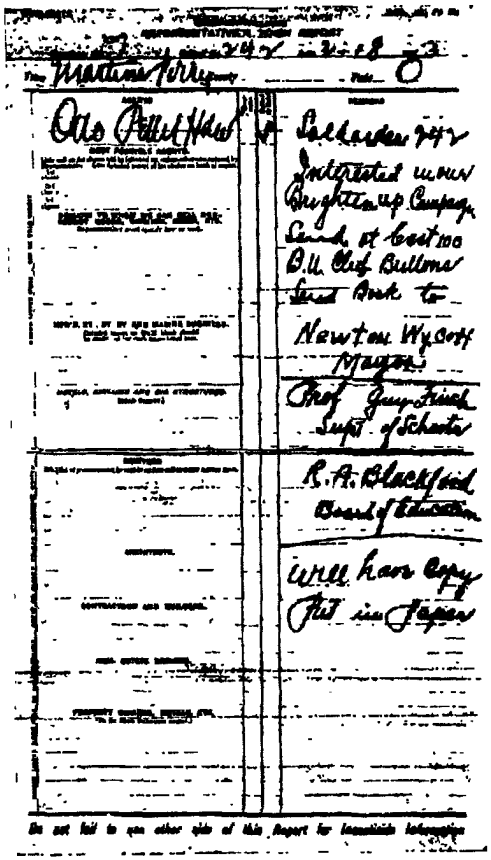


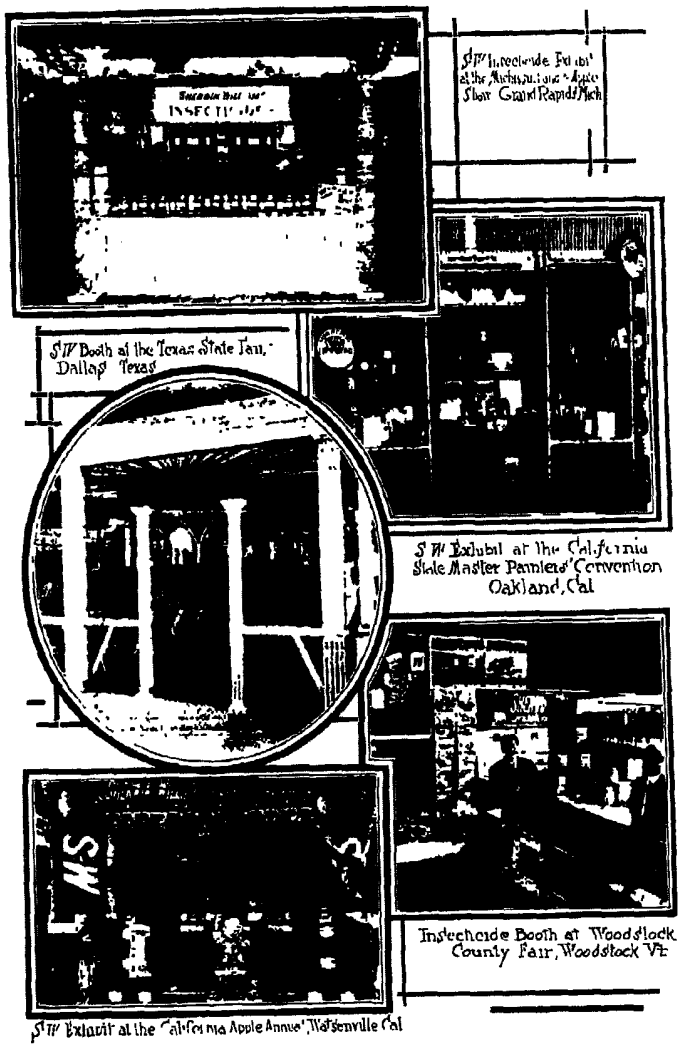
"First Blood"

April

The Chameleon

1913

NC2487



A Few of our Booths Last Fall and Last Winter

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. XVI APRIL, 1915 NO. 4

The Subtle Power of Discouragement

By J. M. Head, in "Paint, Oil and Drug Review"



THE most potent factor against success is discouragement. The man who becomes discouraged has already lost half of the battle of life. Discouragement is the most powerful and yet the most subtle of all forms of human frailty. It is insidious, because it is not usually recognized as a sin. Malice, hate, anger, dishonesty, all are disarmed, partially, because man recognizes that they are wrong. He fights them from the very knowledge that they are evils.

But he sees no evil in discouragement. He nurtures it and allows it to assume giant proportions, when he should strangle it at its first appearance. With its growth it saps vitality, destroys character, and converts the spine into a thing of jelly-like consistency. A man, made in the image of God, physically and mentally, becomes, in the latter state at least, a formless creature, under the baleful influence of discouragement.

The Germans have an old story that the devil once determined to sell his tools. So he took an invoice of them and set his price upon each one.

There was hate, distrust, malice, theft, murder, lust—all fearful and awesome tools, against which humanity has fought since man was driven from the garden, tools that have crushed the heart, and tortured the mind, and have spread sorrow and despair throughout the world.

