mr. D. G. Craig has lined up Marshall Field & Co., of Chicago, with an order for 480 Stencil Outfits, 1,080 tubes of Stencil Colors and 432 Stencils, and Mr. J. R. Church opened an account with the New Art Craft of Milwaukee by selling them 1,000 tubes of Stencil Colors.

Messrs. J. R. Church, J. H. Williams and G. J. Manassa have done some splendid work in the Manufacturers' Sales Department during the past month.

Our representatives are making good on their promise to roll up a fine increase in varnish sales and are already more than 5,000 gallons ahead of last year in personal sales alone.

Northwestern Sales Division.

A magnificent gain last month has spurred the Northwestern representatives on to even greater endeavor, and every man is going at a hot pace. Just how strong a fight for business they are putting up is

shown by the fact that the other manufacturers in the Northwest have decided to make no advance in prices now, thus indicating that they must cut prices in order to secure any business.

"Determination" is the new watchword of this division, and it represents splendidly the fighting spirit of our representatives.

We have recently landed the largest new agency of the season, the order amounting to \$2,500.00. Another manufacturer offered some unusual inducements, but our proposition was too strong for the BPA to turn down.



So. Western District

Texas Sales Division.

During the past two weeks there have been some splendid rains in Texas, which relieved a drouth of almost two years. This so encouraged the agents and dealers of that good State that they immediately placed orders for 15 carloads of our products to take advantage of the old price before the raise became effective.

Kansas City Sales Division.

We secured an order for a car of Arsenate of Lead, Lime-Sulfur and Bordeaux Mixture from the Ozark Orchard Co., who have 2,400 acres in apples and peaches in Northwest Arkansas. They were so much pleased with this material that as soon as it had been opened and tested they immediately assured us that they would be in the market for an additional carload in the near future. Mr. Goodman placed the order after several reputable brands had been given consideration and many of them tested.

Notwithstanding the failure of the wheat crop in many portions of Kansas on account of the dry weather, the ground is being plowed up and planted in corn. The oats crop will be increased over the acreage in the past, and the flax acreage will be quadrupled. This encouraged the agents in the Kansas City Division to place orders for 9 cars of paint, so that they would have a good stock with which to conduct business during the busy Spring months.

Omaha Sales Division.

One customer in the Omaha Sales Division placed orders for 5 cars of our products, another for 5,700 gallons of S W P and 1,800 gallons of varnish. The Shipping Department has been from 20 to 80 orders behind during the past two weeks on account of rush in business,

and we can assure you that we will move up a few notches by the time the next report is issued.

Never in our history have we received so many requests for full page electros as since the last S W P was issued. Our invoices for small cuts for newspaper work among the various agents are growing rapidly and will treble the figures of last year. It is easy to prove that one can't long be connected with our Company without becoming enthusiastic over getting business through its advertising system.



Atlantic Coast District

Newark Sales Division.

Just to prove that the recent advance in the price of S W P has evidently not affected the number of house jobs being done this Spring, our representative, Mr. Spettigue, recently spent two days with our hustling agent in Susquehanna, Pa., and in that time sold 217 gallons of S W P to a list of about twenty property owners who are painting in that town. This splendid work was accomplished simply because our agent at this point fully appreciates the reasons behind the advance in price and was able, therefore, to convince the property owners equally as well that it was to their interest to paint with the best paint on the market, even though it cost them a little more at first cost or by the gallon.

The same condition seems to exist throughout the district in all territories and everything points to an unusually heavy Spring trade on house jobs. Our new agents at Syracuse, N. Y., who have had our line in their store for only the last few weeks, have already sold eighteen large house jobs in the city of Syracuse, and are simply delighted with the help we are giving them. Our old contention is being more strongly verified than ever before that it is "quality" that counts and not "price."

Our new Arsenate of Lead Plant will soon be completed and we will be in a position to give more prompt service than ever before in the shipment of insecticides and are looking forward to unusually heavy demands for our Arsenate of Lead during the Summer months.

Within the last few days we have been favored with a visit by our President, Mr. W. H. Cortingham, and our General Manager of Sales and Distribution, Mr. A. D. Joyce, both of whom spent a pleasant day with us.

Savannah Sales Division.

The painting season has opened up splendidly and all indications point to what we believe will be one of the best years in the history of the Sunny South for the sale of S W P on house jobs. We are being helped considerably by the fact that there is an actual shortage in the linseed oil

market throughout the Southeast and in many places oil is not to be bought at any price. In other words, our agents are taking advantage of this fact by using S W P where lead and oil had formerly been sold and have a strong foothold.

We are developing a splendid market for our new line of Woodcraft Stains, for use particularly on Southern pine, and we are beginning to stock our agents with the smaller sized packages, as we expect a decided increase in the demand for this piece of goods.

