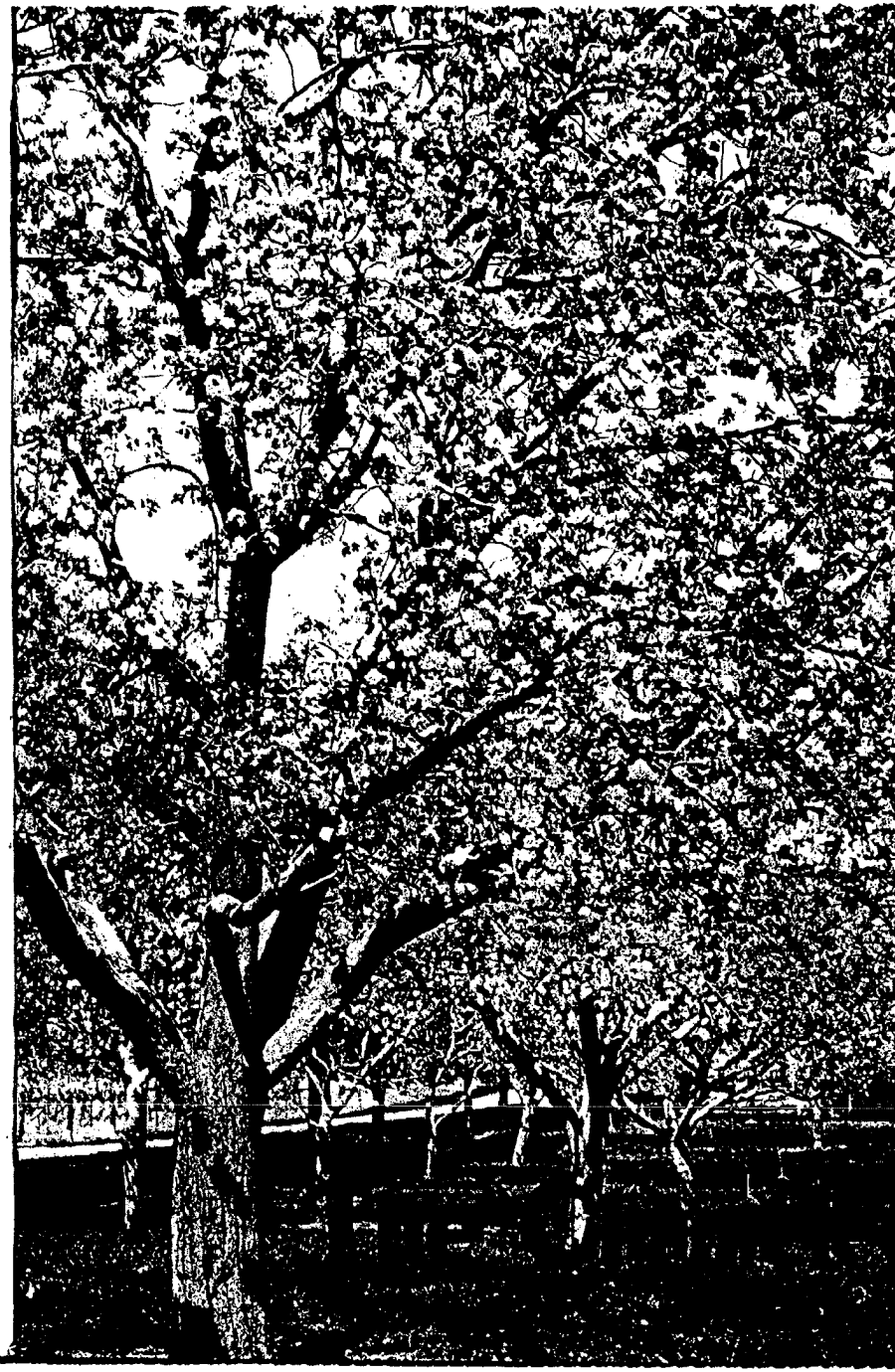
THERE are no real handicaps except those of dishonor and cowardice. If a man is tempered with determination—if his soul is bold and fine, he can stand the strain of any ambition. Armed with a fixed idea and fair ideals—with a clean code and with the spirit of dare to drive him on and up, there are no limits to any American's future.

Herbert Kaufman



The Chameleon

Published each month at 601 Canal Rd., N. W., Cleveland, for the interest and benefit of THE SHERWIN WILLIAMS Co.'s loyal staff.

VOL. XV. MAY, 1912 No. 5

Our Sales



EVERYONE connected with the sales organization is full of optimism these days. Every Department at headquarters has some good news to pass along.

Mr. J. O. Hasson, Manager of the Automobile and Carriage Sales Department, reports that during the last week we have received from the automobile and carriage trade orders for 8¼ tons of Q.-D. Colors, 5 tons of Rough Stuff, 2½ tons of Gear Filler, 5 barrels Clear Varnish, 1,150 gallons Color Varnish, 725 gallons Metal Primer and 75 gallons Automobile Baking Japan. These orders are from the largest and best known carriage and automobile concerns in the country.

Mr. H. M. Ashby, Manager of the Insecticide Department, reports a gain of 50 per cent in the sales of Lime-Sulfur Solution over last year's figures. He also reports that Arsenate of Lead and Paris Green show fine increases. During the past week we received orders for five car-loads of Insecticides, among which was a solid car-load of Paris Green.

Mr. L. M. DuCommun, Manager of the Varnish Sales Department, reports one order for 20 drums of Varnish from a large chair concern and says that Mr. Kydd has just closed a contract with one of his Varnish customers which calls for 380 barrels of Varnish during the year.

