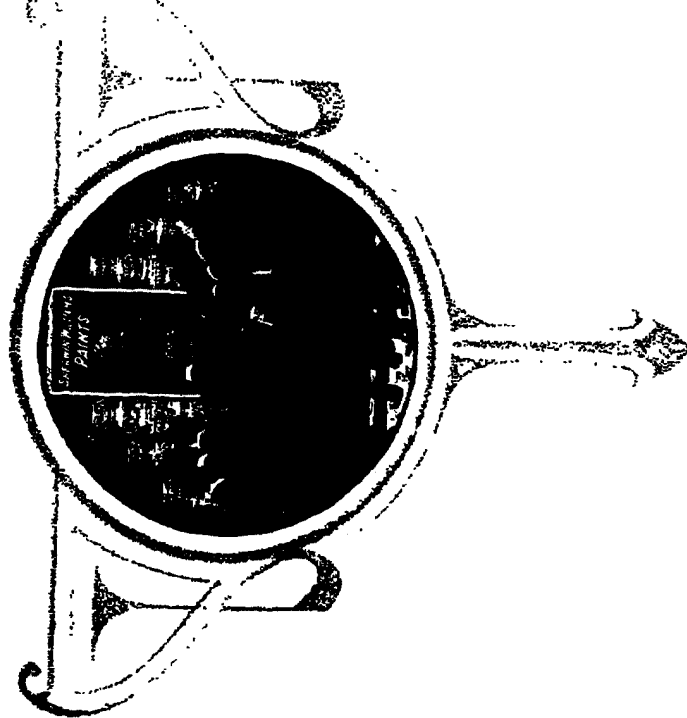


The Chameleon

FEBRUARY, 1906



WHILE the year is young
resolve to make the
most of it, that later
days may not bring re-
gret for opportunities unnoted
and ungrasped.

The Chameleon.

Published on the fifteenth day of each month by
The Industrial Policy, Cattle, and Sheep
Cleveland, for the interest and benefit of
THE SHERWIN-WILLIAMS Co.'s loyal staff

Vol. IX.

FEBRUARY, 1906

No. 2

IN ANTICIPATION.



ERHAPS there is no one thing in life that so pleases the physical man as a good, big meal of bread and butter and steak and potatoes when he's hungry. It makes bone, muscle and the energy we expend in these strenuous lives of ours. Indeed life would lose half its charms if we couldn't get hungry. The same thing is true, too, of our mental nature. How we enjoy the work we love after we are well rested and in fine fettle. Our minds grow strong through conquering the hard things, the difficulties, through using the reserve that is in us, through hurling the whole of our strength, at times, into the deeds we set out to accomplish.

The same principle holds with even greater force in our business life. There's nothing we enjoy so much in our work as the big opportunities, when we are prepared for them. The time when business is at its best, when we can measure the top-notch weeks of the present with those of the past, is the time we feel most enthusiastic and life seems to give its greatest promise. Our work would be commonplace, too—there would be little incentive and we would sink to dreary routine—if we did not have times that called forth the best in us, when we measured our strength against opposing forces, and when in winning, we knew that we were making records of which to be proud.

We're standing on the threshold of such a time right now.

There is every indication that the Spring of 1906 will be the best we've ever had. All the industrial world, the marts of trade everywhere are looking forward to it. We can see it. We've made preparations for it, and now we should carry into our work the coming months an enthusiasm, a determination that will write new records and make it the greatest in our history.

Let's enjoy the high tide. Let's not be content to drift and take the time of plenty as it comes.

Rather let us put the very best of our efforts into our fight for new and larger records and make the Spring of 1906 the most satisfactory to ourselves—the most successful for our Company.

"If your sidewalk, fence or gate needs repairing, fix it.
"Irrespective of the size of your homes, make your lawn the finest.
"Illuminate the front of your store in the business section."

It is to be noted that the Mayor is evidently a firm believer in the efficiency of paint, for three of his injunctions advise its use. He should have gone a step further and suggested S. W. P.

"Strong Points of The Sherwin-Williams Agency Proposition."

NINTH OF A SERIES OF ARTICLES BY MANAGERS AND OTHERS, ON SALESMANSHIP AS APPLIED TO THE SHERWIN-WILLIAMS PRODUCTS.

THE strong points of the S-W. agency proposition have been and always will be as successfully used in Canada as in the United States, or any other part of the world where our products are offered for sale. To the strong points that have been so ably brought up by our different managers, there is very little that I can add of interest.