We are pushing our New Process Arsenate of Lead in practically every fruit growing section in the division, and the campaign, which is now under way among the fruit growers, cannot help but be productive of good results in this direction.

New England Division Notes.

The last week in March we shipped out of the warehouse a thousand gallons of S W P Gloss White, which is one-fifth of our total shipments for last year. Our gain for the month of March was 50%.

Some of our salesmen have made very good gains so far this year. Mr. J. W. Haynes has a gain of \$4000; Mr. A. B. Campbell, \$3000; Mr. R. F. Ketchum, \$3000; Mr. E. T. Porter, \$3000; and Mr. D. H. Thompson, \$7000.

We have sold the J. H. Ames Co., of Bowdoinham, Me., and the Holbrook Grocery Co., of Keene and Nashua, N. H., and Woodsville, Me., a large quantity of insecticides. This opens new accounts with these two concerns, and we expect it will run into carload business before long.

Our representative, Mr. A. B. Campbell, has succeeded in selling the Manchester Realty Company, a real estate corporation in Manchester, N. H. They have bought so far about \$250 worth of our goods. This consists mainly of Aridos, which is used for interior painting, and S W P and Porch Floor Paint for the exterior of a large number of tenement houses which they are building in Manchester.

We have just landed G. H. Freeman Co., of Presque Isle, Me., for an agency order. They are one of the largest paint and varnish dealers in Maine, and we have been after this account for five or six years. We attribute the landing of this account to a combination of good salesmanship and up-to-date business methods. We have just received a repeat mail order from them which calls for 240 gallons of S W P.



BELIEVE me, friends, if the work looks heavy, if the burdens seem sometimes too much, there's a lot of consolation even then. Remember, the idler is always in trouble and it's the busy man who really takes the laurels. Me for a busy life. How about you?



Central District

We wish to announce Mr. W. A. Mason has been appointed to succeed Mr. E. E. Baker on Territory 4. Mr. Mason spent two or three days in the office before starting out, and was evidently inoculated with the new agency fever. The first day on his territory he landed a new agent and during the remainder of that week landed two more. This certainly demonstrates that Mr. Mason has the right spirit.

April can surely be called a carload month. We want to particularly make mention of the representatives who not only enrolled this month in the carload class, but deserve special mention on landing new carload agencies. They are Mr. F. C. Fisher, Mr. C. M. Hoey, Mr. J. T. Menefee and Mr. A. Massee. Ben Reynolds certainly deserves special mention for selling a three-carload order to one of his agents, and F. B. Kellogg for selling a two-carload order.

It is certainly surprising the number of inquiries we are getting in every day from parties desiring our agency. Some of our men were inclined to think that owing to the last advance it would be a hard matter to land new agents. It seems to have just worked opposite to this. Some of our representatives report that it is easier to land a new agent now than it was before. One thing is certain, we are getting lots of good inquiries and are lining them up, too.



Mississippi Valley District

A large proportion of our agents and dealers in the Southern States particularly are already replenishing stocks bought last Fall which they thought sufficient to meet all their Spring requirements. There is no question but that 1910 is going to be a big year with such agents and dealers who give their paint trade a fair chance.

We are pleased to report that the agents have taken kindly to the last advance. Most of them expected it and few, if any, are now getting less than \$2.00 per gallon for S W P; in fact, many are getting \$2.10 and in some territories where the freight rate is high they are getting \$2.25.

During the past month we have had occasion to go through some of the accounts of such agents who have shown the largest gains in sales over last year, and in almost every case we find that those agents have

been getting "top" prices for S W P. They have disregarded the prices made by their competitors. They have based their prices upon *quality* and have never found it difficult to obtain a legitimate profit on the goods. As a result they have increased their business, as our records show.

We have also looked into the accounts of some of our agents whom we know have sold S W P at almost cost and find their business has fallen off this past year. We want no more conclusive evidence than this to prove that it pays our agents to get a legitimate profit on S W P, for they do more business at such prices, and so do we.

SALES DEPARTMENT NOTES.



THESE are days of big things in the Sales Department. Never before in the history of our business have so many large and representative new accounts been added to our already long list. Our new agents are men who are stocking the Sherwin-Williams line in the face of high prices, and yet we are informed that they insist upon quality and that our representatives are having little if any difficulty in interesting them in our proposition.

We are always glad to publish reports of this kind in THE CHAMELEON, as they show the true progressive spirit that is so prominent throughout this throbbing organization. We wish our loyal representatives their fullest share of this great Spring painting season and hope to be able to report even greater results next month.

Competition Report to April 1st, 1910.

Leaders in New S W P Agents.