Mr. W. S. Hannan of the Insulating Materials Sales Department, reports business as booming and says that car-load orders of Insulating Materials are now the regular thing. Mr. Hannan is selling to the most important electrical concerns in the country.

Mr. E. M. Williams reports one order for Freight Car Paint amounting to 320 barrels, another calling for 88 barrels and a Marine order for 1100 gallons. In one mail he reports receiving orders for 26 barrels of New Process Red Lead.

From our Districts come reports that are just as optimistic. From Texas we learn that in one day the Newark factory forwarded six car-loads to Texas customers.

Mr. D. A. Aronson, Sales Manager at San Francisco, writes: "I have just taken the sales for March from the journal and find that the

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San Francisco Division closed its progressive movement for March with a 75 per cent increase. Everybody is in fine spirits and we will make a gain of 20 per cent for April, which is our hardest month. We are going to make the rest of last year's figures look sick. 'Big Gains' is our middle name."

Mr. F. F. Myers at St. Louis writes: "I'll wager that we will make gains every week this month and next. The New Orleans live wires are still holding their great lead and Mr. Mowat and his staff will finish the year with a great record."

Mr. F. B. Gable of Kansas City sends us a sales report for April 5th, which shows orders received that day amounting to 3,659 gallons SWP, 150 gallons Commonwealth Barn Red, 65 gallons Flat-tone, 199 pounds First Quality Oil Colors, 62 barrels Lime-Sulfur Solution, 186 gallons Varnishes, 41 gallons Floorlac and sundries of every description. Mr. Gable is confident that the Kansas City and Omaha Divisions will beat out all previous records for April.

Mr. R. W. Sample sends in a weekly sales report showing the black figures making a fine gain.

Mr. H. D. Whittlesey has everything in his District in fine shape and reports all Divisions in the great Atlantic Coast District determined to beat out April of a year ago.

In the Central District, Mr. Haynes and Mr. Kydd report April business coming in in big volume. From all appearances the Central District will make a new high record this year.

The Export Department has been crowding both the Newark and Cleveland factories with Export orders and so it goes all along the line.

We have passed through the hardest part of the year and have made progress. We have our plans all made to reap a magnificent harvest in April, May and June; every man is in fine fettle, every man is in harmony with his work, and every man is going to get results that count. Let's keep running.

Adriance Foyes

Gen'l Mgr. Sales and Dist'n.

Mr. Cottingham Speaks at Harvard

Mr. W. H. Cottingham delivered addresses at Harvard University on the subject of Organization, April 22d and 23d.

The Sherwin-Williams C
Notchers to March

The first half of the fight for Top-
present year came to a close on March
through a period of slight depression du
was hotly contested nevertheless. Durir
the competition will be particularly int
reduction in the price of SWP may be f
the standings in many instances. Whate
hope that the increase in business will
that everyone will have an opportunity t

Top-Notcher District Manager
Mr. L. W. Wolcott, Pacific Coast District
Top-Notcher Sales Manager
Mr J. B. Kurtz, Los Angeles Sales Divis
Top-Notcher Trade Sales Representative
Mr. G. C. Conger, Texas District ... ..
Top-Notcher Manufacturers Sales Represental
Mr. H. C. Ware, Central District.....
Top-Notcher Railway Sales Representative
Mr T. Madill, Western District .... .
Top-Notcher Superintendent
Mr. A. A. Sims, Cleveland Factory...
Top-Notcher Cashier
Mr. J. S. Covert, Texas District. .....
Top-Notcher Promoting Department Manager
Mr. A. J. Kulhanek, Central District....

General Standing Manager
Competition to Mar

District	*District Managers*
Pacific Coast	Mr. L. W. Wolcott.
Texas	Mr. W. R. Ashbrook
Atlantic Coast	Mr. H. D. Whittlesey
Central	
Mississippi Valley	Mr. F. F. Myers.
Western	Mr R. W. Sample
Southwestern	Mr. F. B. Gable.
Division	*Sales Managers*
Los Angeles	Mr J. B. Kurtz
Dallas	
New Orleans	Mr. G. G. Mowat
San Francisco	Mr. D. V. Aronson
Savannah	Mr. H. F. Hmsh.
Cincinnati	Mr. W. W. Haynes
Portland	Mr. W. J. Bland.
Newark	Mr J. R. Stout
Cleveland	Mr. A. E. Kydd.
Chicago	Mr S. H. Stewart
Boston	Mr. B. B. Cannon
Philadelphia	Mr C. P. Jarden.
St. Louis	
Omaha	Mr. W. P. Clark
Kansas City	
Minneapolis	Mr J. P. Coleman

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Top-Notcher Traveling Representatives to March 1, 1912

	Trade Sales Department	Points
Central District		
1	W. P. Hambaugh	625½
2	E. L. Hess	599
3	W. A. Mason	548½
Western District		
1	W. P. Hayes	583
2	J. H. Williams	528½
3	G. L. Lathrop	523½
Mississippi Valley District		
1	W. D. Nichols	654½
2	I. A. Sieger	639½
3	J. K. Kennedy	588½
Southwestern District		
1	F. C. Kenower	637
2	R. A. Grote	609
3	C. I. Berg	592½
Texas District		
1	G. C. Conger	681
2	C. S. Ragland	623½
3	T. H. Markley	622
Atlantic Coast District		
1	A. Fuentes	590
2	L. J. King	576
3	I. D. Wilson	549
New England Division		
1	W. B. DeWolfe	645½
2	A. D. Campbell	622½
Pacific Coast District		
1	I. B. McDade	648
2	G. E. Cannon	630
3	F. W. Wanamer	624

Brighten Up Week a B



THIS is written on April 5th, only a
Campaign has commenced, but
agents are sending in their order
ments, and general reports recei
tives, it will be one of the most
have ever conducted. Everyone
the Brighten Up Week idea and
it with a great deal of enthusiasm.