The strong points of the S-W. agency proposition which have made us the largest paint and varnish makers in the world, and which will be the means of our continued success in the future, lie in the fact that we have the best all-round proposition ever presented to all dealers and consumers of paints and varnishes. Our quality is the best in the world, and we give more value for a dollar than any of our competitors do. Our strongest argument is always quality. We still talk quality and always will, inasmuch as it is the foundation stone, as it were, that our business has been builded upon.



C. C. Ballantyne

country in the world.

It must be the constant aim of all, not only to maintain the supremacy of our line, but constantly make still further advancement.

C. C. Ballantyne

Get After the "E" Lists.

ABATTERY of stenographers is busy rattling out the addressed envelopes for the Spring Calendar-Circular, but the lists are not coming in any too rapidly for them.

The importance of early and carefully revised lists cannot be over-estimated. Every live, up-to-date agent in your territory needs the great advantage in spring business afforded by this paint selling help. It is up to you to jog him up if he is a laggard in preparing his list. Representatives should make it a point to impress upon the agent the advantage of a *carefully selected list sent in early*.

The following letter shows appreciation of this feature:

BROOKHAM, ONT., January 20th.

THE SHERWIN-WILLIAMS CO.

Dear Sirs:— We have your favor 1-2-06 and beg to return herewith our mailing list for your spring '06 circular. There is not much change in our list. The circular you have this year is a very fine one and you are to be complimented on it. We find this circular a great means of trade-getting and we trust it proves as it has in the past, good for both of us.

Yours very truly,
GLEESON BROS.

Our "E" this year is better than ever and we hope that you will see that every S. W. P. agent you visit reaps the harvest of advantages to be derived from it.

Tips from the Mayor.

UNDER this heading the Kinghampton (N. Y.) *Republican* quotes some excellent advice, the best points of which we have italicized:

"It is said that the mayor of Denver, Colo., which is famed as one of the most beautiful cities in the country, brought about a marked change in the city by the following suggestions, which were generally adopted by his fellow citizens:

"If your store front, residence or track, is dull and dingy, have it painted.
"If your awning is old, torn or faded, get a new one.
"Ask your milkman, grocery man and expressman to have their signs painted.
"Destroy the young weeds that are starting on your property and on your neighbor's property.
"If your advertising sign is old and faded, take it down and paint it.
"Resolve never to throw paper in the streets.
"Burn all the rubbish possible—allow no one to throw it on the streets, alleys or vacant lots.
"Promise not to spit on the sidewalk."

Top-Notcher Record for the First Quarter.

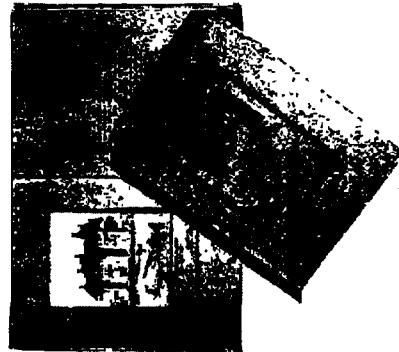
WE give below the record for the Top-Notcher Competition for the first quarter of the new business year. This has been somewhat delayed in publication, but we are pleased to present it now.

The Sherwin-Williams Order of Top-Notchers

1905-1908 Competition, Standing Dec 7, 1906.

Top-Notcher District Manager, Mr. L. J. Esqueille, Mgr. Central District	Middle West Division, 1—Mr. M. S. Krimball, 2—Mr. C. E. Maass, 3—Mr. C. H. Wheeler
Top-Notcher Division Manager, Mr. L. W. Wadout, Mgr. South, Pacific Div.	South Division, 1—Mr. W. V. Hinton, 2—Mr. R. E. Graves, 3—Mr. C. G. Porter
Top-Notcher Representative, Mr. A. D. Kiser, Eastern Division	Central Pacific Division, 1—Mr. J. Thomson, 2—Mr. A. M. Latham, 3—Mr. W. A. Latham
Top-Notcher Superintendent, Mr. H. J. Haro, T.N. Middle West Div.	Southern Pacific Division, 1—Mr. E. R. Hinton, 2—Mr. E. R. Hinton, 3—Mr. E. R. Hinton
Top-Notcher Cashier, Mr. E. S. Kolder, T.N. Eastern Division	Eastern Division, 1—Mr. A. D. Kiser, 2—Mr. W. H. Jordan, Jr., T.N. 3—Mr. C. W. Wallace, T.N.
Top-Notcher Railway Representative, Mr. W. B. Mungib, Mgr. Ry. Sales, Dept. E.	New England Division, 1—Mr. A. J. Horton, 2—Mr. A. J. Horton, 3—Mr. A. J. Horton
Top-Notcher C. & M. Representative, Mr. W. B. Wise, Central Division	Canadian Division, 1—Mr. R. Vincent, 2—Mr. J. E. Auser, T.N. 3—Mr. J. W. Benson
Top-Notcher Traveling Representatives Table Sales Department, Central Division, 1—Mr. E. D. Spencer, 2—Mr. I. M. Rencher, T.N. 3—Mr. S. H. Robinson, T.N.	

