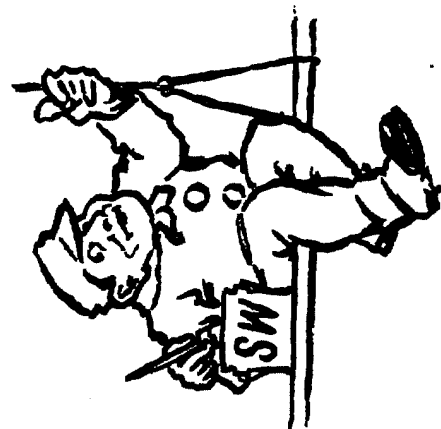


The Chameleon



I boosted Sherwin-Williams Paints

For all that I was worth.

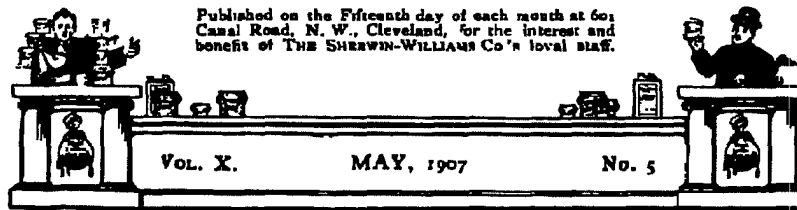
They've gone and done the same for me—

I'm 'way above the earth.



MAY 1907

The Chameleon.



STAYING POWER.



HE man who is going to win in his fight for success must be a *stayer*. He must possess courage, endurance and grit to go against and overcome the innumerable disappointments, discouragements and difficulties that beset his path.

Many enter the race full of confidence and hope, and they strike a good gait for a while, and everything looks bright ahead. They make great plans, indulge high aims and ideals, but the wear and tear of friction, the worry and trouble of opposition, inseparable from great exertion and large independent achievements, are too much for them. They can't stand the strain. They fret and worry and weaken, and at last throw up the sponge, disappointed, disgruntled—beaten.

"What's the use?" they exclaim. "The game's not worth the candle."

Here comes the test of staying power, the test of the struggle with self. There's a way out of every difficulty, a way to surmount every obstacle. It's up to us at such a time to find it and make good. Don't look for or expect relief outside yourself. It's strictly a personal affair. In any case, don't give up the fight. Hang on. Hang on. As long as you don't lose your grip there's hope. Rub up your dimmed eyes, stir up your tired intellect, clear your vision so you can once more look steadily on your aim. You are in danger if you lose sight of it. You're hopeless if you give up the fight.

"A little more persistence, courage, vim,
Success will dawn o'er fortune's cloudy rim.
There's no defeat, in truth, save from within,
Unless you're beaten there you're bound to win."

This business of ours is a strenuous one, and every little while I hear

of some promising one—tired of the struggle, dropping out, and nothing disappoints me more, for we want the promising ones to stay and make good.

Sometimes I wonder if the pace is not getting too swift, and if we are wrong in putting so much effort into our work—but I can't believe it. We might just as well say that the great man who operates from the White House at Washington, and sets the pace for us all, is wrong. We are but following his inspiring example.

Hang on. Hang on. It is worth while.

Edw. J. Fawcett
Vice Pres. & Gen'l Mgr.

Sherwin-Williams Order of Top-Notchers.

1906-1907 Competition. Standing March 1st, 1907.

Top-Notcher District Manager.
 1st, 1907. Trade Sales Department.

Mr. L. J. Fawcett

Top-Notcher Manager.

Mr. L. W. Wickett.

Top-Notcher Salesman.

Mr. W. A. Lathas, Central Pacific Division.

Top-Notcher Superintendent.

Mr. E. W. Lutes, Plant No. 1.

Top-Notcher Promoting Dept. Manager.

Miss Camp, Southern Pacific Division.

Top-Notcher Cashier.

Mr. H. E. Gerry, New England Division.

Top-Notcher Railway Representative.

Mr. J. H. Evans.