All of the letters we have received are
optimism and predict a big, profitable Sprin
grams, too, have been received, calling for
electrotype and other advertising, and many
ceeded in getting their city authorities to pr
Up Week.

The Brighten Up Window Trim has ma
are arriving from all quarters, ordering ext
a price-card was enclosed and our agents ha
for these attractive features. Our Promoting
Owner Lists arriving in good shape.

We urge every representative to make t
by arousing the enthusiasm of his agents and
help we have.

A Letter from Mr. Tho

MR. MADILL wrote the following from
he is staying for the present with
health. This letter adds another item to the
of Mr. Madill's ever-watchful interest in
welfare.

We take advantage of this opportunit
speedy recovery.

Editor *The Chameleon:*

May I have space in your magazine to
our representatives the necessity of at all t
sonally seeing that our products have a prom
stores, also that our advertising matter be prop
my custom for years to "drop in" on our
afforded, to have a short chat and give a
I have always been received cordially, and fee
of mutual benefit

I'm of the opinion that some of our repre
our agencies are supplied with outdoor agen
general display cards. I recently called on a h
handles our line, but was unable to find SW
signs of any kind outside indicating that ou
On looking over the stock I found the labe
condition, which indicated to me that the repr
in a hurry to make the next town.

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I suggest that where we have an agent, that it would be time well spent, seeing that the stock is in good shape and that the necessary advertising is sent to properly represent our line. I'm always looking for the blue Agency Sign and feel that the Company has not been properly represented when same is not displayed where our goods are on sale.

Yours very truly,

THOMAS MARIT.

A Mascot at Philadelphia



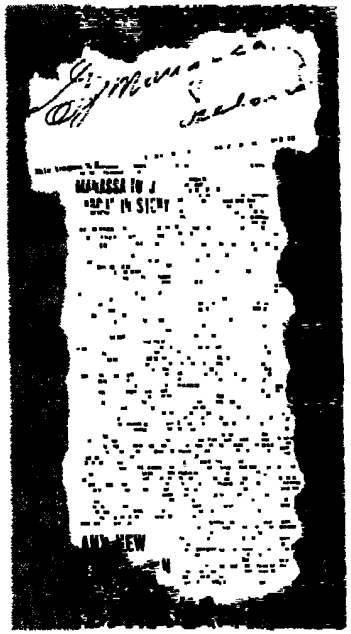
THE mascot has served as Dame Fortune's vehicle for the bestowal of favors on the heads of the worthy and unworthy for ages. Tribes that flourished in the days where history takes its source resorted to the use of various fetishes and charms to bring success to their enterprises. And down through all the ages, it is said the mascot in one form or another tipped the balance of chance to the side it favored. As time has passed, the mascot has undergone a sort of development from inanimate things like flints, shells, claws, feathers, etc., of the early times to the all powerful black cat and the bulldog. And it is believed by some that with this development has come an increased influence over the fount of luck. It was not very long ago that Wellman, while in the midst of an attempt to cross the Atlantic by way of the air, stopped to recover a black cat which had accidentally fallen overboard.

In the faces of the sceptics, the popularity of mascots seems to be increasing and ever so many successes are attributed to them. It is not for us to argue their virtue pro or con. Our neutrality, however, does not prevent the offer of our best and most sincere wishes for success to the fine specimen of grit and pertinacity, reproduced herewith. In this, the mascot of our Philadelphia division, are embodied several qualities that are at all times necessary to success.

The Sin of Omission

The "Formula of Ability," printed on page 17 of the April *Chameleon*, was contributed by Mr. E. R. Ashbrook, of the Texas District. We neglected to acknowledge this in our last issue.

The Man With a Trade-Mark



INTO the town of Talladega, Alabama, in the year 1891, there came a man with a desire for the unique, something distinguishing. He wasn't satisfied with being one among the many; he sought for something different. While reflecting one day upon the tribulations of Everett Hale's "Man without a Country," he hit upon the idea of carrying his country with him in name if not in fact, as assurance that he would at no time be in the predicament the other fellow was in. Here was something exclusive also. He had the choice of several countries by right of birth and blood, but of them all, chose the "Emerald Isle."

To his signature on the hotel register in Talladega that day he added the word "Ireland" and since that time it has become a permanent part of his signature. G. J. Manassa, Ireland, may be seen in hotel books in twenty-two states, for Mr. Manassa has been a traveling salesman for years, and wherever he has gone "Ireland" has been also. Mr. Manassa is known and addressed in many towns as "Ireland," and old customers of early days whom he visited years and years ago, still retain cards he gave them bearing his name and displaying a harp or shamrock in left-hand corner.

An interesting fact about this signature is that it has never been burlesqued on the hotel registers. In fact it has caused much interest and many newspaper reporters have tried by interviews to discover the reason for the appendage, but with the same skill with which he lands S-W Agents, Mr. Manassa has turned them from the secret. It was but recently disclosed in a Des Moines, Iowa, paper, upon Mr. Manassa's acquiescence, or it might still have remained a matter for conjecture to most of us.

> Every man should plan ahead; but he should not keep so deeply concerned about the plans ahead that he overlooks the work that is before him.

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By E. J. Porter, Boston, Mass.

WHILE waiting for the buyer in a hardware store, in a little town in the northern part of Massachusetts, a short time ago, I listened to a conversation that has been a source of comfort to me in these days of high prices and with the thought that it may prove helpful to some other struggling "Rep," I am passing it along.