"The Spectrum."



THIS month we introduce to our architect friends a new advertising feature in the shape of "The Spectrum," a little magazine handsomely printed and designed and filled with matter and illustrations pertinent to the paint and varnish end of their profession. We expect to issue this at regular intervals and the contents will be planned to appeal especially to those in architectural fields.

The illustration gives a general idea of the layout of "The Spectrum." The February issue is 4 1/2 x 6 in. in size and contains 16 pages and cover with a four page insert in two colors.

Our first effort does not meet our representatives to make future issues expectations nor realize our ideas, but a great improvement. Suggestions we hope with the co-operation of our and contributions will be welcomed.

Promoting Features Issued by the D. of P. During the Month.



1. Announcement of new location of offices and warehouse at San Francisco.
2. Announcement of opening of new offices and warehouse in Buffalo.
3. Folder on Handcraft Stains.
4. Quick Drying Couch Colors Calendar and mailing Card.
5. Follow-up folder to agents for securing the "E" lists.
6. Folder on Pure Acheson Graphite Paint.

S. W. P. on Portable Houses.

PORTABLE houses supply a peculiar need of to-day for quick and ready buildings for various purposes. Only a few hour's work is necessary to set them up and they provide a convenient and serviceable structure for habitation or storage.

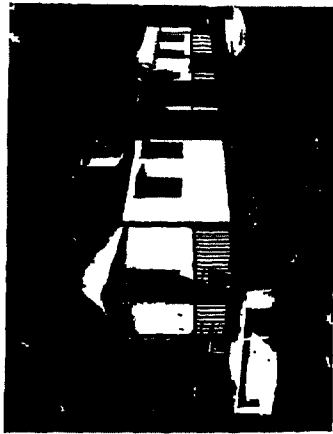
Mr. E. F. Hodgson, our agent at Dover, Mass., engages extensively in the manufacture of these buildings and his "Wigwam" cottages and garages are



Dunman Thompson's Garage

known and used throughout this and other countries.

Mr. Hodgson exercises great care in the selection of materials for his houses, and, of course, in line with



Dunman Thompson's Cottage

color selected by the purchaser.

We show reproductions of two "Wigwam" Portable Houses, the cottage and garage of Dunman Thompson of "Old Homestead" fame at Swansey Lake, West Swan-

zey, N. H. The body of the house is painted with S. W. P. Gloss Outside White, roof and trimmings S. W. P. No. 362 Green, and windows S. W. P. Black. The garage has similar treatment.

Mr. Sherwin and Mr. Cottingham on the Continent.

Mr. Sherwin, Mr. Cottingham, and party, who sailed for Europe January 10th on the S. S. Cedric, White Star Line, arrived safely at Liverpool on the 17th. A cable from Mr. Cottingham stated that the trip was a pleasant

one, despite the disagreeable weather encountered during part of the voyage.

The party proceeded at once to London. A few days after their arrival the employees of the English business presented Mr. Sherwin and Mr. Cottingham an address of welcome. They remained in the city for the con-

vention of our foreign representatives, which it is planned to make a permanent feature.

Later Mr. Cottingham went to France with a view to strengthening our operations on the continent while Mr. Sherwin remained in London.

S. W. P. vs. Cheap Paint.

FOR the benefit of the "new men" and also for some of the old ones, who sometimes in a temporary lapse get the idea that poor paint at a low price per gallon can knock out paint like S. W. P. at a fair price, we quote a letter received by our Eastern Division from representative Mr. C. P. Jarden:

"In looking over the paint situation in Philadelphia, I am impressed with the fact that in every case where we have secured an agency it has been at the expense of a cheap grade of paint. Philadelphia was for years a hotbed of cheap paint, none retailing for over \$1.25 and the vast majority at \$1.00. When your former representative, Mr. Lewis, by his magnificent work dealt this trash a death blow, he demonstrated beyond a doubt that the consumer did not want to buy this miserable stuff, but was forced to do so either because the manufacturers made more money out of it or because their representatives did not have the courage to push a high grade article.