Then at last, he took down one tool. It was heavy and wedge-shaped, and the devil handled it with fondness.

When he set his price upon this tool, those who would buy the devil's outfit marveled. He had asked more for this one tool than for all the others combined.

"Why," asked one, "do you place so high a figure on this tool? What instrument is this that it can be more valuable than all the rest?"

"That," said his majesty, "is the tool which I use against man when all others have failed. It has brought success to me in my fight against man, when, had I not had it, he would inevitably have been

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the victor. That is why I prize it so highly. This tool is discouragement. There is no tool like it," continued the devil. "Men are armed against the others, because they know they are my tools and they hate me. All the other tools are terrifying, and man has learned that he must have his shield ready against them. But this one has none of the appearance of being mine. It does not warn by its appearance. Note its wedge shape. Man is pierced by it, without knowing it. It enters where others cannot; and once it has entered, it slowly presses open the wound until man is vitiated and he surrenders to me without an effort."

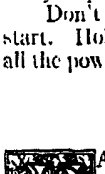
Discouragement never should be permitted to enter. Satan knew its power, and the man who permits that tool to escape the shield of Confidence, has an uneven fight for existence.

Confidence, alone, can defeat discouragement. It is the weapon of God against that of the devil; nothing can pierce it.

Have you that confidence? If so keep it ever in view; ever ready to repel the enemy. Keep that shield so that Evil may know it is ready to protect.

Don't let the wedge of the devil's tool of discouragement get a start. Hold up the head, brace the shoulders, and face the fight, and all the powers of evil shall not prevail against you.

A Timely Topic



AD we a top-notcher competition for attendance. Miss Mae A. Ceeckler, of the Newark, N. J., office, whose photograph is reproduced, would doubtless have had many claims for the honor, as her record of attendance is doubtless the best in the Company.



Miss Ceeckler joined the Promoting Department Staff over nine years ago, and has a perfect record of attendance, in spite of the fact that our Newark offices are so located that three changes of cars with the consequent delays are necessary.

Through close application, she has advanced from form-letter clerk to the position of recording clerk, which in Newark carries with it many extra duties. This position she has successfully filled for the last five years, and her knowledge of conditions throughout the District is extremely helpful to the various heads of departments.

We congratulate Miss Ceeckler heartily on the splendid attendance record she has made.

By Force of Hab



ANY of the older representatives wil remember the solid train load o Sherwin-Williams Products whic came into Texas back in 1903, als how the work of the three representa tives making up these "Texas Spe cials," as they were called, was her aided throughout the entire Company as one o the greatest achievements in our selling history

One of the representatives who contributed to these train-load orders and was responsibl largely for their success is with us still, and ha never forgotten the early training which he re ceived at that time and which was responsibl for developing in him the habit for big business

Mr. J. J. Twaddell is the representative t whom we refer, and while he does not make trains on account of the three warehouses whi State, he never fails to land his full quota of c are pleased to print the accompanying letter fro statement:

Am enclosing a car for Nash, Robinson & Co., of W routed as requested. This is my fifth car-load since Ja record straight.

Yours,

Another Good Time at The Fo



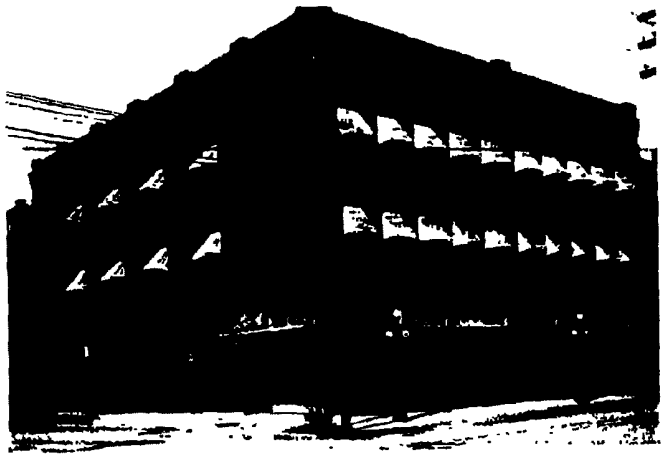
HE social meeting held Tuesday ev took the form of an entertainment friends of the Foremen. The A had provided a very fine program v enthusiastically by all of those takin

Space, alas, prevents us from count of all the good things that h piano solos, cornet solos, violin solos, clog so kinds of solos. There were recitations, comic And by no means least of all there were dainty, t

During the latter half of the program, Amusement Committee, Mr. Weber, called upo Critchley, Gaffney, Highley, Belmont, Hesse talks and the gentlemen in question responded h

The meeting closed with the singing of ". was voted the most enjoyable affair yet attem Club.

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Over Forty Tons of Paint

NO WONDER Southern District is doing big things. Here's a stock order given them by The C. W. Greene Co., our progressive agents in Tampa, Fla. This concern has one of the largest and most attractive stores in Tampa and do a big paint business. This order ran over $7000.