Top-Notcher C. & M. Representative.

Mr. G. C. Schell, Eastern Division.

Central Division.

1—Mr. J. L. Prudery,

2—Mr. L. M. Beaudry,

3—Mr. W. T. Moore.

Middle West Division.

1—Mr. D. Craig,

2—Mr. E. L. Moore,

3—Mr. P. L. Munger.

Southwestern Division.

1—Mr. E. E. Deansley,

2—Mr. W. W. Haynes,

3—Mr. J. J. Yewdell.

Central Pacific Division.

1—W. A. Lathas,

2—C. E. Feltch.

Southern Pacific Division.

1—Mr. G. W. Burrell,

2—Mr. G. E. W. C.

Eastern Division.

1—Mr. J. P. McIntire, Jr.,

2—Mr. C. W. Wallace,

3—Mr. M. B. Millspaugh.

New England Division.

1—Mr. R. P. Ketchum,

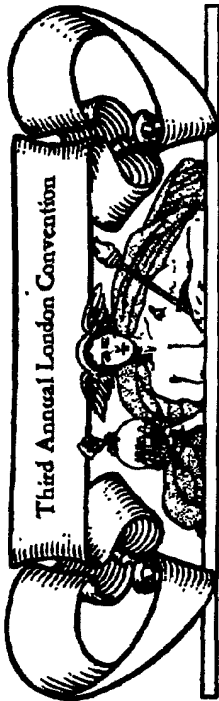
2—Mr. H. W. Farnham.

Canadian Division.

1—Mr. R. Vincent,

2—Mr. J. E. Auger,

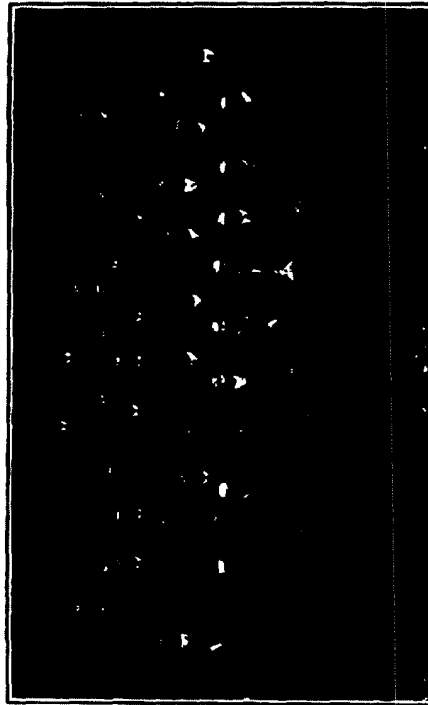
3—Mr. J. W. Benson.



When we published in THE CHAMELEON an account of the Second Annual Convention of our English business a year ago it was read with great interest by the staff on this side. Few articles in this magazine have evoked more comment or interest. We are confident that the accompanying account of the Third Annual Convention will also prove of great interest. The year has been a year of great growth and expansion of the London business as well as of great interest in the world. We are indebted to Mr. H. C. Kellogg, Sales Manager of the London business, for the following admirable write-up of the proceedings.

THE Third Annual Convention of the representatives of Messrs. Lewis Berger & Sons, Ltd., was held in London on March 19th to 22nd inclusive. Considerable interest had been manifested in the event for some weeks, inasmuch as the management had deemed it expedient to postpone the gathering from the original date of January 28th in order that the Convention Committee might have a little more time to round out their plans.

At 9 a. m. the representatives and managers met in the Convention Hall and spent half an hour socially in renewing old acquaintanceship. The



London Convention Group.

ideal weather conditions contributed not a little in every one feeling in the best of spirits, and kept the enthusiasm of all up to the highest pitch.

The roll was then called and it was found that there were in attendance forty-seven representatives and heads of departments, an increase of eleven members over last year.