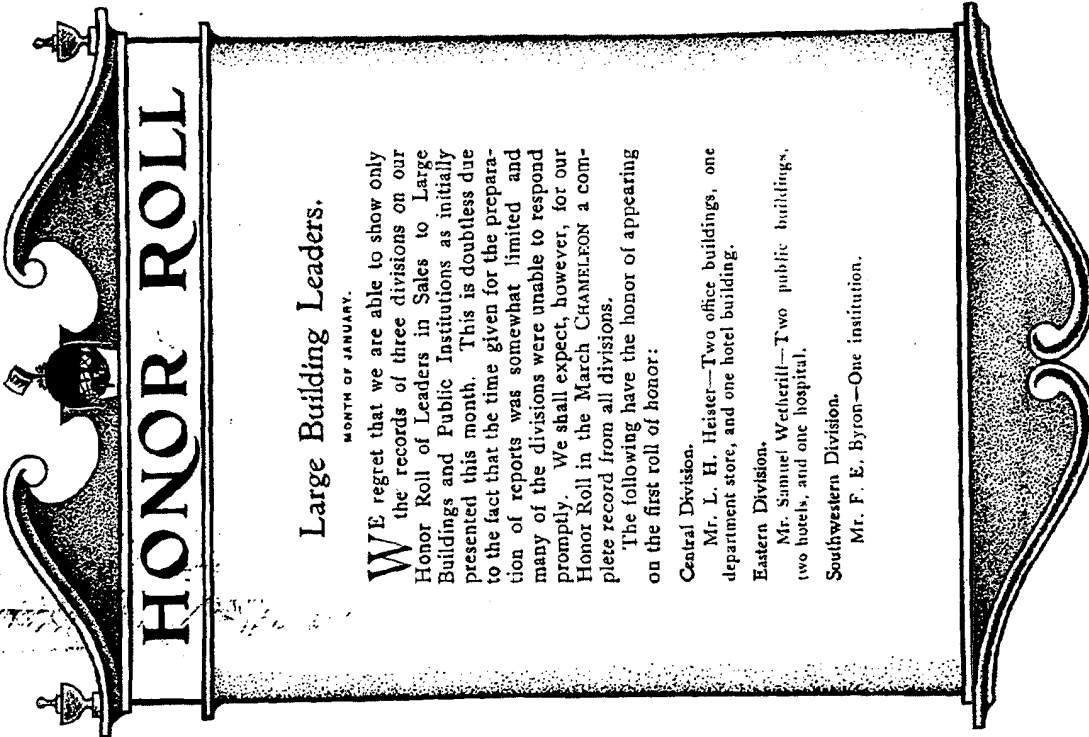
"There is not an agent in Philadelphia to-day who could sell a cheap paint if he wanted to. The people will have none of it. The fact can readily be proven. Some months ago, a local manufacturer induced Mr. C. P. Rau to put in a second grade of paint, to be sold where he could not sell S. W. P. It stood on his shelves

three months with hardly a gallon sold and at the end of the time was returned (about 400 gallons.) Our agent sold 144 more gallons of S. W. P. that year than he did the one previous. I wish you would say to the boys who are up against the cheap paint proposition that the dealer who is selling this stuff is not catering to the wants of his trade and is therefore a pullback in the community.

"It is not a hard thing to convince him of this, and once he is convinced he will stay so. Our agents in Philadelphia have raised themselves one hundred per cent. in the estimation of the community, and what is true of Philadelphia is true of every city and town in the country. A man who sells dependable goods is a merchant. A man who fests trash on the community is a huckster, of few days and bad repute."

"I cannot abide to see men throw away their tool the minute the clock begins to strike, as if they took no pleasure in their work, and was afraid of doing a stroke too much. The very grindstone 'll go on turning a bit when you leave it."

—GROVER CLEVELAND.



Large Building Leaders.

MONTH OF JANUARY.

WE regret that we are able to show only the records of three divisions on our Honor Roll of Leaders in Sales to Large Buildings and Public Institutions as initially presented this month. This is doubtless due to the fact that the time given for the preparation of reports was somewhat limited and many of the divisions were unable to respond promptly. We shall expect, however, for our Honor Roll in the March CHAMELEON a complete record from all divisions.

The following have the honor of appearing on the first roll of honor:

Central Division.

Mr. L. H. Heister—Two office buildings, one department store, and one hotel building.

Eastern Division.

Mr. Samuel Wedderill—Two public buildings, two hotels, and one hospital.