1196 Gallons SWP	1248 Packages Gas-Engine Finishes
114 Gallons SWV	864 Packages Family Paint
420 Gallons Flat-tone	432 Packages Floorlac
200 Gallons P. S. S	432 Packages Brighten Up Stain
84 Gallons Porch and Deck Paint	384 Packages Enamel Paint
63 Gallons W. and I. Paint	336 Packages Handcraft Stains
78 Gallons Shellacine	120 Packages Floorwipe
33 Gallons Taxite	132 Packages Aluminum Paint
13000 Pounds P. W. P.	288 Packages Buggy Paint
675 Pounds Oil Colors	1 Gross Lustroline
2900 Pounds Decotint	206 Packages Brass-Brite

Not So Unenlightened After All

TRAVELING through Alabama recently, I was impressed with the isolation of the "homes" of many of the colored people of the South. A strong feeling of commiseration came over me as I thought of the ignorance (as I supposed) in which so many of these people live. It was not long, however, before the feeling of commiseration gave place to a feeling of pleasant surprise, for close to the car as we passed over a "crossing" was a happy-faced old negro carrying a "Pail of SWP." I felt that my sympathy was lost at least on him.

-G. H. Griffiths.

"Unaccustomed as I am to Public Speaking"

We don't for a minute mean to infer that Col. Holland, of Dallas used this hackneyed phrase when he delivered an address to the Dallas Division Convention last Fall. Here is what he did say:



Having always been a buyer of paint, it is not so easy for me to make an instructive and interesting address to the sellers, as it would be to the consumers. My side of the paint business has been writing checks, payable to your Dallas house for large sums for paints used on my house and selected by my wife. However, my publications have spent much time, energy and money in the encouragement of community co-operation, and promoting the demand for trade-marked advertised goods.

It is an established fact that the buyer of trade-marked advertised articles comes nearer getting full value for his money, and greater satisfaction from the use of articles bearing the trade-mark of a well-known manufacturer than from the purchase of articles made even by responsible manufacturers whose lack of confidence in their merits makes them hesitate to place thereon a trade-mark and the firm's name and address.

Before I reformed and entered the publishing business, I was a "drummer"—mind you a drummer not a traveling man. My first efforts were devoted to drumming up sales for sewing-machines. Don't laugh -I sold sewing-machines all right—lots of them, and made money enough to tempt many a traveling salesman from his job and a big salary.

I made sales by "drumming" for prospective customers and educating them in the use of sewing-machines. I could operate a sewing-machine a little more expertly than most other men engaged in my business, and backed by a fair understanding of human nature, unbounded enthusiasm and a reasonable amount of energy, I seldom failed to make a sale when I had found a house where a sewing-machine was needed and its owner able to pay for it.

It is easy to find a demand for any legitimate article -human wants are largely in excess of the ability to supply them—it is the business of the salesman to find the demand and supply it where the pay is sure.

Taking orders is but a small part of a salesman's business. His greatest duty is to teach those who buy of him the best methods of selling the goods to the consumer.

Goods sold to a dealer are only half sold -the trade is completed only when the goods reach the consumer.

If the merchant to whom you sell goods depends solely upon his regular trade to the consumer, then you would find it more profitable for your firm to change to a dealer capable of holding the trade he has, and getting new customers from among those who have been "keeping store" only.

There are too many "storekeepers" and lamentably too few "merchants."

The sheriff is the "storekeeper's" final customer.

By a live salesman a "storekeeper" can often be converted into an up-to-date merchant.

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The dealer who buys the goods should have the co-operation of both the salesman and the house in disposing of the goods.

Many homes, household articles, implements, vehicles and other things need paint which the owners would put on if the proper salesmanship were used in presenting the merits of a good, reliable paint.

Paint will do much toward bringing a dead town to life, and inspire its people with the spirit of progress.

Dr. Carrick, the medical director in charge, is now making inspections of the towns which entered the $1000 Cleanest Town contest being conducted by *Holland's Magazine*. He reports that many of these towns show a wonderful improvement, not only from a sanitary standpoint, but in general appearance. Without having personal knowledge, I feel pretty sure that the latter is due largely to a free use of paint of a good quality.

Make merchants of the storekeepers in a dead town and you will increase your sales.

Co-operate with the storekeepers of a dead town and teach them up-to-date methods of selling, and your efforts will be rewarded by increased sales and the satisfaction of having personally rendered a valuable service to your customer as well as your employer.

Treat your competitor fairly and courteously—it is possible that it is no fault of his that he is not selling as good paint as your factories make.

A town or city or country community is "sized up" by the amount of paint its people use.

Get-rich-quick men do not look for victims in places made bright with paint

The salesman should be a teacher in order that by proper co-operation with his customer he can assist in securing business for the dealer and increased renewal orders for his firm.

Always try to get a square deal for yourself, but be sure that your customer gets a square deal.

Don't exaggerate—the truth will outlive a lie, but a lie always outlives the man who tells it.