Mr. Garson presided. The session was also fortunate in having the pleasure of Mr. Cottingham's attendance during the meeting. The Managing Director opened the meeting by a few well chosen remarks in which he warmly welcomed the different representatives, and dealt briefly with the most important subjects which would come up for discussion during the conference. He made a reference to the unavoidable absence through bereavement recently sustained by our Manchester city representative, and at Mr. Walbrook's suggestion a message of condolence was sent to Mr. Watson.



Convention Hall Lewis Berger Sons, Ltd.

After Mr. Garson had extended a hearty welcome to the new members of our traveling force he then called upon our chairman for a few words. Mr. Cottingham on rising was welcomed with enthusiasm, and stated that he found it a great pleasure to again have an opportunity of meeting in convention with the representatives of the English business. He stated that he felt sure the Convention was going to be a success, and while regretting the necessity for the absence of the representatives from their territories during the busy season, nevertheless he considered that the benefit to be derived from the meeting would justify the sacrifice and offer ample compensation for the time we were taking to devote to a discussion of those matters of common concern. After reviewing the work of the past year and commenting on plans for the future, Mr. Cottingham closed his remarks by stating that he would take further active part in the different sessions as they came before the meeting.

An interesting event then took place, namely, the presentation to Mr.

A. R. Walbrook of the Top-Notcher trophy, covering his work of the past year. Mr. Garson in handing to Mr. Walbrook a very handsome engraved gold locket stated that it gave him great pleasure to be able to present this slight token of our appreciation of his efforts, and he took occasion to remark on the untiring energy and perseverance which had characterized Mr. Walbrook's efforts which thus ended in his winning first place. He also added that inasmuch as Mr. Walbrook had had the benefit of a trip to the Cleveland convention and of the exchange of ideas with the staff across the water, we should hope later on to hear from him the result of his experiences in America, which, no doubt, many of the staff could turn to good account on their own territory.

Mr. Walbrook replied feelingly, and hoped that in his new duties as Manager of the Home Sales Department he would continue to merit the fellowship and support of his colleagues.

Mr. Kelson then took charge of the session, and he assured the representatives of the pleasure it gave him to meet them collectively once more, and expressed the hope that our deliberations would be fraught with many good and lasting results.

The basis of the Top-Notcher competition was then explained by Mr. Kelson, and the meeting was informed that it was our intention to put this actively into force, commencing with our next fiscal year. In the meantime the representatives could be making their plans accordingly in preparation for the start. Great interest was manifested by the traveling force in the announcement of this competition, and a few concluding remarks on the subject from Mr. Cottingham were listened to with appreciation.

The Convention then adjourned for the trip through the factory, which was handled by dividing the party into four squads, under the leadership of Messrs. Garson, Kelson, Loeb and Walbrook, accompanied by Mr. Sciplein, Mr. Maizy and several other members of the factory organization.

The trip through the plant occupied fully two hours, and in view of the important and considerable additions to our equipment since last year the time was spent very profitably. The squad leaders pointed out the different processes of manufacture and the convenience and ease of handling a large and growing business. Much interest centered in the plans for centralizing the work of the Dry Color Department, and the construction of the new building now under way was commented upon as being a vast improvement over former conditions. The plans for increased facilities in the Varnish Making Department and the additional equipment in the storage capacity impressed the representatives as an indication of the policy to push vigorously for this important business, and, later on, when figures were gone into relating to this important business, and the care exercised in making and aging varnishes, the traveling force had further evidences of the development made in this important branch of the business.

The Paint Manufacturing Department, under the direction of Mr. Lutes, formerly of the Montreal Plant, and also the Stock-keeping and Finishing Departments, all in very orderly condition, called forth many expressions of approval.

Lunch was served on the premises and went off very successfully. The

Advertising Department had very tastefully decorated the lunch room, and the novel and attractive menu cards, together with several new and inspiring Convention songs, made the lunch hour pass off very pleasantly.

After the group had been photographed an adjournment was then made to the Convention Hall and the meeting settled down to the business of the day.