Southwestern Division.

Mr. F. E. Byron—One institution.

DIVISION NOTES.

Central Division.

We regret to report the illness of our Buffalo representative, Mr. A. N. Merrill, who is undergoing a siege of typhoid fever. It is gratifying to know, however, that Mr. Merrill is holding his own and we look forward hopefully to his early recovery. Things are doing in Buffalo nevertheless. The new warehouse is stocked with a full line and March 1st will see The Sherwin-Williams Company shipping the goods into Western New York and Northwestern Pennsylvania under conditions favorable for securing the best of the orders.

Edw. C. McCullough, our new salesman for Western Pennsylvania, has taken up the work not under the most propitious circumstances, but is bringing forth results which show what we can expect when he has gotten his territory well into line. In spite of the fact that he is in the mountain district, encountering all the difficulties incident to travel in such a country, Mr. McCullough has within the last month landed quite a number of new agents with a high average initial order. This territory one year

Middle West Division.

Orders are coming along nicely and in number we are far ahead of last year. If the activity displayed during the past several weeks is continued, we have no doubt that we will run far ahead of the record made last year.

We have received a fair proportion of "E" lists, although most of our agents have them still to send in. Do not fail to go after these "E" lists hard, as this is a business-getter

ago was operated by the Eastern Division and during the corresponding month no agents were secured. This looks pretty well for Central.

Those who have been with us the longest volunteer the assertion that not in the past two years in the Central Division has there been such "esprit de corps" as pervades the atmosphere in which we are working to-day. The salesman talk prosperity and bring in orders; the shipping room was never so busy and each clerk, no matter what his station, is digging in to make Central win out in the grand review.

Ahead of them all now in new agents landed, we are just entering into the race with more than double the increase in new agencies and new accounts for the year to date, while our month's increase, due to the combined efforts of salesmen and promoting, is seven-fold over 1903. Many of our best prospects have not yet been called upon and we are just catching our second wind.

that no agent should fail to make use of.

We have arranged to follow in a special way information secured by our salesmen from architects and contractors bearing upon the specification of material for new buildings. You may depend upon it that any information forwarded will be followed to a finish.

We are prepared to do promoting work on property-owner letters and

want to get in as many as possible. We must impress upon the agents the value of these property-owner letters, so that we will be advised of all opportunities to put them into play.

We are pleased to report an order from M. F. C. Robins for six barrels of Pure Acheson Graphite and three barrels of Perfect Method No. 5 for use on the structural steel for the Pythian Temple, Indianapolis. We have also received from Mr. D. G. Craig some nice orders for Varnish and Stain for the Leland Hotel at Springfield, Ill., and the new M. E. Church at Decatur. Mr. G. J. Manassa has favored us with a contract with one of his C. & M. prospects for paint and varnish material, which will aggregate \$5000.00 for the year.



Mr. R. F. Haggerty

It is the desire of the promoting department to be of greater assistance than ever before to the salesmen, and we have no doubt that with consistent co-operation, we will be able to work out excellent results during the coming season. Do not hesitate to call for special or regular promoting work whenever you find it will be of service.

Eastern Division.

It is with much satisfaction that we note the answer that the representatives have made to our recent appeal to stiffen up Trade Sales, which we consider the backbone of our business. The last days of January showed a hot finish that has resulted in one of the best percentage gains we have ever made. The members of the

It is not without a certain degree of satisfaction that we announce the appointment of Mr. J. F. Haggerty to the management of the Promoting Department of the Middle West Division. Mr. Haggerty originally formed a connection with the Company as stenographer in October, 1903, and developed unusual ability in conducting correspondence, with the result that he was placed in charge of the major part of the correspondence of the Sales Department in 1904.

From that position he was promoted in 1905 to the management of the C. & M. Promoting Department, a position which he filled with added credit to himself and in which he organized and developed the department to a degree which brought us a larger increase in business in the C. & M. sales.

When Mr. Simpson resigned as Manager of Trade Sales Promoting, the entire P. & A. Department of the Division was reorganized and Mr. Haggerty placed at the head. We have every reason to believe that the results he will secure in his new position will be as satisfactory as his success in the positions he occupied previously.

Department extend their thanks to the representatives and wish to give their assurance that every effort will be made to promote the goods from off the dealers' shelves, and to help the representatives to continue the great gain that has been struck.