Mr. Hardwareman had ordered a barrel of apples, and while I was hanging around, the farmer came in to deliver them. They were the very best of fruit, had been sprayed, sized and wrapped, and the flavor was of the kind only produced in old New England.

Mr. Hardwareman looked them over and thought they would do and asked, "How much, Hiram?"

"Well," said Hiram, "Will $3 be too much?"

Mr. Hardwareman gave him a look that would have wilted a brass dog, and exclaimed, "You gosh durned fool, Hiram, don't you know what apples such as these are worth?"

"Well," said Hiram, "if it's too much, we'll say $2.50."

At this the storekeeper fairly boiled over, but finally managed to blurt out, "You've no business, Hiram, to be out without a nurse, and it would serve you right if I took you up at $2.50, but I am going to teach you a lesson whether you like it or not. That barrel of apples is worth $5, and if you had been on your job, you would have known it. I'll bet you that you can sell five barrels right here in town at that price and have no fault found with the figure."

Hiram rather guessed that it could not be done, but Mr. Hardwareman kept at him and finally got him to promise to try it out. They telephoned for a doctor in the village and found that he was home and Hiram was bustled off to try out the scheme on the doctor.

I stayed to see the finish, and in about twenty minutes, back came Hiram with the report that he had sold the doctor two barrels and another to a neighbor across the way, and there were no kicks on the price.

"Now, Hiram," said Mr. Hardwareman, "let this be a lesson to you, that when you have something that is good and you know that it is good, don't be afraid to stand up and ask the right price. Just remember that there are lots of poor apples on the market, but when you have some that are different, get a decent price for them and don't apologize for the price, either."

I have thought this little instance over many times this past month, and when customers have reported lower prices from competitors, this story has come into my mind and I have handed it out to the customer with telling effect.

When things are all going wrong and your competitor is shooting prices all to blazes, just remember Hiram trying to sell a $5 barrel of apples for $2.50 and stick for your price.

"The Sales Department Management"

OUR President, Mr. Walter H. Cottingham, gave a talk on The Sales Department Management on March 19, 1912, before the American Society for Promoting Efficiency, in New York City. This society is composed of over five hundred of the foremost leaders in the American business world, and we may consider ourselves fortunate to have the opportunity of reading the talk, as it has been reproduced in booklet form.

In speaking of selling, Mr. Cottingham described it as the great thing in any buisness, and named some of the important factors necessary to the successful selling force. He touched upon the development and scope of the sales department and its relation to the other branches of the business organization. He outlined the requisites of the master salesman and emphasized the necessity for spirit and thoroughness.

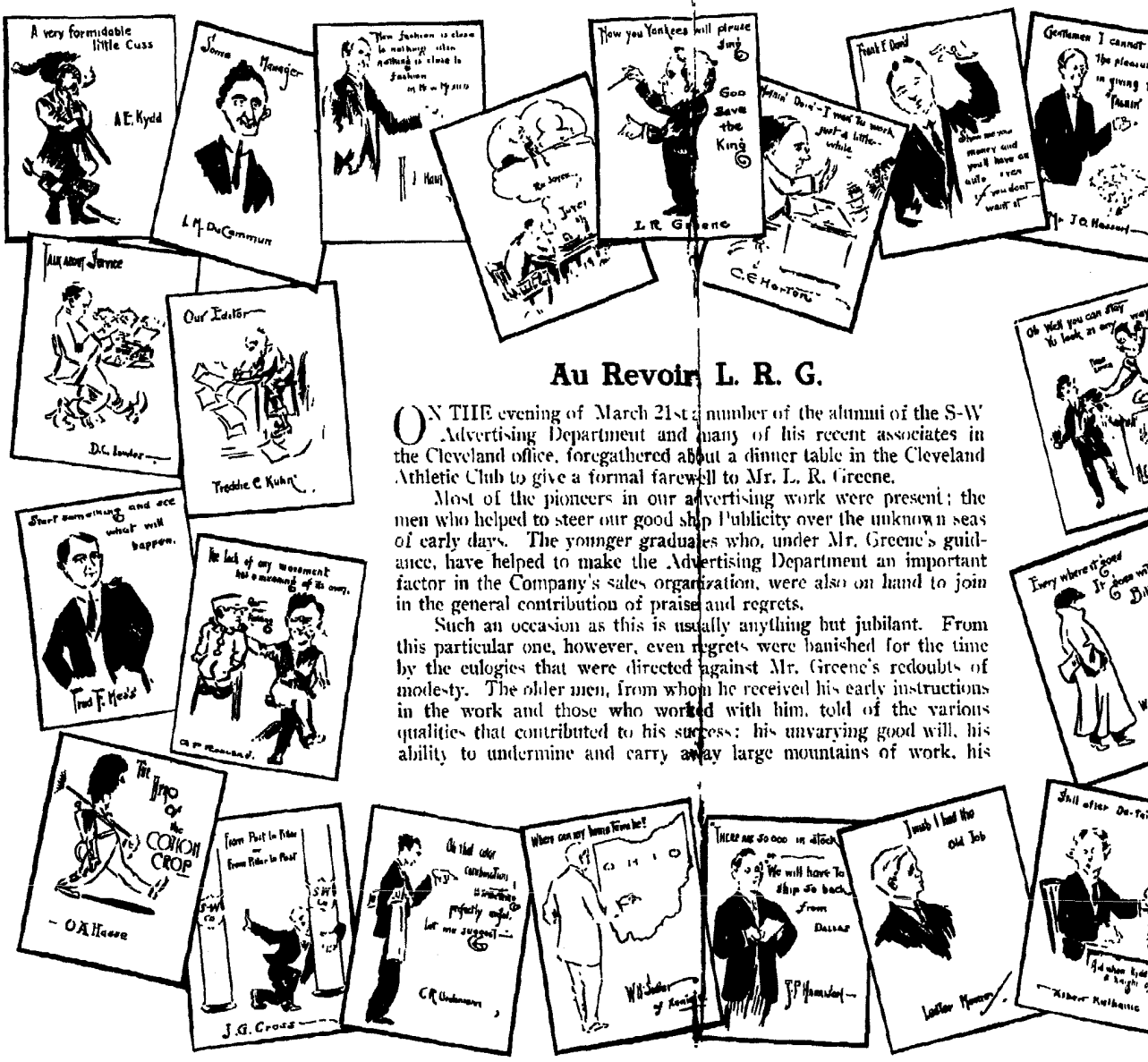
This booklet will be exceptionally helpful and interesting to all of us, as we are all directly or indirectly connected with the Sales Department and concerned with its operation and success. Those interested may secure copies by mailing their requests to Mr. F. E. Davis.