It might be mentioned here as a matter of interest that the meeting convened in a special Convention Hall which had been prepared in our new warehouse building, where the decorations and seating accommodation were favorably commented upon. A special feature of the Convention which recommended itself for the future was an arrangement whereby a part of the hall was devoted entirely to the different exhibits. These embraced samples of many of our "old lines," together with numerous new introductions, thus giving an increased interest to the sessions. The keynote of the campaign, as suggested by Mr. Cottingham, was

"KNOWLEDGE IS POWER—KNOW YOUR LINE."

The endeavor of the Convention Committee to live up to the motto as far as possible and make the meeting instructive from every point was ably carried out, and it was noted with satisfaction that the remarks of the representatives and those in charge of the different discussions all tended in the direction of each one acquiring a better insight into the value of the goods themselves. While the English organization has met with many difficulties in the introduction of the new methods of marketing our products, nevertheless a critical observer would have noted a visible and increasing sense of confidence and enthusiasm on the part of the traveling force. As our policy of high quality goods, ably sold and effectively supported by our organization, is steadily improving under the new order of things and meeting with general favor, it is recognized that our progress is along the right lines.

Prior to the Convention the Committee on Organization held many preparatory meetings, and the following is an outline of the Convention organization who had the different matters actively in charge:

General Convention Committee—Mr. Garson, chairman; Messrs. Kelson, Sieplein, Loeb, Walbrook and Griggby.

Committee on Exhibits and Tests—Mr. Kelson, chairman; Messrs. Sieplein, Maisey and Coker.

Committee of Arrangements—Mr. Kelson, chairman; 1. Convention Room, Mr. Coker; 2. Hotel Accommodation, Mr. Walbrook; 3. Entertainment and Banquet, Mr. Berger; 4. Lunch Room, Mr. Cochrane; 5. Trip Through Factory, Mr. Sieplein.

At 2.30 p. m. on Monday afternoon the Convention reassembled with Mr. Kelson in the chair.

The first item on the program was the distribution of the representatives' new price lists, which were received with interest and favor. After a few points in connection with the price list had been referred to, "B. P." was then introduced and taken up carefully. Mr. Sieplein gave a strong talk on "B. P." and the manufacturing of this important line, which was then followed up by Mr. Kelson, who explained the great opportunities existing and the ways and means of securing the business. Our agency

proposition, selling to the painter and other such items were fully explained and drew forth many helpful suggestions from the traveling staff.

The Tuesday morning session was in charge of Mr. A. R. Walbrook, Manager of the Home Sales Department, and the first half of the morning was devoted to the C. & M. lines. Mr. Walbrook very ably handled the session, and he gave freely to the meeting the benefit of his past experience in introducing many of our specialties to the manufacturing trade in England, and also his impressions of the large scope for development. Inasmuch as Mr. Walbrook had an opportunity of visiting several of the important industries in America, after his attendance at the Cleveland Convention, the representatives listened with interest while he related his experiences. From this Mr. Walbrook then took up many of the Berger "old lines," which were gone carefully into in detail.

The afternoon session, under Mr. Kelson's direction, was largely devoted to many of our more recent introductions, and also the exchange of views between those representatives who had already some measure of success in selling these lines.

On Thursday the morning session was devoted in part to varnishes, the discussion being opened with a few preliminary remarks from Mr. Garson, who touched briefly on the growth of this department and also our plans for the future. The statistics given by the Managing Director of the output and capacity of this department were extremely interesting, as were also his intimations of the plans we had under way for rapidly developing this department of the business.

Mr. Walbrook then took up each varnish in detail, and the exchange of ideas proved of benefit to all.

Mr. Arnidge followed with a very interesting and instructive talk on metal paints, and by a unanimous vote it was suggested that this paper be printed and put into the hands of the representatives for their personal use.

The Enam-el-ac session developed into a veritable triumph for this beautiful piece of goods, and the samples shown of our make in comparison with other white japans demonstrated that we not only make the whitest enamel but also that it remains white for a longer time than any other and is most durable under the severest exposure. As a result of the Enam-el-ac session it is felt that the sales for this commodity will go forward with renewed vigor, especially so as it is our intention to aid the work considerably by a well defined advertising campaign.