The C. & M. Department continues

to grow as a result of the efforts of our representatives in going after C. & M. business and the opportunities that promoting work has opened up. We have added to the department another young man and also an additional stenographer and we are ready to increase it still further as the representatives increase their interest in the work and help in our expansion. This is a department where we expect large increases as we are daily getting in better shape to cater successfully to C. & M. concerns. We are glad to see most of the territories answering so nicely to the efforts of the Manufacturing and C. & M. Sales Departments.

The Ry., Street Ry., and Marine Department has been much strengthened by the transfer of Mr. Harry Leibe from the Billing Department. Mr. Leibe has a good knowledge of the work and will quickly take charge of details that will result in an increase in the amount of good promoting work that can be accomplished. The Ry., Street Ry. and Marine Promoting Department opens up an opportunity for increased sales of these lines that our salesmen has not enjoyed in past years when it was only possible to do this promoting in a very limited way. Business of both large and small consumers can be followed closely now and we have every reason to expect large increases constituting (beside the large railway sales) business secured from ship chandlers, boat builders, boat livers, yacht clubs, etc. We are glad to note a good response on most of the territories to our efforts to have our representatives follow the business and to promote in a proper way this Ry., Street Ry. and Marine trade.

Floorlac is showing up in fine

shape and the value it represents surely merits the showing. A diplomatic use of the exposure panels and good forceful work in showing agents how much it is to their advantage to handle the best stains—as a lasting trade can only be built up by the sale of meritorious goods—will help greatly in increasing your sales. Do not set your standard by last year's sales but realizing what a small proportion of the business of this character we secured last year, work toward showing great increases as the months roll by.

We are glad to note a number of territories showing a good increase in Floorwax sales. Do not forget that we are ready to do a great deal of promoting work and to send out samples wherever necessary with a view to securing our share of the business. Let us all work together to greatly improve the showing.

We do not know of any line that should meet with such universal favor as Enameloid. Low cost, large profits and satisfied customers for the agent, and excellent results at a minimum cost for the consumer. Do not be afraid of the low price and do not let your agent fear to push Enameloid. Many territories show that representatives have given these lines much of their energy. Do not be a straggler.

I don't forget the "E."

We quote a Kopal testimonial just received:

"Am so well pleased with your Kopal Varnish that I want to send you a testimonial. Three years ago I spilled some Kopal on the pavement

in front of my house and the varnish is still in good condition. I know this is putting it pretty strong, but if any one doubts it, I can 'produce the goods.'"

Don't forget "Kopal, spelled with a K."

Southeastern Depot.

Since last issue of THE CHAMELEON we have increased our floor space, largely increased our stock, and are now in excellent shape to take care of the trade in this section.

Our boys have been hitting a good, steady space since the advance, not only lining up the old trade, but bringing some good new members into the fold, which is still a further evidence of the trade's appreciation of our prompt service and facilities offered them by our location here. Keep up the good work, boys, we have things coming our way!! Let us hustle just a little more than ever, and take a little firmer hold. Keep the old flag flying, and right up to the top of the mast.

We take our hats off to Messrs. Watson and Minetree; two carloads in the past week and more in sight. Not a bad record. Good work, boys, keep 'em coming.

Southwestern Division.

Our representatives have been doing some exceptionally fine work on Railway and St. Railway goods since Sept. 1st and we have made some splendid gains.

We are pleased to announce that Mr. J. A. Welsh has been appointed Chief Clerk to succeed Mr. F. P. Thornton, who is now Superintendent

We extend a very hearty welcome to Mr. J. P. Minetree, Jr., and wish him the best of success with his old North Carolina trade. Mr. Minetree has started off at a good, lively pace, and there is something doing in the Old North Star State.

We want the Shelf Line business, Varnishes, Driers and Japans, and are glad to see our boys weeding out the other fellows one by one.

Now is the time to see that our agents hand us in a good 'E' list. Don't leave a town without having the 'E' list with your stock order, or a definite promise from your man that it will come in within a week. Our lists have been coming in very nicely, but there are a few delinquents on each territory, and we want to see every one of our men have 100% on this item.

A very interesting and instructive meeting of our Southeastern representatives was held for several days early this month. We had the pleasure of having our District Manager, Mr. H. D. Whittlesey, with us, as also Messrs. Watson, Wallace, and Kiser. We all derived much benefit and the boys started out with a strong determination and more vim to push and cinch everything in sight. More power to the Southeastern!!

of the Dallas warehouse. Both these young men have won promotion by their careful and conscientious attention to work.

We have landed twice as many new agents as for the same period last year and have made the same rate of increase in the number of salesmen's orders received.

Central Pacific Division.

