

That job was done
With half the toil
It used to take
With lead and oil.

The Chameleon

JULY 1907



N7524

The Chameleon.

Published on the Fifteenth day of each month at 601 Canal Road, N. W., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff

Vol. X. JULY, 1907 No. 7

COURTESY IN BUSINESS.



N the tremendous haste and bustle with which business in these strenuous days is transacted there is, I think, a natural tendency to overlook that courtesy and politeness which were more common in the earlier days when business was done on a smaller scale and in a quieter way.

The tendency when one is busy is to be short and impatient, if not gruff and rude. We are inclined in the rush of our work to feel there is no time for the formalities of politeness and courtesy. But this is a great mistake. Courtesy and politeness should never be wanting under any conditions. They are appreciated by everyone, and stamp at once the character of the man.

There is really no excuse for a lack of courtesy in business, for business is largely a matter of good-will and confidence; and courtesy promotes good-will and inspires confidence—and it costs nothing. Everyone can be attentive, considerate and polite towards those with whom they come in contact. It's a matter of habit; and we who are in business should make it our business to acquire the habit. We should at all times strive to please. It is not enough to be civil.

I am sometimes afraid that in our busy offices, where everyone is rushed with the large amount of work that daily presses upon us, we are in danger of overlooking this important matter of courtesy which should be shown to all with whom we come in contact in our work, whether it be by personal touch, telephone, or correspondence.

I sometimes hear complaints of our telephone service or of lack of courteous attention to customers and strangers calling on us. I know these complaints are often not well founded. But I am afraid we are sometimes guilty, and it's no wonder, when, by reason of our rapid growth, we are constantly adding new untrained help; and because of the strenuousness of our work we are so much rushed. But let us be careful—better go slower if necessary than lose the good reputation we have enjoyed as a business house, for courtesy in our dealings. Let us by all means keep up the standard, and strive to improve on it.

The best way to form the habit of courtesy in business is to practice it in our homes, among our friends and associates—everywhere. I tell you

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the man who can acquire a pleasing, affable manner and a cheerful, courteous disposition has a great advantage over the one who lacks these things. And it's the same with a business. The concern that does its business not only fairly, but pleasantly and courteously, holds its old friends and attracts new ones. The service must be good and of high quality, as well as the products. Let us remember this in all our work, so we may become just as jealous of our reputation for courtesy and politeness, within and without the Company, as we are of our reputation for the quality of our goods.

Vice Pres. & Gen'l Mgr.

Our Status in the Paint Business.



HE following clipping is taken from a recent issue of "Drugs, Oils and Paints," which is one of the leading trade papers of the country This article was presumably written before they were aware that we had decided upon the recent advance of 5 cents per gallon in S. W. P., as this house is the "one prominent firm" referred to.

Concerning Paint Prices.

This publication has several times recently taken occasion to point out the necessity for a general advance in the selling price of paint products. Early in the year there was a sporadic attempt to advance the price of mixed paints, *but owing to the failure of one prominent house to see the necessity therefor, the movement generally failed.* As a consequence consumers are still very generally purchasing paint products below the cost of production and distribution.

The sole reason for this condition is that the law does not permit of agreement in any form to regulate prices, and that each manufacturer has feared that his competitors would take his trade in case he had the courage of his convictions and tried to "go it alone."

Formerly, when prices for raw materials advanced, the manufacturer with the common or garden variety of conscience would simply substitute something cheaper, to the great annoyance of his competitor with a reputation to be sustained. But this easy method of accommodating oneself to circumstance is daily becoming more difficult, and with the advent of paint chemists eager and able to tell what the other fellow's paint contains, is even becoming dangerous.

The tendency of both demand and supply is strongly towards better paints, and while from time to time improvement makes it possible to produce better paints at a reduced cost, the possibility is not always opportune. At the present time good paints cost nearly or quite twenty per cent. more to make and market than two years ago, whereas they are selling at an advance of less than five per cent. above the selling prices of that date. Somebody is undoubtedly getting "pinched" in this transaction, and it is neither the purveyor of raw materials nor the consumer of the finished product.