The Boating Season Opens

IN THE following are a few excerpts from a recent number of *Field and Stream* which call our attention to a very productive field for the sale of Taxite and Marine Finishes. Note the mention given to our line of Canoe Finishes:

> "Along about March 1st when it is yet too cold for garden time, is when you begin laying in paint, putty, white lead, engine stores, batteries, rope, spar varnish and all manner of merchandise to get your fleet spruce and trim for the coming season on the water."
>
> "The canoes will want cleaning all over outside and the revarnishing of all woodwork inside. Get off the old ratty varnish with some one of the new varnish removers—it is far quicker and more satisfactory than the time-honored method of scraping with glass."
>
> "And do not fool with 'store' paints for canoes. All the big paint-makers, such as *Sherwin-Williams*, etc., have a special line of standard canoe colors, ranging from fern green to Mohawk red, and these paints are gotten up with body and durability enough to withstand the wear and tear of canoe service."

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Au Revoir, L. R. G.

ON THE evening of March 21st a number of the alumni of the S-W Advertising Department and many of his recent associates in the Cleveland office, foregathered about a dinner table in the Cleveland Athletic Club to give a formal farewell to Mr. L. R. Greene.

Most of the pioneers in our advertising work were present; the men who helped to steer our good ship Publicity over the unknown seas of early days. The younger graduates who, under Mr. Greene's guidance, have helped to make the Advertising Department an important factor in the Company's sales organization, were also on hand to join in the general contribution of praise and regrets.

Such an occasion as this is usually anything but jubilant. From this particular one, however, even regrets were banished for the time by the eulogies that were directed against Mr. Greene's redoubts of modesty. The older men, from whom he received his early instructions in the work and those who worked with him, told of the various qualities that contributed to his success: his unvarying good will, his ability to undermine and carry away large mountains of work, his

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inexhaustible flow of practical ideas and his unfaltering perseverance.

The younger men spoke of the many benefits they received from him and of the obligations they owed to him.

The ceremony assumed an academical aspect when Mr. Greene was presented with a diploma as evidence that he had been graduated *cum laude* from The S-W School of Advertising. The diploma wasn't the conventional parchment, but more closely conformed to the office atmosphere, being constructed from a very good grade of wrapping-paper. Although of unpretentious quality as far as mere material went, it bore a potent seal, which gave token of the great accomplishments of its possessor. This seal was our trade-mark, "The-Cover-the-Earth," and to give added force the seal was made in a very large size. In fact, the whole diploma was appropriately out of the ordinary in this respect.

At the close of the dinner, thirty-two signatures were appended to this diploma, and Mr. Greene gave assurance that it would be treasured among his most prized mementos for the memories and pleasant recollections it held.

In his farewell talk, Mr. Greene claimed reluctance to leave his old associates with whom he had labored through twelve years of close and strenuous effort. During this long period he formed many friendships and close associations which would be hard to break even for the short periods between the frequent visits he expects to make. He expressed his best wishes for the success of Mr. Horton in the advertising work and called for a generous dispensation of the same success upon the heads of all present, and upon all of the undertakings of the Company.

Mr. Greene took up his new work with The Sherwin-Williams Co. of Canada, Limited, on the 1st of April. He carried away with him from Cleveland the best wishes of all. These, with the qualities and virtues ascribed to him above, will certainly accomplish his continued success.

Illness of Mr. Joyce

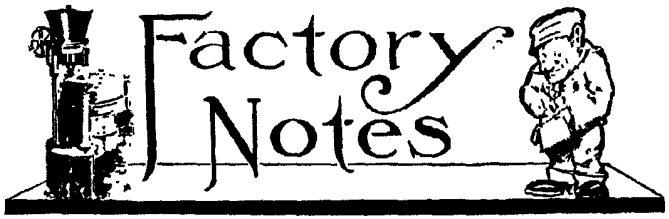
JUST before going to press, we received the following bulletin from Mr. W. H. Cottingham apprising us of Mr. Joyce's illness. We all regret very much to know that Mr. Joyce has been so seriously ill, but we take encouragement from Mr. Cottingham's very hopeful and favorable message and wish Mr. Joyce a very rapid and complete recovery:

"I am very sorry indeed to advise you that Mr. Joyce was operated on this morning at Lakeside Hospital for appendicitis. He was taken ill suddenly Monday night and was moved to the hospital last evening. The operation was very successful and we hope and believe he will make a quick recovery.

"Please continue to address all correspondence to Mr. Joyce's office and it will be carefully handled by Mr. Campbell and myself during Mr. Joyce's absence. We will keep you advised of Mr. Joyce's condition.

"WALTER H. COTTINGHAM
"President"

April 17, 1912





IT IS our plan in the future to give in each issue of *The Chameleon* some of the more important news in connection with matters at our various factories. We are sure this will be interesting to everyone connected with our staff.