At San Francisco we are now occupying our new premises, 133 Second St., where we have much more room and great deal better facilities for turning out our work. We have three stories and a good basement entirely to ourselves and we expect when all improvements are completed to have a model S-W. Co. office and warehouse.

During the moving, which was in charge of Mr. Frank W. Hewes, our stock-keeper, everything came off splendidly and our outgoing shipments were only held up two days, as every employee of the Company here helped with the job in the true S-W. Co. spirit.

Now we are able to attend to more orders and larger ones and we will want them quickly to show the promised improvement to the general management.

C. & M. orders are growing.

We thank the men who are taking more interest in this very important line. Those who have any C. & M. trade that they are passing, are overlooking their own best interests.

Mr. W. J. Bland sends in one new agent and seven new accounts, all secured in same day. Congratulations, Mr. Bland, hope you will have many more of the same kind.

New England Division.

Mr. L. W. Barney spent several days in Cleveland attending the special C. & M. Convention and returned full of enthusiasm over the thorough manner in which important matters in

Sales in our line of gold mining companies are limited, yet we sold one concern of this kind thirty gallons of Acheson Graphite Paint to protect water pipes used in their plant.

Mr. Victor Ballantyne has been engaged as stock-keeper of our Portland depot. Mr. Ballantyne comes to us with a good knowledge of our line, as he was in the employ of Rasmussen & Co. of Portland, Oregon.

who formerly acted as our distributors and now handle our full line of shelf goods as jobbers, as well as handling large quantities of S. W. P. in their retail department.

Mr. D. A. Aronson, our bill clerk, has served us well for the past four years in that capacity, and we take pleasure in announcing his promotion to fill the position of chief clerk in this office. Mr. Aronson's advance comes as a reward for giving us the best he had in him.

One of our salesmen who thought we were rather slow in getting out Handcraft Stain color cards writes that it was worth while waiting a little longer for them, as he considered them, as they are now, "a work of art" and far surpassing the cards of any of our competitors.

what C. & M. business they are to look after, and we expect splendid gains from all the territories.

We were favored with a short visit from our Vice President and General Manager Mr. W. H. Cottingham, and Atlantic Coast District Manager Mr. H. D. Whittlesey during the past week. They both seemed well pleased with the progress being made by the New England Division, and this stimulates us to push ahead with more force to make a greater and better showing.

The Master House Painters & Decorators of Massachusetts are holding a three days Convention in Boston at the American House.

At a meeting of the Paint & Oil Club held January 10th, at the Parker House, a committee of Painters and Decorators submitted a draft of a bill which they wish passed by the Massachusetts House.

Southern Pacific Division.

In sympathy with the dying kick of the old year came the feeble remonstrances from the feeblest few of our Agents on the advance of S. W. P.; however we cannot find that any Agent, so far, has had to sacrifice anything for quality.

The Broadway Department Store was about a year ago furnished throughout with the S. W. White Enameloid and Excello. Now adjoining the big store an extensive addition has been made, and last week we had the pleasure of selling them Enameloid for the interior finish of the new building. The management of this business is very much pleased

chusetts Legislature, subjecting dealers to a fine for selling adulterated Linseed Oil. We were especially interested in this for the reason that we want only pure oil used in our paints.

The number of direct orders taken by the representatives is showing an improvement, and we hope this will continue, as much better results can be secured through sales made during personal calls.

Mr. Harry Dwight Smith recently spent a couple of days with us taking up many new features in the Promoting work which will be put into effect, and we hope that our representatives will be greatly benefited by this work.

Much better results can be accomplished if representatives will designate some of the lines on which they wish Promoting work done, instead of requesting the Promoting Department in a general way to promote paints and varnishes.

With the above goods and will continue to use them on all of their improvements. This has led to their adopting as a standard Mohawk Red and English Coach Black A for their fifty delivery wagons. They have also requested that we recommend a carriage varnish which they will include in that standard.

Mr. Kurtz reports that he is selling paint, from paint to paint a bee hive to a battleship. Hiring a row boat he went out to the United States battleship "Marblehead" and was successful in selling a \$75.00 order of the Sherwin-Williams products. The next order booked was twenty-five gallons of Bee Hive Paint.

Handcraft Stain is taking very favorably with architects and contractors and should be one of our best selling specialties.

Agents are showing their interest in "E" lists by sending in their lists earlier and with less urging than in previous years.

San Diego Depot.