Montreal Division,

J. N. Thomson.....	21
L. Chevier.....	18
R. Vincent.....	16

Cincinnati Division,

B. L. Reynolds.....	27
F. C. Wisher.....	11
J. T. Menefee.....	5

Winnipeg Division,

W. J. Miller.....	10
K. E. Parsons.....	15
J. J. Whalen.....	12

New England Division,

J. H. Haynes.....	17
A. L. Berry.....	15
D. H. Thompson.....	0

Portland Division,

G. P. Rogers.....	17
W. H. Lilley.....	13
B. L. Rogers.....	9

Northwestern Division,

L. T. Stevens.....	77
T. M. Brude.....	7
O. Mannand.....	5
C. F. Bennett.....	5
V. P. Bennett.....	5

Kansas City Division,

W. P. Clark.....	18 each
E. J. Clare.....	13
G. A. Dorrart.....	13
W. F. Hall.....	11

Omaha Division,

F. C. Kenower.....	16
C. I. Berg.....	15
L. J. Heim.....	12

Central Atlantic Division,

J. P. Minotree.....	14
A. Larkins.....	6 each
C. M. Jarden.....	6
W. D. Peyton.....	6

St. Louis Division,

I. A. Steger.....	13
J. G. Ward.....	8 each
J. K. Kennedy.....	8
Geo. K. Lels.....	8

Texas Division,

J. J. Twaddell..... } 12 each
S. M. Shelton..... }
R. B. Wofford..... } 11
G. H. Marshall..... } 10

Savannah Division,

I. D. Wilson..... } 72
H. F. Hinshel..... } 71
A. D. Kiser..... } 70

Cleveland Division,

W. N. Cline..... } 71
H. C. McCallum..... } 70
J. A. Magill..... } 8 each
R. J. Benedict..... }

Chicago Division,

F. A. Bush..... } 0 each
P. L. Manger..... }
M. M. Miller..... } 7
J. P. Neuleton..... }
R. Cluxton..... } 5 each

Los Angeles Division,

S. G. Harless..... } 6
G. W. Burrill..... } 5
L. B. McDade..... } 2

Newark Division,

V. H. Collins..... } 6
C. S. Spettigue..... } 6
M. B. Millspaugh..... } 5

San Francisco Division,

W. E. Carter..... } 6
S. W. Smith..... } 4
H. W. Gerber..... } 3

Leaders in New Dealers and New Other Accounts.

Newark Division,

A. J. D. Acheron..... } 70
A. Fuentes..... } 56
F. L. Foy..... } 61

New England Division,

J. H. Haynes..... } 65
H. W. Putnam..... } 58
E. T. Porter..... } 53 each
D. H. Thompson..... }

Central Atlantic Division,

G. E. Elliott..... } 61
A. Larkins..... } 60
J. J. MacDonald..... } 50

Cincinnati Division,

F. H. Bogrand..... } 61
B. L. Reynolds..... } 53
F. C. Fisher..... } 55

Cleveland Division,

H. P. Torrance..... } 55
E. Hess..... } 56
J. A. Magill..... } 55 each
A. Masse..... }

San Francisco Division,

H. W. Gerber..... } 53
F. E. Wyse..... } 22
S. W. Smith..... } 20

Kansas City Division,

E. H. Nolte..... } 61
W. G. Wiley..... } 50
C. G. Conger..... } 37

Chicago Division,

F. A. Bush..... } 51
D. G. Craig..... } 48
W. W. Shme..... } 45

Texas Division,

C. E. Canaan..... } 40
R. B. Wofford..... } 84 each
C. S. Ragland..... }
E. Gross..... } 37

Savannah Division,

A. D. Kiser..... } 47
F. D. Spencer..... } 39
H. F. Hinshel..... } 35

Omaha Division,

L. J. Heim..... } 46
F. C. Kenoyer..... } 45
G. Bidings..... } 33

Portland Division,

B. L. Rogers..... } 44
F. W. Hewes..... } 42
W. H. Lilley..... } 35

St. Louis Division,

T. S. Bradley..... } 37
J. K. Kenaedy..... } 35
H. P. Reeds..... } 34 each
G. E. L. Dyson..... }

Los Angeles Division,

J. O. Knighton..... } 32
G. W. Burrill..... } 16
L. B. McDade..... } 0 each
S. G. Harless..... }

Montreal Division,

W. L. Massiah..... } 37
R. E. Ginson..... } 27
J. E. Auger..... } 23

Northwestern Division,

T. M. Brude..... } 30
V. P. Benast..... } 25
W. C. Fischer..... } 22

Winnipeg Division,

H. H. Eager..... } 24
W. J. Miller..... } 21
W. R. Pottruff..... } 78

GEE, notice how easy
that fellow on the
front cover paints that lawn
mower! I'd be doin' the
same stunt if I wasn't livin'
on the twelfth floor of an
empty fire engine house,
and if I had a few four-leaf
clovers to trim in the back
yard.

The Little Paint Man 