The Cleveland factory has been working overtime for the last three weeks. In the Q.-D. and Color Varnish Departments we are so crowded with work that it will soon be necessary to install additional equipment. The Sales Department is turning in lots of business from the big automobile concerns. It has been necessary to run one mill continually on Gear Filler Cream and another mill on Coach Body Rough Stuff. Big orders received from the Studebaker Corporation have made it necessary to put one mill exclusively on Q.-D. Pneumatic Yellow. Notwithstanding the fact that these mills are going continuously we are behind with our orders on these products.

Our representatives evidently appreciate the wonderful opportunity there is for increasing sales on our New Process Red Lead. The factory received orders for 26 barrels in one day recently, and the business is coming along so rapidly that it is difficult to keep pace with the demand.

Mr. Bosch, who has charge of our Old Dutch Enamel manufacture, is much gratified at the encouraging reports passed through by the Sales Department. Everyone now seems to realize that Old Dutch Enamel is without a peer. The factory has been turning out 42 gallons per day of this material and orders are still piling up.

It has been difficult to keep pace with the business on Bras-Brite. Our Purchasing Department thought they ordered enough cans to last a year when the goods were first put on the market, but within ninety days they have had to duplicate their orders and several times the factory has been held up waiting for packages.

The new Varnish Drying System, as being exploited by the Varnish Sales Department, is evidently a winner judging from the many barrel orders for varnish being received in the Varnish Manufacturing Department. Mr. Sims and his staff are kept very busy meeting the increased demand.

Among new products recently developed by the factory staff are a Condensation Paint for packing-houses and a new cheap Interior

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Wall Finish for large buildings. We understand this new finish will be called "Decopaste" and will soon be bulletined by the Sales Department.

It begins to look as though our representatives do not appreciate the great improvement we have recently made in French Crown Green. We expected to be flooded with business for the improved material, but it looks as though some one has overlooked this opportunity for business. Our French Crown Greens are now certainly in a class by themselves and on a quality basis we have all of our competitors sidetracked.

It has been gratifying to note the splendid growth in sales on Commonwealth Barn Gray. It was surely a good idea to add this to the line.

From a factory standpoint it seems strange that we are not getting more business on Roof and Bridge Paint Bronze Green, also, Roof and Bridge Paint Black. These are quality goods and very cheap at the prices at which they are listed.

An Interesting Meeting of the Brighten Up Girls Club

By Miss M. A Pankuch, Secretary

THE April 1st meeting of The Brighten Up Girls Club was a very interesting and enjoyable one, the main feature of the evening being a talk, by Miss Belle Sherwin, on "The Visiting Nurse and Public Health." Other features of the evening's entertainment were a piano solo by Miss Agnes Pekoc, several recitations by Miss Anna MacNamara, and a vocal solo by Miss Marguerite Pankuch.

Miss Sherwin's choice of subjects was surely very interesting and instructive, a subject that we should all be acquainted with to some extent, but about which very few of us know anything. The chief point the speaker wished to impress upon us was that few realize how important it is to take care of our health, not only from a selfish standpoint but from the standpoint of our duty, in preventing disease.

We were told of the origin of the Trained Nurse Association and about the first nurse, Miss Florence Nightingale of London, who entered this work fifty years ago. Miss Sherwin also spoke of the visiting nurses, relating little stories, from life, of the trying conditions that have to be met by the visiting nurse, and the fact that ten years ago we had but three visiting nurses in Cleveland and now have eighty-six, proving that the public is awakening to the fact that Public Health should be safeguarded.

Miss Sherwin's talk was so very helpful and we all enjoyed her visit so much that we hope we may have the pleasure of having her with us often in the future, and we are also very grateful to Mr. D. C. Lowles for his efforts to make this Special B. U. G. meeting the great success that it was.

Presentation to Mr. J. D. Gagg

CONSCIENTIOUS work and perseverance in the person of J. D. Gagg gained a just reward on March 27th. On that date, Mr. Gagg, who has worked faithfully in the Tin Can Department, Cleveland, for 25 years, was presented with a gold watch and a long service certificate by Mr. H. A. Sherwin. In bestowing the reward, Mr. Sherwin spoke briefly about the services Mr. Gagg has rendered to the Company, and reminded those present of the necessity for training the younger generation into a spirit of diligence rather than idleness. Messrs. Fenn and Beardslee also said a few words congratulating the recipient.

The photograph reproduced below was taken immediately after the presentation, and shows Mr. Gagg seated in the first row, next to Mr. Sherwin.



Mr Sherwin, Mr. Gagg and Some Prospective Certificate Winners

It matters little where I was born,
Or if my parents were rich or poor ;
Whether they shrank from the cold world's scorn,
Or walked in the pride of wealth secure ;
But whether I live an honest man,
And hold my integrity firm in my clutch,
I tell you, my brother, as plain as I can,
It matters much !

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Mr. C. R. Brohman Now in Charge of New York Display-Rooms



MR. C. R. BROHMAN, who for some time assisted Mr. Horton in the Decorative Department, Cleveland, has taken charge of the Decorative Display-Rooms in our New York City store which is just being opened up for business.

In Cleveland Mr. Brohman had opportunity to display his ability in solving the variety of decorative problems met with here. In New York he will have a broader field and a more extensive opportunity to exercise his talent in the work which is so interesting to him.

Mr. Brohman joined the Company in 1908 and since that time has devoted all of his attention to home decoration. His experience has been wide and his many friends in Cleveland know that with his enthusiasm and good business judgment, he will accomplish excellent results in this new position.