A realization of the unpleasant facts has apparently come home to a number of manufacturers, for within the past few weeks we have received a large number of announcements from individul houses that their prices have been advanced to the extent of five cents or more on prepared paints and correspondingly on other lines.

If there be still any manufacturers who have not yet learned that increased costs are eating into their balance sheets, we again urgently commend to them the process of self-inspection recommended in our January issue.

Top-Notcher Record for T

CENTRAL Division's unprecedented recor in the Top-Notcher Competition in ev naturally the cause of much elation among th Mr. Cottingham's request flags flew from th of "Old Central's" excellent showing.

However, the competition is not yet ov that should be realized and acted upon by ev There is no abatement in Central's efforts to and there should be greater effort than ever to wrest at least some of the trophies before t is published.

1906–1907 Competition. Standing J

Top-Notcher District Manager,
Mr. L. J. Fasquelle, T. N.

Top-Notcher Manager,
Mr. R. W. Levenhagen, Central Division.

Top-Notcher Salesman,
Mr. J. H. Riviere, Southwestern Division.

Top-Notcher Superintendent,
Mr. E W. Luter, Iveland Factory, T. N.

Top-Notcher Promoting Dept. Manager,
Mr L. M. DuCommun, Central Division.

Top-Notcher Cashier,
Mr. H. E. Gerry, New England Division.

Top-Notcher Railway Representative,
Mr E. M. Richardson, T. N.

Top-Notcher C. & M Representative,
Mr. N. K Hills, Central Division, T. N.

Top-Notcher Traveling Representatives to June 1st, 1907.

TRADE SALES DEPARTMENT

Central Division,
1—Mr. F. A. Douglas,
2—Mr. I. M. Benedict, T. N,
3—Mr. F. H. Levenhagen.

Middle West Division,
1—Mr. D. G. Craig, T. N,
2—Mr. P. L. Munger, T. N,
3—Mr. R. Clinton, T. N.

TRADE

Sout

East

New

Cent

Sout

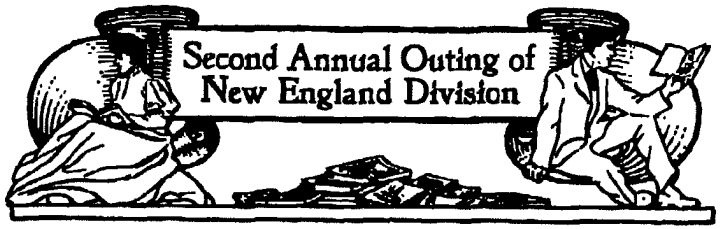
Can

CARRIAGE AN

Cen

East

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THE second annual outing of the New England Division, recently held at Canobie Lake, N. H., under the most auspicious weather conditions, was voted by all hands a huge success.

Such is the energy of the New Englanders that no sooner did the party arrive at the grounds, heavily laden with provisions (of which more anon), than the program was commenced. The illustrations which we show below are reproductions of snap shots, and a close scrutiny will show them to be indicative of the New England spirit. For instance, number one, which is the high jump, shows the spectators endeavoring to assist the hurdler over the bar by raising their legs in sympathy; while the pursuit of the elusive doughnut depicted in photo No. 2 certainly shows good-natured determination. Number 3, the three-legged race, shows what absolute harmony exists among the members of the New England Division in their work.

After lunch, which started at 2 o'clock and ended when everyone could eat no more, the office "applied a coat of Flat White" to the warehouse in a game of ball; Miss Speer won first prize in the ladies' horse race; no records were broken in the men's sack race; Mr. Frank Greehan jumped high enough to win first prize; the ladies' three-legged race was close and exciting; Miss Willey won the doughnut eating contest, consuming hole and all; Stockkeeper Dyer proved to be a good "speiler", but short on base ball ability, and Mr. Porter discharged the starting gun with calmness and despatch throughout the day, while Mr. DeWolfe readjusted his stern dignity as befitted the occasion. On the return journey supper was taken on the train, and the roof was fairly raised with the S-W. yell, an appropriate ending to a happy day.