It is better to surprise your firm with big sales and repeat orders than to disappoint them with hard luck stories, and big expense accounts.

There is an oversupply of order-takers and there are thousands of big positions unfilled because of the under-supply of reliable, competent salesmen.

A full knowledge of how to co-operate with the dealer is a salesman's best equipment, and I should undertake to give you some pointers were it not that you have in your advertising department those who are more competent and better prepared to place before you a curriculum best suited to increase your sales by intelligent co-operation with those to whom you sell Sherwin-Williams Products.

A Mississippi Valley Story

Mr. R. J. Tooker, at a table with a number of other traveling men, was called upon to tell a story.

It was a good story one that should and can be thoroughly appreciated. Mr. Tooker made his point well and told the story in an unusually good manner, but—

Mr. C. D. Youngs, now on Territory No. 146, passed the word that no one should smile, but be very sober. When the story was finished, no one smiled and Mr. Tooker seemed dazed at the lack of appreciation. He looked from one to the other, and finally one traveling man asked: "Tooker, what did you say?"

Then things blew up.

Schedule of Magazine and Farm Journal Advertising for May, 1913

In the National Magazines

The Saturday Evening Post	¼ Page on SWP (on the 3d) ¼ Page on Flat-tone (on the 17th) ¼ Page on SWP (on the 31st)
Ladies' Home Journal	9-inch double column on Mar-not
Woman's Home Companion	One column ad on Flat-tone
Butterick Trio	One Page in Color
Good Housekeeping	One Page on SWP
American	Single column on Mar-not
Munsey's	One Page Mar-not
World's Work	One Page- General
Country Life in America	½ Page on Flat-tone
Craftsman	One Page on Flat-tone
Suburban Life	8-inch single column on SWP
Garden Magazine	½ Page on Brighten Up Stain
House Beautiful	8-inch single column on SWP
Keith's	One Page on Mar-not
Studio	One Page on SWP
Arts and Decoration	One Page on SWP
House and Garden	8-inch double column on SWP
School Arts	½ Page on Portfolio
Woman's World	8-inch double column on Mar-not
Ladies' World	9-inch double column on Flat-tone

In the Farm Papers

Rural New Yorker	3d Inside Floor Paint 17th—SWP
Hoard's Dairyman	2d -Creosote Paint 16th -SWP
Country Gentleman	3d—Buggy Paint 15th SWP
National Stockman and Farmer	1st -Creosote Paint 15th—SWP
Ohio Farmer	3d Inside Floor Paint 17th—SWP
Farmer's Guide	3d—Inside Floor Paint 17th SWP
Prairie Farmer	1st—Mar-not 15th—SWP
Wallace's Farmer	2d – Inside Floor Paint 16th—SWP
Iowa Homestead	1st—Inside Floor Paint 15th -SWP
The Cleaner	1st—SWP
The Farmer (St Paul)	3d—Commonwealth Barn Red 17th Creosote Paint 31st—SWP
Southern Ruralist	3d—SWP
Nebraska Farmer	7th -Inside Floor Paint 21st—SWP
California Country Journal	1st—SWP
Kansas Farmer	2d—Inside Floor Paint 16th—SWP
Farmers Mail and Breeze	3d—Mar-not 17th -SWP
Dakota Farmer	1st—Commonwealth Barn Red 15th—Creosote Paint 29th -SWP
Orange Judd Farmer	3d—Inside Floor Paint 17th -SWP
New England Homestead	3d Commonwealth Barn Red 17th—Creosote Paint
Northwest Farmstead	3d -Commonwealth Barn Red 17th Creosote Paint
American Agriculturist	3d—Inside Floor Paint 17th SWP
Indiana Farmer	3d Inside Floor Paint 17th—SWP
Twentieth Century Farmer	3d -Inside Floor Paint 17th—SWP
Progressive Farmer	3d—SWP

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A Promise Fulfilled

FORTY years ago there departed from the overcrowded shores of the "Vaterland" a young emigrant, Peter Luzius, bound for the great land of promise— the United States of America. In the forty years that he has spent in this country, Mr. Luzius has never regretted his step, for the land of promise has fulfilled its duty and Mr. Luzius has retired, respected and comfortably provided for, to reap the harvest of a golden old age.



Upon reaching America, "Peter" did not at once join the staff of The Sherwin-Williams Co. It was by a somewhat round-about course, and after eleven years had elapsed that Peter at last applied for a position with Messrs. Sherwin-Williams & Co. He was accepted by the late Mr. Edw. P. Williams, who was then in charge of the factory.

For twenty-nine years, Peter Luzius has labored faithfully and well in the Cleveland plant. And it is only before advancing old age that he has been forced to retire. Mr. Luzius was a friend of everybody who knew him and he retires amid the hearty good wishes of the Cleveland staff.

What the "Brighten Up Girls" are Doing

PERHAPS some of the girls in the other offices would like to hear something about what we are doing at Central. At the beginning of the Winter we reorganized with entirely new plans. We meet twice a month; the first evening we devote to sewing, and on the second evening we have a program.