That Full-Page Advertisement

THE latest news received from our Promoting Departments say that more orders than ever before have been received from agents for full-page electrotypes. We want to use 250; in fact, every representative should place at least three with his larger agents. How many will *you* order? Don't forget, the more advertising your agents do, the more paint they sell and that estimate looks mighty good.

Your Promoting Manager can supply you with extra proofs of the advertisement.

BRAS-BRITE can be sold to

Fire Departments	Ship-Chandlers
Garages	Boat-Builders
Janitor Supply Cos.	Large Ships
Barbers Supply Cos.	Second-Hand Stores
Bicycle Supply Cos.	Engineer Supply Cos.
Automobile Supply Cos.	Fire Apparatus Cos.
Hardware Stores	Office Supply Cos.
Drug Stores	Hotels
Department Stores	Street Railway Cos., etc.

These are just some of the places one might think of, and there are lots more where Bras-Brite might be sold, as well as to every agent on our list.—*W. J. Bland.*

Neutral New Process Arsenate of Lead

By H. M. Ashby, Manager Dry Color and Insecticide Sales Department



IN THE fight that the Insecticide Department has been carrying on for the past four or five years, we have had to stand almost alone among manufacturers of insecticides in our endeavor to present pure, properly named chemicals to the public when other manufacturers have attempted to confuse the purchaser with misleading claims.

In the presentation of the two distinct and separate forms of Arsenate of Lead which are today known to chemists and in selling each of them in its proper form, this Company has rendered a great service to the spraying public, and it is a relief to find other manufacturers following in our footsteps. This extract from some advertising recently put out by the Thomsen Chemical Co. of Baltimore, Md., concedes the danger of an Acid Arsenate of Lead, although it minimizes this danger as much as possible. The fact, however, that such danger has existed and compels such companies to put out this lead shows the wisdom of our position, and should give confidence to our salesmen in pushing our Neutral New Process Arsenate of Lead.

In this connection it should be remembered that the New Process Arsenate of Lead is the Neutral or Tri-plumbic Arsenate of Lead and the 15 per cent material is the Acid or Di-plumbic Arsenate of Lead. Some manufacturers apply the word "Ortho" to the Neutral Lead, although it could just as well be applied to the Acid Lead.

"ORCHARD BRAND" MATERIALS

"Orchard Brand" Standard Arsenate of Lead

Our "Orchard Brand" Standard Arsenate of Lead is guaranteed to contain not less than 15 per cent arsenic oxide, not to exceed 50 per cent of water and not to exceed 75 per cent soluble arsenic

Arsenate of Lead containing this high percentage of arsenic oxide has come to be accepted as the standard of quality for general spraying on all kinds of fruit-trees for the control of eating and chewing insects, and "Orchard Brand" Standard Arsenate of Lead is unexcelled in chemical quality or mechanical condition.

The extensive use of Arsenate of Lead on peaches is of comparatively recent practice, and it has been noted by experimenters and careful orchardists that where Arsenate of Lead containing high percentage of arsenic oxide is used on peaches, unless it is used with great care, there will frequently occur small burned spots on the margins of the foliage and occasionally a small burned spot on the fruit itself, where it is exposed to the direct action of hot sunshine.

While this injury has never been considered very serious, still the fact that it occurs proves conclusively that both the foliage and fruit of the peach are very susceptible to the influence of arsenic.

"Orchard Brand" Standard Arsenate of Lead will not cause any injury that would not be caused by any other Standard Arsenate of Lead containing 15 per cent Arsenic Oxide; the point, however, that concerns the fruit-growers most is the certainty of total absence of any

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injury so far as possible, and it is to meet this condition that we are manufacturing our Tri-plumbic (or, as it is sometimes called, "Ortho") Arsenate of Lead, and we desire to call the same to the attention of peach-growers, so that they will understand fully the reasons why our Tri-plumbic Arsenate of Lead is recommended in preference to any of the standard grades for spraying peaches.



Western District

On April 3d, Mr. David F. McFarland, accompanied by thirty members of the Chemistry Class of the University of Illinois, visited the office and made a trip through the plant, taking in the Insecticide, Dry Color and Lead factories en route. This is one of the finest universities in the country and is located at Champaign, Illinois. The Chemistry Class visits our plant once a year as a regular part of their program.

Return of the Prodigal.—We just received a letter from one of our old agents who has not been selling SWP for two years. He writes as follows:

"Would like prices on S-W White and Pure Lead. Please send me prices on other House and Family Paints, as we believe we will have to go back to the good old Standard."



Texas District

During the month of March our representatives were successful in lining up thirty-seven new agents, in comparison with fifteen for the same month last year.

In writing us of his experiences in handling the Sherwin-Williams Line, the Secretary of a large lumber company in this State, who holds the Sherwin-Williams Agency in twenty of the company's yards, speaks as follows:

"At a good many of our yards we sell Sherwin-Williams Paint for twenty-five cents per gallon more than other high-grade paints are sold."

To those who attend the convention of Associated Advertising Men of America, in Dallas, during the week of May 19th, we will be able to point out with pride, many fine buildings, finished throughout with Sherwin-Williams materials. In fact, this will hold good on the majority of the large buildings which will be seen on the thousand-mile trip through the State, which is planned by the Association.



Pacific District

Several barrels of S-W Preservative Shingle Stain are being used on the Hotel El Portal, which is situated at the entrance of the world's famous Yosemite Valley. This will be a good advertisement for our Shingle Stain as every one must stop at this hostelry upon entering and leaving the Valley.

Another recent promotion that came to one of our office force is the appointment of Marshall V. McCormick to Territory 504, San Francisco City. Mr. McCormick has had charge of the Billing Department for over a year.