Our correspondent closes with this kindly wish—"Here's hoping that every other Division has as pleasant a time as had the New England."





This article will appear under this heading in five installments If carefully read, will furnish representatives with thorough and extensive information as to both the mechanical and commercial side of the S-W. Proposition.

THIS is a frank and honest statement of what a prepared paint formula really means, and of some of the most important considerations that reputable manufacturers have had to meet.

It is based upon thirty years' experience in striving conscientiously to make The Sherwin-Williams Paint always as good as it could be made.

It expresses what we have learned by seeking improvement—not waiting to have it thrust upon us; by experimenting and searching year after year to make better paint; by never being satisfied.

If we had started out thirty years ago simply to make paint that would be "good enough" we would not know anywhere near as much about paint making as we do today.

The Principle that Guides us.

The founders of the business had an unusually strong belief in the business value of good quality. They believed that the best paint would sell best. They further believed that to make the best paint they would have to keep experimenting and investigating to be sure that they were not overlooking anything that could improve the quality. It was their aim not only to make the best paint, but to make it first—to be leaders in paint knowledge and paint quality.

That spirit has been kept alive through all the years of our growth and success, and we have never allowed any consideration of profit, quick sales, or any other thing to change our ideas or swerve us from that fundamental policy. Time and time again, as our experience and our knowledge showed us how, we changed our formula to improve our goods. We still stand ready to make any change that we are convinced will unmistakably improve them, but our knowledge of the paint business and our belief in the best quality are too well grounded for us to make a change for any other reason.

As the formula of The Sherwin-Williams Paint stands today it represents the best paint value on the market, and not only that but also the best we know how to produce. It is better today than at any time in the past, and whatever is used in its composition is put in solely for the sake of improving the paint.

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The Consumer's Attitude.

We have always believed that the consumer should be more interested in what a paint does and has done than in what it is made of. If the results prove its quality and value, what difference from the consumer's point of view do the exact ingredients and proportions make? If you are surely getting your money's worth the exact formula is of mighty little importance.

But while we have believed this should be the consumer's attitude, we have known it hasn't been generally. There has been an inherited faith that certain paint materials are the only legitimate ones and that everything else is adulteration.

White Lead and the Early Prepared Paints.

For many years the principal material so idolized has been white lead. Before the days of prepared paint it was the only legitimate painting material known. Mixed by hand with linseed oil and the necessary color, turpentine and drier, it was all that the painter and consumer had to use. It was not satisfactory, yet the habit of using it was so strong that it made the introduction of any improvement extremely difficult.

When prepared paints were first put on the market they were considered inferior substitutes for white lead, as indeed many of them were. The very early paints were in no sense legitimate painting material, and about all the good they ever did was to embody an idea, which in the hands of thoughtful and honest men was capable of splendid development. But the development of this idea was slow. Good prepared paint as we know it today was not possible thirty or even twenty years ago because the value of the various materials and their uses were not known then. The knowledge of paint making has been a gradual growth; yet it was not long after the first attempts at it that the real competition between prepared paints and hand mixed lead and oil started, and that many consumers began to find out the advantages of good prepared paint over lead and oil. As the knowledge of paint making advanced and the formulas were improved, the use of prepared paints increased. But through it all and in spite of it all, there were many who clung from habit and prejudice to white lead and refused to recognize any other pigments mixed with it as anything but adulterants.

The Progress of Zinc White.

Later on zinc whites began to loom up in the minds of the consumers as a legitimate material to mix with white lead. This came about through the persistently good results obtained with paints containing zinc white, and through the advertising of the makers of zinc white and those paint makers who were using it largely in their products. The education of the public so far as zinc white is concerned seems now almost complete, and the use of that material in prepared paints is accepted by the majority of

consumers as a necessary ingredient, without which the best paint cannot be made.