First—about the sewing. We have made sixty pairs of night-shoes for the little sick children of the Fresh Air Camp, besides a large number of infants' outfits for the Associated Charities. The girls have come to look forward to these evenings of sewing, for there is much of the social interspersed with the work.

Now about the second meeting of the month. This is entirely different, but equally enjoyable. The entertainment committee plans a little program among our own girls, and we have a speaker from the outside. Miss Belle Sherwin gave a talk one evening on "Equal Suffrage," and a few weeks ago Mrs. Hobart of the Cleveland Public Library gave us a delightful evening on "Books." On another evening, Dr. Fannie Hutchins gave us a very instructive hour on "New Features of Hygiene and Health." This month we anticipate hearing Miss Prudence Sherwin on the work being done in Cleveland to promote the interests of the blind, and are looking forward to a talk on "Fresh Air Work," and perhaps an evening on "Travel." When we tell you that our meetings average seventy girls you will know that we are interested.

Through the kindness of Mr. Sherwin and Mr. Cottingham our rest-room has been beautifully redecorated and refurnished. We take this opportunity to thank them as well as Mrs. Sherwin and Miss Sherwin for the interest they have shown. We are proud of our room.

Just one word more. We have each done a little, but there are a few without whose help we could not have accomplished these enjoyable evenings. We want to thank Miss Sherwin for her kind assistance in securing our speakers; our President, Miss A. McNamara for her tireless efforts to make the Club a success; Mr. Menz for his hearty co-operation, and Mrs. Higley for her splendid dinners. We are all working together and looking forward to better things.

A Good Day's Work

By F. W. Wansner

PERSONAL calls on possible paint consumers is a very satisfactory method of obtaining results, and keeping the agent enthusiastic and happy. The following is an example of what can be accomplished.

Wallace, Calaveras County, is a town of 100 scattered inhabitants. J. Dixon Estate Co. have had our agency less than one year. I had written Mr. Dixon a personal letter of my intended visit, urging him to have a list of prospects ready for me.

We engaged a rig and made a trip into the back country. The first stop resulted in a sale amounting to $62, allowing a $20 profit for our agent, this was paint for the outside of the house only, the order for interior material is to follow. We also closed a decorative prospect which had been holding fire a long time, and lined up several ranchers who will paint later in the season. A few hours thus spent resulted in the actual sale of the following materials:

38 gallons SWP	10 gallons Flat-tone
15 gallons Shingle Stain	5 gallons Porch and Deck
20 gallons Roof and Bridge	Assortment of Stencil Colors

These goods were all ordered for immediate shipment, and Mr. Dixon was so enthused with the result that he freely augmented the order so as to have an adequate stock on hand.

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From Our Associate Editors

L. F. Callister *J. A. Bowman* *R. H. Cogswell*
J. H. Herche *I. J. Kulhanek* *I. M. Jacobs*
R. G Billingsley *H. W. Nessel* *Royal Clinton*

CLEVELAND

We thought we had traveled at a warm clip during the first quarter but it seemed like a snail's pace after we got fairly started on the second lap. Not only have we piled up a record-breaking sale for the first half, but all records for new business, particularly new agents, have been eclipsed, and we are gaining momentum each day.

Our figures show that we averaged two new agencies every day for the second quarter, among which were several which passed the thousand-dollar mark, and over a score which amounted to five or six hundred dollars each. It has been a battle royal between Messrs. Spangler, Carruth, Schell, Farlow, McKay, Menefee, Hall, Hill, Hambaugh and Mason. At the last reckoning, Mr. Mason led by a nose, with thirteen agents to his credit. Every one of these men has at least eight new agencies to his credit, and the balance of our representatives are close behind.

Among some of the large orders landed was a contract which we estimate will reach from ten to fifteen thousand dollars from our good friend, Mr. W. S. Stewart, together with a two car-load order for one of his good agents; a thirty-barrel order for structural paints from Mr. W. A. Mason, of whom we have heard before; two new agency orders of over a thousand dollars each from Mr. Schell; a three car-load order of Lime-Sulfur Solution from Mr. H. S. Hill, one of our newest men; and a twenty-barrel order of fence paint, and a contract for two thousand gallons of bronzing liquid from Mr. W. S. Harshbarger. "Everybody's doing it now."

Mr. E. L. Hess, who carried off the Top-Notcher honors in Central District last year, has earned the sobriquet "Oil King," by sales aggregating over 1500 barrels of linseed oil. Even John D. Rockefeller tips his hat to Earl now when he passes him on the street.

Mr. Swineford is fighting desperately to hold his lead in the top-notcher race, while Mr. J. T. Menefee is grooming himself as the "dark horse," and is drawing up closer to the lime-light. Keep your eye on Territory No. 19. It certainly is a merry race, and so closely are they bunched at the half, that every man still has a fair chance to capture the prize. 'Rah, 'Rah, 'Rah, Central!

KANSAS CITY

Our Slogan: "SEE SOUTHWEST SOAR."