The automobile of San Francisco's Mayor, Hon. James Rolph, has been finished with S-W Free-Flowing Color, Arabian Gray, and he is so well pleased with the shade that he has decided to make it the standard for all the automobiles in the city's service.

The San Francisco Fire Department experimented with many different Red Paints for their signal boxes, which are scattered all over this city, until they found S-W Dragon Bulletin Red. This Red makes their boxes conspicuous indeed, and they have found its wearing qualities excellent.

It is interesting to note that the majority of agents landed this year are in towns of less than 200 population; many towns having less than 100 population and some as low as 50 and 75 inhabitants. This merely goes to show that the little jerk-water places often yield considerable business. The representatives who pick out these smaller towns find that an agent is more easily landed there, than in larger towns which are so closely worked.



So. Western District

More than a dozen $25 Flat-tone assortments have been sold by one of our men. He was finally forced to give a number of his elevations of mottled effects to enthusiastic agents. The following was taken from a note recently received from him:

"You know that we are the only people who can produce a real artistic wall. Other manufacturers may make flat paints, but *Flat-tone* is in a class by itself. Our mottled and blended effects put one over on our competitors and always get the interest of buyers."—*H. W. Lahr.*

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Atlantic Coast District

Boston Division

Two additions have been made to our force of salesmen this month in the persons of Mr. Frederic H. Ripley and Mr. P. L. Maury. Mr. Ripley has taken charge of Territory No. 403, in Western Maine, while Mr. Maury is taking care of a new territory, No. 414.

Last year's record, while it was a good one, has been beaten to smitherines. For instance, last week we had an increase of 104 per cent, with every indication of a similar gain this week.

Insecticide business, now that the cold weather has let up, is booming, and orders are coming in from all directions. That quality counts has again and again been demonstrated by the fact that quite a number of towns, which, in previous years have bought the acid arsenate of lead at the cheapest price they could get it, are this year sending in orders for S-W New Process Arsenate of Lead, and are willingly paying the higher prices.

In our Annual E lists received, we are way ahead of our past record. One hundred and ninety-two lists have been received this year as compared with 34 last year. Insecticide lists are also coming to us in every mail.

Everything is booming and we anticipate the opportunity to look back upon this season as a hard one to beat.

Sales Department Notes

Representatives' Competition to April 1, 1912

Leaders in New SWP Agents

Texas

E. Gross	19
F. M. Roach, C. S. Ragland, G. C. Conger	each 14

Portland

W. H. Talley	10
F. D. Taylor	10
J. W. Duncan	9

Kansas City

G. A. Dorwart	14
B. A. Grote	12
H. R. Hefley, E. J. Clare	each 10

Omaha

C. I. Berg	14
F. C. Steele	11
F. C. Kenower	10

Cleveland

G. Dube	14
W. S. Hambaugh, W. A. Mason	each 6
O. D. Schell, R. G. McKay, W. W. Stevenson	each 4

New Orleans

A. E. Allen	13
L. A. Steger	12
W. D. Nichols, T. Affleck	each 7

New England

J. H. Haynes	10
W. J. Hessey	9
A. D. Campbell	7

Newark

A. D. Collins	10
G. S. Spettigue	9
V. H. Collins	4

San Francisco

F. W. Wansner	9
W. E. Carter	7
M. M. Wolcott	6

Minneapolis

H. C. Lau	8
O. Mannerud, N. E. Born	each 4
W. C. Fischer	3

Chicago

C. C. Hullinger	7
W. T. Gallinger, C. S. Wheeler	each 6
P. L. Munger	5

Cincinnati

E. B. Spangler	7
F. H. Bogrand	6
W. P. Hambaugh	5

St. Louis

G. E. L. Dyson	6
B. V. Doll, J. J. Keefe, G. K. Leis, R. J. Tooker, J. K. Kennedy	each 5

Los Angeles

S. G. Harless	6
L. B. McDade	4
G. L. Cannon, G. W. Burrill	each 3

Philadelphia

V. Larkins, J. P. Minetree	each 4
C. M. Jarden	2
W. D. Peyton	1

Savannah

F. D. Spencer	4
V. D. Kiser	3
R. N. Ballow	2

Leaders in New Dealers and New Other Accounts

Newark

G. Albarran	81
F. L. Foy	68
H. J. Howell	63

Texas

G. C. Conger	72
C. S. Ragland	30
H. A. Welmaker	25

Savannah

F. D. Spencer	65
R. N. Ballow	49
A. D. Kiser	32

Cleveland

G. Dube	57
E. Hess	47
W. A. Mason	39

Philadelphia

T. S. Bradley	54
V. Larkins	53
G. W. Thompson	43

New Orleans

A. E. Allen	54
J. H. Witt	41
L. A. Steger	38

Cincinnati

W. P. Hambaugh	52
F. H. Bogrand	48
E. B. Spangler	40

San Francisco

F. W. Wansner	52
M. M. Wolcott	23
B. R. McBride	22

Minneapolis

E. D. Randall	50
G. L. Lathrop	39
W. W. Edwards	27

Kansas City

V. M. Bollman	49
F. H. Nolte, E. J. Clare	each 28
C. G. Porter	27

New England

W. J. A. MacGowan	45
W. B. DeWolfe	41
E. T. Porter, D. H. Thompson	each 39

St. Louis

G. E. L. Dyson	44
R. J. Tooker	35
J. K. Kennedy	31

Chicago

C. F. Bennett	43
G. W. Gray	38
H. O. Allen	33

Omaha

C. I. Berg	38
L. J. Heim	27
F. V. Welsh	24

Portland

G. P. Rogers	38
F. W. Howes	27
A. V. Higgins	21

Los Angeles

E. L. Culver	31
G. W. Burrill	16
L. B. McDade	14

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