All of the other lines of our manufacture were carefully taken up during the meeting and the illustrations of quality and advantages, coupled with the knowledge that our goods are right, did not a little to make every man feel that our position in this respect is daily growing stronger and that we are entitled to a steadily increasing volume of business.

In the majority of our lines the representatives were shown new and attractive advertising, also exhibits of work done with the goods, and exposure tests.

Mr. Schofield had a few moments' talk with the traveling force in respect to matters relating to credit and finance, and the exchange of ideas

between the sales force and the credit department promoted a closer harmony of feeling.

On Friday morning the Dry Color session was taken in hand by Mr. Garson, who interestingly described many of the important colors and their uses, and was followed by Mr. Berger, who spoke particularly in respect to the sale of Dry Colors to grinders, lithographers, printing ink makers and other such trade with which he is closely in touch.

The Convention requested that a copy of Mr. Berger's paper, in view of its comprehensive nature, be printed and placed in their hands, which he gladly consented to do.

The Advertising portion of the meeting was ably taken in hand by Mr. P. C. V. Grigby, who recently joined the staff as Manager of the Advertising Department. Mr. Grigby dealt thoroughly with the advertising proposition from several standpoints, and his keen grasp of our policy and



Display Room During Convention Lewis Berger Sons, Ltd.

interesting manner of handling this important department won for him the confidence of the travelling force. He explained carefully in a comprehensive manner the plans we had under way for improving and strengthening the advertising, and also referred specially to the promoting campaigns under way for the "B. P. A's", architects, decorators, etc., etc.

Towards the close of the meeting Mr. Kelson referred to the matter of representatives' outfit, which has been steadily assuming larger proportions, and after an open discussion a decision was reached in respect to the outfit which it is proposed to prepare, wherein all the requirements will be fulfilled.

Mr. Cottingham followed with good wishes, and the meeting concluded by singing one of the numerous Convention songs.

On Friday evening the management tendered a banquet to the representatives and heads of departments in the Holborn Restaurant, forty-eight being in attendance.

The banquet arrangements were ably carried out by Mr. Berger and the Queen's Hall was tastefully decorated for the occasion.

The musical program, contributed by our own talent, went off without a hitch, and again proved that we have in our ranks several very able entertainers, whose services in this respect were much appreciated.

The guests of the evening were Mr. N. G. Selfredge, former partner of Marshall Field, who is building the great new American store in London; Mr. S. J. Waring of Messrs. Waring & Gillow, Limited, the well known high class decorators and furnishers of Oxford Street.

Mr. Cottingham acted as toastmaster in his usual happy strain, while the gentlemen above named, including Mr. Garson, sat on his right and left.

After justice had been done to the menu (interspersed with Convention songs sung with rousing enthusiasm) Mr. Cottingham proposed the toast of His Majesty the King, which was followed by a toast to the President of the United States, both of which were most loyally and enthusiastically received.

The toastmaster then thoughtfully proposed for the first time the toast of "Mercury" (our trade mark), which, naturally, was received with much enthusiasm.

A cablegram from Mr. H. A. Sherwin expressing his hearty good wishes for a pleasant evening and regretting his absence was then read, and shortly after the entertainment portion of the evening was proceeded with.

We were indebted not a little to Mr. Walbrook for his efforts in working up several very inspiring Convention songs, which were rendered at frequent intervals, the whole company joining heartily in singing them to such an extent that we are sure that some of the stately old attendants will remember the evening when the Berger force held their banquet in this dignified old hall.

After the rendering of selections by Mr. Balrd, Mr. Lewis and Mr. Watson the company were entertained by Mr. Walbrook, who related in an interesting manner many of his American experiences. Mr. Bailey then followed with a song, after which the staff had an opportunity to still further increase their hoarseness with a few more Convention songs.

Our guests all made speeches of an enthusiastic and inspiring nature, and the banquet was brought to a close by the singing of "God Save the King" and "Auld Lang Syne."