The "Inert Materials."

But white lead and zinc white are not the only legitimate white pigments. They are simply the two most largely used in the manufacture of all good paints, and most talked about and advertised. From the beginning of our own manufacture of prepared paint we have recognized the importance of certain inert materials intelligently used in the making of good paint. To recognize their legitimate use and to set our laboratories and testing rooms to the task of finding which inert material was best and just how it should be used was one thing. All of these inert materials, if they were known at all to the public, had bad names. They were called "adulterants," "cheapeners" and "make-weights," as indeed they might be called with good reason where used in excessive quantities in house paints. They were not popular, as white lead was and as zinc white had grown to be. But to the technical and honest paint manufacturer they were just as useful in good paint, though used in much smaller percentages.

The "Purity" Idea in Paint.

With us the question as to what we should do about advertising the use of a small percentage of inert material was a very serious one. We recognized first of all that the use of the material would not be readily understood by the general public, being rather more technical than it was then practical to exploit in advertising. Besides this, there had grown up a false idea of paint "purity." The word "purity" had been used to conjure with. First it was applied to strictly pure or "straight" carbonate of lead; later it was used by many paint makers as the easiest way to create an impression in favor of their goods; and so good, bad and indifferent paints were soon advertised as "pure." Gradually, with the increased favor shown by the public for zinc white, the impression was given in much of the advertising that "pure" paint was composed of lead and zinc alone. The constant harping on that idea finally brought the customer to consider the addition of anything else, in any proportion, as an out and out adulterant.

This was of course an unreasonable attitude. Paint purity didn't and couldn't mean anything. Paint is a mixture or combination, and its quality depends quite as much upon the percentage of the ingredients used as upon the ingredients themselves. The right idea in trying to fix paint value is to talk quality, not purity.

It can be readily understood that the undue importance given "purity" made it all the more difficult for us, in the days when we were young and far from powerful, to come out and fight the prejudices and beliefs of consumers.

(To be Continued.)

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Just Arrived.

SHARP at 1 o'clock noon on Saturday, June 22d, the Get-Together Club, some 40-odd, left the Public Square, Cleveland, in a special car for the Century Country Club at Dover Bay on their annual outing. The weather was ideal, the arrangements were flawless and the crowd was in excellent spirits in consequence. Arriving at Dover Bay each visitor was presented with a white hat bearing the word "Huh-uh" if married and "Uh-huh" if not. In the ball game which immediately followed, the single men won a distinct victory, aided and abetted somewhat by Mr. Fasquelle's (the umpire) wavering decisions, 'tis said. Mr. C. E. Horton of the Advertising Department won the clock golf tournament in semi-professional style. Mr. L. W. Williams, Purchasing Agent, and Mr. Ballard, Superintendent Mechanical Department, were the best tennis players and won the prize handily. In the quoit pitching contest Mr. W. J. Sohlinger, Manager C. & M. Department, and Mr. C. G. Bull, of the Purchasing Department, were successful, last year's winners, Mr. Fenn and Mr. Cottingham, being runners-up.



Posing Before the Club House.

These strenuous exercises had provided the members with substantial appetites, which they speedily lost in the dining room, for the dinner provided by the club stewart was an excellent one. Between courses the "Songs of the Paints that Cover the Earth" were sung with "harmony parts." Adjournment was then made to another part of the club house, where short and appropriate speeches were made by Mr. Fenn, Mr. Hommel and Mr. L. M. Williams, and



The Tennis Tourney.



Baseball.
The Married Men Meeting Defeat.

where the prizes were presented. Mr. DuCommun, on behalf of the members, presented Mr. Cottingham with an umbrella as a token of respect and admiration. Mr. Cottingham, though taken entirely by surprise, thanked the members in his characteristic way, which those who heard him will not soon forget. Mr. Fenn, in answering to the toast "The Sherwin-Williams Silver Grays," said how well it was for a business and for a man to comport themselves during their early days so that when the age of silver gray arrived it would bring with it dignity, self-esteem and a certain measure of honor.