And we are still soaring, too!! Our Sales Report still continues to show nice gains each week, and we are starting this the first day of March with a determination to show an increase over last year's figures for this month also.

We have become so used to taking care of car-load insecticide orders, that if two or three days go by without our receiving at least one or two, we begin to get lonesome and feel like writing our Mr. R. E. Graham, Mr. C. G. Porter, Mr. K. Miller, Mr. E. H. Nolte or Mr. C. I. Berg, asking why they have not sent in another car-load order.

Just to break the monotony of the Insecticide business, Mr. E. H. Nolte went down to Berryville, Ark., and sold the Walker Hardware Co. a car-load of paint.

Mr. G. A. Dorwart who has no car-load Insecticide prospects in his territory made up for his lack of Insecticide business by selling his jobber, The C. E. Potts Drug Co., Wichita, Kans., the biggest car-load of Paints and Varnishes ever shipped into the Southwestern District. The order in fact was really a two car-load order, as it totaled something like 66,000 pounds.

We have read carefully Mr. Horton's bulletins and letters regarding the Brighten Up Club Campaign, also the Brighten Up Club issue of *The S W P*; and it is hard to understand how an agent after having this Campaign outlined for him can turn it down, or can consider even for a moment discarding our agency, and going over to some of our competitors.

NEWARK

Every effort should now be made to secure new dealers, stock orders on most territories having been secured from the majority of agents. Don't forget new dealers on Brighten Up Finishes. The most successful territories under this caption are those making a drive in this respect.

One of the most important matters in connection with your call on the agents at the present time is to secure a good "E" list. You have been provided with the names of those agents who have not responded to the call for lists. Insist upon securing them.

We congratulate Messrs. Spettigue, Spencer, Heckel, Peyton and Minetree on the new agents secured during the last 60 days. Keep up the good work. Other representatives, please note the showing of these gentlemen on the last pages of *The Chameleon*.

Our good agents, The Ryder Hardware Store, at Harrisburg, Pa., have adopted the name "Brighten Up Store" for their place of business; and hereafter all stationery, wrapping-paper, bill-heads, store-front signs, delivery-wagons, will be shown as the "Brighten Up

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Store." This shows how old agents may still be enthused to a greater extent with our proposition. Mr. Ryder of this concern has been an enthusiastic S-W man for many years, but he still enthuses to a greater extent from year to year.

CHICAGO

A Few Western District "Brighten Up Orders"

Territory 130 H. C. Lau Car Paris Green
110 Otto Mannerud Car Paint and Varnish
126—F. A. Spoon—Car Paris Green
121—G. J. Manassa—Car Paint and Varnish
106—C. C. Hullinger—Car Paint and Varnish
106—C. C. Hullinger—New Agency order, total $1000
134 P. L. Munger New Agency order, total $1000
132 R. W. Western 10,000 pounds Paris Green New Jobbing Account
103—H. R. Johnson 180-gallon new Varnish order, more to follow
111—C. F. Bennett—Contract for new M. S. D. Account year's purchases will total $6000

In addition, Mr. L. B. Quinn, our live M. S. D. Sales Manager, put over several car-load orders of Paste Goods, etc. Mr. Quinn has been actively supporting the Trade Sales Representatives with the result that nearly all territories show a big increase under the M. S. D. Caption. The Trade Sales Representatives appreciate the improved service, and are doing fine work.

All Records Broken

Mr. Quinn, by the way, is the proud father of twins, a boy and a girl.

Another Benedict

Mr. Jim Ward's host of friends are congratulating him on account of his recent marriage.

A Red-Letter Day

Tuesday, February 25th, saw the good old S-W Flag flying over the General Office as a welcome to our President, Mr. Walter H. Cottingham. It was a busy and profitable day for all.

MINNEAPOLIS

With a thirty-eight per cent increase in sales at the end of the second quarter, and the most productive part of the year still before us, the Northwestern Division has "Brightened Up" to the possibilities of the Top-Notcher Race. "Step aside when you see us coming."

Two changes have been made in our sales staff. Mr. J. O. Stephenson, a former S-W Agent, has succeeded W. W. Edwards on Territory No. 120, who was obliged to resign on account of continued

illness. Mr. R. M. Carson is in charge of a revised territory in Montana, and with the splendid prospects in the section, we look for big things from this representative.

Mr. H. C. Lau, the "Paris Green King" of the Northwestern Division, secured his fifth car-load order of Green.

Another car-load representative is Otto Mannerud, likewise N. E. Born, who enters into that class with an agency stock order calling for, in addition to paints, 834 gallons varnish.

Mr. G. L. Lathrop featured in Special Elevator Paint with a sale of 20 barrels.