One of our representatives was in an Agent's store when a lady came in and asked for a quart of carriage varnish. The clerk began to show her several different grades of S-W. Carriage Varnish, and fully ex-

plained the merits of the several different ones which he was showing. He was careful to tell her about the ones she could use herself and the ones she could not use. She insisted that she would only buy varnish and left the store. In about an hour she returned and asked to be shown the varnish he had recommended her to use. She said she found the other varnish in town but the dealers did not seem to know much about the varnish, and could not satisfy her in regard to same and that she would rather buy of a dealer who fully understood what he was selling. Another case of having your trade fully posted on our lines.

SALES DEPARTMENT NOTES.

Competition Reports.

While the standings this month are good and the competition rather close in several instances, the general results are not as high as those of last year at this time in some accounts. The greatest gain has been in the record of New S.W.P. Agents. This should be an incentive for greater efforts in the various contests, not only to break the records of former years, but also to create that friendly rivalry for position which makes and sustains the interest in any competition.

Record of New S.W.P. Agents.

Central Division still retains her position at the head of the list, but Mr. H. H. Eager of the Canadian Division jumps from third place and ties Mr. Benedict. Middle West follows with 17 to the credit of Mr. D. G. Craig, and Southwestern is not far behind, with 14 on the tally of Mr. C. E. Nunn.

The record from January 1st to February 1st:

Central Division,	1 M. Benedict,	10 New Agents
Canadian Division,	H. H. Eager,	10 New Agents
Middle West Division,	D. G. Craig,	17 New Agents
Southwestern Division,	C. E. Nunn,	14 New Agents
Eastern Division,	A. H. Collins,	10 New Agents
Central Pacific Division,	W. J. Hand,	4 New Agents
New England Division,	L. A. McLaren,	4 New Agents
H. C. Lov,	3 New Agents	
D. H. Thompson,	3 New Agents	
Southern Pacific Division,	E. A. Hedley,	3 New Agents

Leaders in New Dealers.

One of the divisions still fails to fill in the record for New Dealers on the report blanks, and the standing as presented this month is not quite

complete. We hope that a note will be made of the omission and that we shall be able to give a report from all divisions next month.

The record to February is as follows:

Canadian Division, G. Z. Palmer.....	17
Eastern Division, E. S. Slater.....	16
Middle West Division, D. G. Craig.....	15
Southwestern Division, R. E. Graves.....	10 each
I. C. Leavitt.....	8
Central Division, L. M. Du Common.....	4
Southern Pacific Division, Geo. W. Burrill.....	3
Central Pacific Division, W. A. Latham.....	3

Leaders in Other New Accounts.

The record shows a decided improvement over last month and we look for this competition to increase in interest from this time on.

Following is the record to Feb. 1st:

Southwestern Division, F. B. Gable.....	29
Middle West Division, D. G. Craig.....	27
Eastern Division, F. S. Slater.....	21
New England Division, H. C. Joy.....	19
Central Division, C. Z. Marna.....	14
Central Pacific Division, W. J. Bland.....	12
Canadian Division, J. W. Benson.....	6
Southern Pacific Division, E. A. Bradley.....	3

Leaders in Total New Agents and New Accounts.

As noted last month, first and second place are held by Middle West and Central, respectively, and Southwestern and Eastern still tie for third place. Splendid gains have been made by all divisions.

The record to February 1st follows:

Middle West Division, D. G. Craig.....	44
Central Division, C. Z. Marna.....	32
Eastern Division, F. S. Slater.....	29
Southwestern Division, F. B. Gable.....	29
Canadian Division, G. E. Roemer.....	24 each
D. Crevier.....	22
New England Division, H. C. Joy.....	19
Central Pacific Division, W. J. Bland.....	8
Southern Pacific Division, E. A. Bradley.....	8

Leaders in Floor Finish Sales.

Southern Pacific has been able to displace Central at the head of the column, but the Canadian Division is such a close second that a difference of only seven cents determines the standing. Central now occupies third place.

The record to February 1st is as follows:

Southern Pacific Division, 1st—G. E. Wice, and—O. W. Burrill.	
Canadian Division, 1st—C. A. Thomas, and—H. H. Esger.	
Central Division, 1st—I. M. Benedict, and—H. M. Kipp.	
Central Pacific Division, 1st—C. G. Mowat, and—W. A. Latham.	
Eastern Division, 1st—H. T. Sheldon, and—W. H. Porter.	
Southwestern Division, 1st—F. J. Howells, and—C. E. Cannon.	
New England Division, 1st—H. W. Putnam, and—A. J. Horton.	
Middle West Division, 1st—V. P. Bennett, and—W. F. Gallinger.	