The return car left sharp on the appointed hour of nine, and on the way to the city it resounded continually with S-W. songs, led by an excellent quartette, which, until this time, it was not known the club contained.

It was maintained by all hands that this was the most successful and enjoyable occasion on which the "Get-Together Club" has got together.

Mr. Smith's Resignation and Mr. Davis' Promotion.

The following bulletin was issued from the General Manager's office, dated July 1st:

This is to advise you that Mr. F. E. Davis has been appointed Secretary to the Vice President and General Manager and that Mr. H. D. Smith has resigned his position with the Company to go into business for himself.

During the time that Mr. Smith has been with us he has done excellent work and we regret to see him leave the organization. In doing so he carries with him the best wishes of the management for the highest success in his new undertaking.

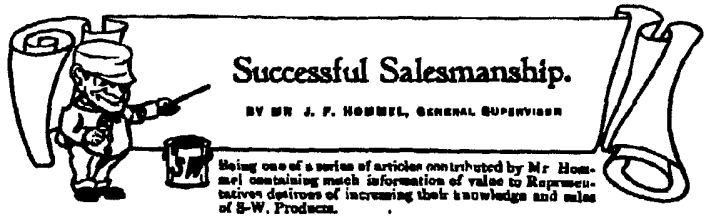
Yours truly,

W. H. COTTINGHAM,
Vice Pres. and Gen. Mgr.

Mr. Smith became associated with the Advertising Department of this Company in 1899, and later rose to the managership of it. In 1905 he was appointed Assistant to the Vice President and General Manager. Untiring energy and the possession of unusual executive ability made Mr. Smith's rise with this Company swift, and these qualities insure his success in connection with the new conditions he has undertaken.

Mr. F. E. Davis, who has been appointed Secretary to the Vice President and General Manager, made his start with this Company in the Advertising Department in 1902. Since that time he has established a record for painstaking and energetic work, which argues well for a successful career in his new capacity.

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Successful Salesmanship.

BY MR J. F. HOMMEL, GENERAL SUPERVISOR

Being one of a series of articles contributed by Mr Hommel containing much information of value to Representatives desirous of increasing their knowledge and sales of S-W. Products.



SUCCESSFUL salesmanship is in a large measure due to *feeling* that you are going to sell—cultivating the habit of selling, being in a certain sense an optimist and following every lead and possibility in a buoyant spirit. The optimistic salesman never worries about the possible loss of a sale he hopes to make, but prepares his case, his arguments, his presentations and refuses to believe that he will fail. He gets the habit of succeeding, and the harder it comes the more firmly he braces himself and the deeper he digs. It's as easy to cultivate a habit of success as of failure and a man gets a great deal more comfort out of it.

A successful salesman is not unlike a successful lawyer, doctor or preacher. He follows up every sales possibility just as a lawyer follows every lead to strengthen his case, a doctor every symptom of a disease and a minister each thread of argument to reach some particular point. Successful salesmanship is genius of as high order as is great success in any other direction. A successful salesman is just as necessary in the world of commerce as the president of a railway or bank is to his organization.

The salesman who is ever alert and energetic never loses sight of his opportunities and very often creates them. No salesman can be said to be successful who only partly performs his work or who is satisfied with having only partially worked his territory. As long as a single possibility remains uncanvassed his territory has not been cleared up, no matter what his line may be.

There are as many opportunities for the development of great strength of character and purpose in the field of salesmanship as elsewhere, and few occupations afford as diversified a field for broadening and rounding out a man as that of a traveling salesman. All classes of people are encountered, every known condition of mind is met and must be handled in a manner to finally bring each to see as we see, to the extent of buying the line.