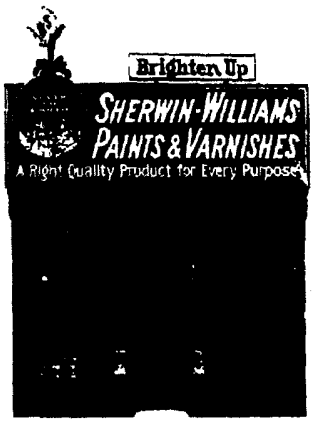
DALLAS

With a view of planting the Sherwin-Williams Banner in every town in Texas, we started a campaign late last Summer on all towns in the state not appearing on our lists. As a result, February 1st saw added to our records eighteen of these towns, in nine of which we had established agencies, and in nine, new dealers.

Reports are being received daily which assure us that many more will join our ranks before the opening of the painting season.

A particularly pleasing feature of this work is the keen interest displayed in it by our representatives; a few of them, in addition to lining up the prospects given them, went on a stiff hunt for "undiscovered" towns, and invariably came away with "the spoils."

Mr. G. C. Conger, the father of the expression, "What's a town without a Sherwin-Williams Agency?" recently made an exploration trip through "the sticks" of his territory, and in addition to securing ten new dealers, gives to the world his discovery of the same number of heretofore unknown towns.



Our New Warehouse at Indianapolis, Indiana

Hooray for Central!

THERE is joy in the Cleveland Promoting Department. An inquiry was received recently from the North American Construction Co., of Bay City, Mich.—the concern who makes those Aladdin Knock-down Houses. Mr. Kulhanek and Representative Stewart called on the concern and came away with the contract for a year's supply of paint and varnish. A car-load shipment has already gone and there's more to go. Good work, Central Promoting Department!

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Where the Wheels Go Round



Cleveland



THERE has just been installed in the Cleveland factory a full-sized drying kiln such as is now in use in the most modern automobile, carriage and furniture factories for hastening the drying of succeeding coats of finish. This is large enough to hold eight pianos or four automobile bodies. It will be used to determine the working qualities of our finishes under practical conditions. This kiln, which has been perfected by The Sherwin-Williams Co., and a patent applied for, has shown remarkably satisfactory results, cutting down the time required for painting to the extent of 50 per cent in many cases, and giving results better than previously procured by ordinary air-drying methods.

The goods which we have designed for this method of painting are meeting with special favor throughout the automobile and furniture trade. We have received some very good orders from the automobile manufacturers. At the beginning of March we had 12 to 15 mills constantly occupied on the business of one concern alone.

Plans are under consideration to increase the capacity of the Tin Can Department to take care of our constantly increasing business. The department is now running overtime three nights a week to keep up.

We are keeping our stock of liquid paints up to the limit, in spite of the heavy drafts which have been made upon it, and expect to be able to take care of the Spring rush better than ever before.

On March 5th we had a visit from a group of about sixty painters from Norwalk, Ohio. They spent the morning at the plant, and were very much impressed.

Chicago

Every Department in the Chicago Paint and Varnish Factory is running at maximum capacity at the present time and the indications are that we will continue to do so for some time to come. We show considerable increase in output thus far for the year, and are making extremely heavy shipments at this time to the warehouses. Our stocks are in better shape than ever before, and we will be well prepared to take care of the Spring business.

The Dry Color Works has been operating at capacity right straight through since August, and we have been obliged to run overtime to take care of the requirements.

The Insecticide Department manufacture in general is ahead of last year, even considering the late start we have made; and our new installations for increasing the capacity of the plant seem to have worked out in good shape.

The White Lead Department is about in the same condition as the other departments, running in excellent condition and having a hard time to take care of the orders they are holding.

Newark

Our new shipping and storage building projected some time ago has now become available for use and will afford us much additional storage capacity and enable our Shipping Department to handle outgoing shipments to much better advantage than has ever been possible in the past.

Spring stock orders and trade sales business generally has shown very marked improvement during the past two or three weeks, and the stock which has been accumulated during the Winter months is beginning to show some depletion.

A large volume of business for the Southwestern District has been handled during the month, some eight car-loads having been shipped.

Two very nice orders aggregating 3000 gallons of mill paints were shipped into the Southern States.

Lime-Sulfur orders which have been very slow in coming in have been quite numerous during the past ten days or two weeks. We have had an ample stock on hand and all orders entered for shipment the end of the month were handled promptly. We have in the neighborhood of 1000 barrels of this product still available and are in position to continue the good service.

* * *

"The scientific salesman is industrious. When he is not selling he is thinking. He constitutes himself a standing committee on ways and means to devise new plans and execute new schemes to promote his business. He keeps in close touch with his superior officers, seeks their confidence and gives them his, and establishes a closer bond of friendship between his customers and the house he represents."

-S. H. Stewart in a recent Bulletin.

* * *

The following was extracted from one of Mr. Ashbrook's splendid Bulletins:

One of the best town reports we have read in a long time covers Mr. Markley's call at Cause, Texas, and reads as follows: Our agent at this point went in competition with Sears & Roebuck's Paint, and painted one house with SWP and another house of the same size with S & R at $1.40 per gallon. The house painted with SWP cost $6 less than S & R, and our agent got $2 25 for the SWP. This proves conclusively our statement in last week's letter that SWP can successfully compete with any paint on the market.