Every large mercantile concern, whether manufacturer or jobber, has need of good salesmen; in fact are ever on the lookout for them. The old adage, "There's plenty of room at the top," is as true of salesmanship as of any other profession. Good salesmen make good department managers, buyers, credit men, and every salesman should have a definite aim, a goal for which he should diligently strive; then get the habit of success and it's pretty sure to come.

The development of exceptional ability will bring recognition. In fact the management is watching for this very development and is, perhaps, better informed of your each advancing step than the salesman realizes and will be found as a rule ready to reward particular strength along any definite line.

The one great essential to advancement is personal character, honor, dignity. These, coupled with ability, make the finished man—God's nobleman—and carrying a grip on the road is no barrier to the full realization of this prospect.

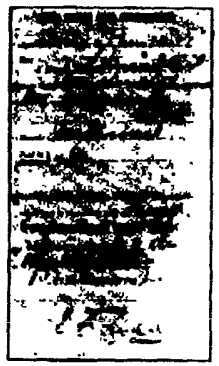
Another New One.



CANADA, especially the western portion, is growing very fast. Perhaps no country ever experienced faster development than that which is under way in that portion of Canada of which Winnipeg is the center of distribution.

We have outgrown our former warehouse and the result is a new one which we show herewith. It is built of what is known as slow burning mill construction, practically fireproof, and having the enormous carrying capacity required by our heavy goods. The location affords excellent railway facilities; in fact we have our own siding, so that prompt and efficient filling of orders will be facilitated. Mr. J. H. Hawkins is in charge of the new warehouse.

S-W. Medicinal Linseed Oil and the Pure Food Law



IN addition to having complied with the requirements of the U.S. Pure Food Law, our Medicinal Linseed Oil has been passed upon as "legal—conforms to all the requirements of the United States Pharmacopœia," as testified by accompanying cut.

Prof. E. F. Ladd, whose signature is shown, is the principal of the North Dakota Agricultural College at Fargo, N D., and in addition to being Commissioner of North Dakota's Pure Food Law, is very prominently connected with North Dakota's Pure Paint Law.

Prof. Ladd's signature, guaranteeing a product "legal", which under the term of the new law is a weighty word, is not secured if there is any doubt upon the subject, consequently the distinction which S-W. Linseed Oil has procured furnishes representatives with an excellent selling argument. The care taken in the selection of our flaxseed, together with the careful methods we observe to insure purity during process of manufacture, makes our product the best obtainable, and far ahead of competing brands in quality.

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Mr. Porter Goes Up.



W. H. Porter,
Now Sales Manager New England Division.

MR. H. C. HAIGHT has tendered his resignation as Sales Manager of New England Division. Mr. Haight lately returned from a trip abroad, and found this action necessary in order that he may devote his entire time and energies to his personal affairs.

Mr. W. H. Porter, who was last year advanced from Territory 201 to the position of District Supervisor of the Atlantic Coast District, has been appointed to succeed Mr. Haight as Sales Manager of New England Division.

In spite of the inconvenience which New England Division has experienced in moving to its new warehouse excellent records have been maintained and increased. Possibilities for future gains are unlimited, a fact which is thoroughly appreciated by Mr. Porter. It is safe to say that Mr. Porter's ability and enthusiasm, ably backed by the members of the division, will cause New England's sales to increase both in number and volume.

Sherwin-Williams Products at the New Zealand International Exhibition.

AFTER an exceedingly prosperous career, the New Zealand International Exhibition of 1906-7 has come to a close. The progress and prosperity of New Zealand made manifest at the Exhibition was shown to be extraordinary so far as commercial and industrial matters are concerned, while sociologically the New Zealand Government is the model of the world.

Messrs. Ashby, Bergh & Co., Limited, Christchurch, N. Z., are agents for S-W. Products in New Zealand. Their booth at the Exhibition was extensive and well prepared and S-W. Products were given a prominent showing. In addition to a large and varied showing of cans themselves, color cards and samples were extensively used. As this Exhibition was in every way a brilliant success our agents got a great deal of the most favorable publicity, which should increase their output of S-W. Products as well as their business in general.

Change in San Francisco Address.

THE San Francisco Board of Supervisors has readjusted the street numbers in that city, in consequence of which our offices are now numbered "149-157 Second Street," and all mail should be so addressed.

Death of Mr. John N. Riviere, Top-Notcher Salesman.



Mr. J. H. Riviere.

ONE of the saddest missions which we have been called upon to perform through THE CHAMELEON for a long time is to announce the death of Mr. J. H. Riviere, our representative in Territory 626, whose death occurred very suddenly at Waco, Texas, on June 22nd, from kidney disease. Mr. Riviere, who was 27 years of age, entered the employ of this Company on September 1, 1906, taking charge of a territory which was already thought to be yielding us all possible business. Up to June of this year he showed an increase of $27,000, and as will be seen from record of Top-Notchers shown elsewhere in this issue, Mr. Riviere was the leading salesman for the entire Company.

Those to whom Mr. Riviere was personally known will always remember him as a loyal and true-hearted young man of splendid character and lovable disposition. Mr. A. D. Joyce, Manager Southwestern District, in reporting the matter to us spoke in the very highest terms of Mr. Riviere and of the great sense of personal loss he felt in his death.

Banquet of Eastern Division Employees at Newark.



After a Thoroughly Satisfactory Dinner, Mr. H. D. Whittlesey, Mr. E. S. Kidder and Mr. Davis Delivered Speeches. The Singing of Numerous Songs, "Poor John" Among Them, Enlivened the Evening.

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Middle West Division.

By the time THE CHAMELEON goes to press our salesmen will be in the midst of a well deserved vacation. They have our best wishes for an enjoyable time.

C. S. Wheeler left about June 15th for a trip to Europe. He will visit England, France and Italy. We all join in wishing Mr. Wheeler a pleasant and safe trip and will expect to hear an interesting account of his travels upon his return.

The local convention of salesmen will be held August 1st, 2nd and 3rd. We anticipate an interesting meeting. In the past it has been found that two days were not sufficient and this year we have provided for a three-day convention.

The annual outing of the employees will be held on July 30th at Cedar Lake, Ind. Our picnics for the most part have been held at that point because of the excellent facilities for enjoyment. Arrangements have been made for a variety of games, and with the weather favoring us there is no reason why we should not have the best outing in our history.

Central Pacific Division.

We are now billing from the Seattle office all orders shipped from that depot, and the sales slip for the first day showed orders for over 300 gallons of S.W.P. and the second day 200 gallons, which we think a good showing for the infant house of the Northwest. We are sure our many customers in the North will appreciate our better service along this line.

We are pleased to say that Mr. E. E. Stannard, representative on Territory 502, is again on his territory after being on the sick list for some time. He is now in the Coos Bay country and we are receiving some splendid orders from that locality.

Mr. A. R. Carter of our *Los Angeles* house dropped in recently, being up this way on a vacation trip.

As the painting season is later than usual here on the coast, vacations will not begin until July 15th.

Seven new agents added to our list since last issue.

Just as we send in our notes we are able to report the sale of 5 barrels Hard Drying Coater, 10 barrels Excello and 150 gallons Handcraft Stain, Mahogany, for one of the large office buildings now being erected here. Photographs later.

Southern Pacific Division.

The Elder Building Company, through the endeavors of Mr. F. B. Chapman, has lately been giving us some handsome orders. This company is the largest constructor of residences in Los Angeles. Its business is a splendid gain for The Sherwin-Williams Co.

Territory 522 reports its share in the supplying of paint to large buildings in Los Angeles. Among them may be mentioned the Santa Fe Hospital, new building, S.W.P. and Enameloid. The new Lankershim building, S-W. Products throughout. Hotel Lovejoy, re-coat, S-W. Paint. Hotel Westminster, inside repair work, S. W. P. and Enamel. Citizens Bank Building, Handcraft Stains, Varnish, Acheson Graphite and Snow White Enamel. Limer Building, in course of construction, S-W. Handcraft, Mahogany, finished throughout. New Hamburger Department Store, the largest structure west of the Rockies, has given us assurance of its patronage for all paint used in this building.