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Representatives Competition to March 1, 1913

What's this? Omaha in second place in the race for new agents? Why it was only twenty-eight days ago that they were sixth in line with Mr. Berg leading the division with nine new agents. Now here they are, March 1st, in second place and Mr. Berg with twenty-one new agents to his credit. Fine work, Mr. Berg! That spurt of Omaha's has taken everybody by surprise. They're perilously near Portland's hitherto undisputed position as leader, and they've nosed Newark from her former proud position as second.

In new dealers and new other accounts, Mr. Conger still keeps up his splendid work and has added nineteen to his already high record. But Mr. Conger is not the only representative who can get after this kind of business. Up on those northwestern prairies where the cold, chizzly breezes are softly wafting to and fro there is a representative who certainly is a hustler. That representative is Mr. Lathrop, and his latest monthly performance has been to add thirty-one new dealers and other accounts to his list.

Again the "Omaha Boosters" have boosted Newark out of her former proud position. Through the strenuous efforts of Mr. Barker, Omaha takes third place.

Every division is on the jump and a lot of credit is due those divisions that are able to lead such a bunch of hustlers.

Leaders in New SWP Agents

Portland
J. W. Duncan 21
E. D. Taylor 11
B. R. Rogers 9

Omaha
C. I. Berg 21
F. A. Brown each 7
H. Dalton
F. C. Steele 6

Newark
G. S. Spottigue 10
A. D. Collins each 5
H. J. Howell
W. H. Porter each 4
A. Fuentes

San Francisco
F. W. Wansner 15
M. M. Wolcott 4
W. E. Carter 3

Kansas City
G. A. Dorwart each 13
E. J. Clare
R. E. Graham 11
C. G. Porter each 9
K. Miller

Philadelphia
E. D. Spencer 13
W. D. Peyton 8
J. J. MacDonald each 7
J. P. Minetree

Cleveland
W. A. Mason 10
F. R. Carruth each 8
W. S. Farlow
R. G. McKay
J. H. Hall each 7
H. S. Hill ...

Savannah
C. E. Shaw 10
R. N. Ballow each 7
J. H. Vehner
A. D. Kaser 2

Minneapolis
P. H. O'Neill 9
H. C. Lau 6
O. Mannerud 5

Birmingham
D. W. Hoge, 9
I. A. Steger 4

Cincinnati
F. B. Spangler
J. T. Menefee each 8
W. P. Hambaugh
W. M. Hoey
A. R. Cannon each 5
F. B. Swinefurd
J. C. Tizzi each 3

St. Louis
H. P. Reeds 8
W. V. Hammond 7
G. K. Leis 6

Texas
S. M. Shelton 7
C. S. Ragland 6
W. L. Morgan
T. H. Markley each 5

Chicago
F. A. Spoon... 7
C. F. Bennett 6
W. F. Gallinger
H. O. Allen each 5

New Orleans
R. P. Bennett... 7
T. Affleck ... each 5
B. Hodges ...

New England
W. L. Hessee 5
D. H. Thompson 4
F. H. Ripley 3

Los Angeles
S. G. Harless 3
I. B. McDade
G. W. Burrill each 2
G. F. Cannon 1

Leaders in New Dealers and New Other Accounts

Texas
G. C. Conger 110
C. S. Ragland 59
H. V. Wellmaker 26

Minneapolis
G. L. Lathrop 88
F. D. Randall 32
O. Mannerud 29

Omaha
J. Barker 64
C. I. Berg 44
F. C. Steele 22

Newark
G. Atharran 50
H. F. Hirsh 50
A. Fuentes 34

Savannah
C. E. Shaw 55
R. N. Ballow 44
J. H. Vehner 30

Birmingham
G. G. Menefee 55
I. A. Steger 35
D. W. Hoge, 29

Cleveland
E. L. Hess 54
F. R. Carruth 25
G. Dube 23

San Francisco
H. B. Lawrence 46
F. W. Wansner 31
W. E. Carter 28

Philadelphia
J. P. Minetree... 43
A. Larkins 41
J. J. MacDonald
W. H. Jarden, Jr each 37

New Orleans
M. D. Palmer 40
B. Hodges 28
T. Affleck
R. P. Bennett each 16

St. Louis
G. K. Leis 30
W. D. Nichols 33
R. J. Tooker 27

Portland
J. W. Duncan 37
G. P. Rogers 30
F. W. Hewes 28

Kansas City
A. M. Bollman 36
R. H. Nolte 27
E. J. Clare
C. G. Porter each 23

Los Angeles
R. L. Culver 32
I. B. McDade 13
G. W. Burrill 11

Chicago
R. W. Western 20
C. F. Bennett
P. L. Munger each 22
W. P. Hayes
J. H. Williams 21

Cincinnati
W. P. Hambaugh 29
F. B. Spangler
W. J. Peters each 20
J. T. Menefee 18

New England
W. R. DeWolfe 26
J. H. Havens 18
W. J. A. MacGowan 12



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