SALES DEPARTMENT NOTES.

Competition Reports.

So few Divisions are represented in the competition reports this month that they are presented to CHAMELEON readers with an apology for their incompleteness.

We give below reports of standings to June 30th of Central, Eastern Pacific, and in some cases Middle West.

Leaders in New S. W. P. Agents.

Middle West Division,
D. G. Craig..... 36
Central Division,
F. A. Douglas..... 84
Eastern Division,
J. P. Minstree, Jr.....
H. E. Meyers..... } 22 each
Southern Pacific Division,
F. B. Chapman..... 8

Leaders in New Dealers.

Middle West Division,
D. G. Craig.....103
Eastern Division,
G. E. Elliott..... 66
Central Division,
S. H. Robinson..... 39
Southern Pacific Division,
G. E. Wise..... 19

Leaders in Other New Accounts.

Eastern Division,
F. E. Drew..... 87
Central Division,
E. S. Blanchard..... 66
Middle West Division,
D. G. Craig..... 60
Southern Pacific Division,
F. B. Chapman..... 46

Leaders in Total New Agents, New Dealers and Other New Accounts.

Middle West Division,
D. G. Craig.....189
Central Division,
I. M. Benedict.....109
Eastern Division,
E. S. Wallace..... 96
Southern Pacific Division,
F. B. Chapman..... 66

Leaders in Floor Finish Sales.

Eastern Division,
1st—H. T. Sheldon.
2nd—M. B. Millspaugh.
Central Division,
1st—I. M. Benedict.
2nd—H. M. Kipp.
Southern Pacific Division,
1st—Geo. W. Burrill.
2nd—G. E. Wise

Leaders in Shelf Goods Sales.

Central Division,
1st—I. M. Benedict.
2nd—E. S. Blanchard.
Eastern Division,
1st—F. C. Dennison.
2nd—H. T. Sheldon.
Southern Pacific Division,
1st—G. E. Wise.
2nd—Geo. W. Burrill.

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Division Leaders in Varnish Sales Competition.

Largest Number of Orders Received from Painters Sold Direct.

Central Division,
1st—I. M. Benedict
2nd—J. L. Gill.

Eastern Division,
1st—F. S. Slater,
2nd—W. H. Jarden, Jr.

Southern Pacific Division,
1st { G. E. Wise, Geo. W. Burrill
2nd—F. B. Chapman

Largest Aggregate Sale to Painters Direct.

Central Division,
1st—J. L. Gill,
2nd—F. A. Douglas.

Eastern Division,
1st—F. S. Slater,
2nd—W. H. Jarden, Jr.

Southern Pacific Division,
1st—G. E. Wise,
2nd—F. B. Chapman.

Largest Number of Orders Accepted from Dealers Direct.

Central Division,
1st—J. L. Pendery.
2nd—H. P. Torrance

Eastern Division,
1st—G. E. Elliott,
2nd—A. D. Collins.

Southern Pacific Division,
1st—G. E. Wise,
2nd—Geo. W. Burrill

Largest Number of Orders from Public Buildings, Asylums, Colleges, Hotels, Etc.

Central Division,
1st—J. L. Gill,
2nd—O. A. Austin

Eastern Division,
1st—F. S. Slater,
2nd—E. S. Wallace

Southern Pacific Division,
1st—Geo. W. Burrill
2nd—G. E. Wise

Highest Percentage of Varnish Estimate.

Central Division,
1st—F. A. Douglas,
2nd—P. Levenhagen.

Eastern Division,
1st—P. M. Dickey,
2nd—W. H. Price.

Southern Pacific Division,
1st—G. E. Wise,
2nd—Geo. W. Burrill.



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