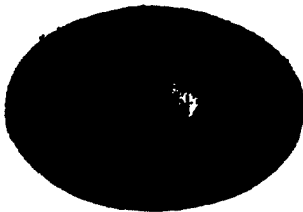
London Convention Menus.

Recent Changes in Administration Department and on Pacific Coast.

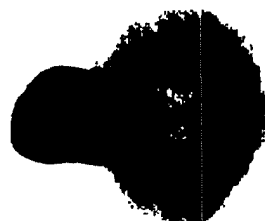
The following Bulletin was issued by the General Manager on May and announcing the creation of a new office and some promotions in connection with the administrative organization.



Mr. Alex. Schlater, General District Manager.



Mr. L. W. Wolcott, Who Succeeds Mr. Schlater.



Mr. E. A. Bradley, now Sales Manager Southern Pacific Division.

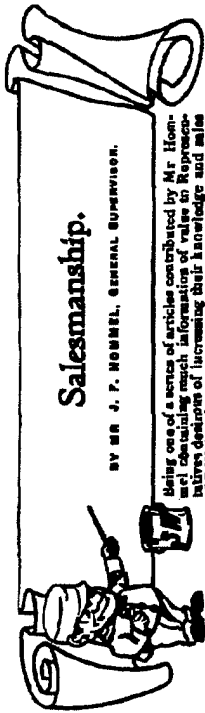
THIS is to advise you that a new position has been created in the Administration Department, to be known as General District Manager, and that Mr. Alex. Schlater has been appointed to fill it. Mr. Schlater will report to the Vice President and General Manager and have general charge of the business operations of our American districts and branches, the American district managers reporting direct to him. The Canadian and English districts will continue under the general charge of the Vice President and General Manager. Mr. Schlater will take up his new work at Cleveland after the forthcoming managers' meeting, and a list of the duties of his position will be issued later.

Mr. L. W. Wolcott has been appointed to succeed Mr. Schlater as Manager of the Pacific Coast District, with headquarters at San Francisco.

Mr. E. A. Bradley has been appointed Sales Manager of the Southern Pacific Division, succeeding Mr. Wolcott.

Yours very truly,

Vice Pres. & Gen'l Mgr.



BY MR. J. P. HORNELL, GENERAL SUPERVISOR.

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

THE man endowed with a definite purpose and courage to execute it, always has been and always will be recognized as a great man. He will, in the future as in the past, leave an indelible mark upon his time. The man who achieves success is a genius, whether he be artisan, merchant, or of the professions.

The man who adopts the profession of traveling salesman is generally actuated by one of three motives, *i. e.*, merely to earn a livelihood; travel over the country at another's expense; or else he deems himself peculiarly fitted to become a successful salesman.

Men frequently, through an error of judgment, take up the wrong line of work, and sometimes make the discovery before it is too late to avoid disaster and a ruined career. Every man, generally speaking, has adaptability along some particular line; it is very essential that the right line be found. Salesmen are not necessarily born so, but become so through sheer determination and force.

The principal requisites to successful salesmanship are conscientiousness, keen perception, individual initiative, skill, diplomacy, resourcefulness, and personal sacrifice when necessary.

The successful salesman thoroughly believes in himself, his house and his line. He plans a campaign, often far in advance, and conforms thereto, omitting no minor detail. His territory is his place of business, where he develops the business and himself to their full capacity. He is always alert and equal to any emergency. He knows himself, his line and his trade, knows when to begin, when to stop, knows no defeat. He does not overlook a single sales possibility, nor a single item in his line. He closes the bars against his competitors and keeps them closed by selling his trade all they will stand. Not too much, nor too little, but enough. His trade soon learn to trust him and defer to his judgment, and he never abuses a confidence. He is the best friend a retail merchant has, he is the natural and indispensable link in the chain of commerce which binds together in a harmonious relationship the manufacturer on the one hand and the consumer on the other. He plays an important role in the onward march of the great pageant, Commerce, which moves ever on and up. It is his privilege to aid the execution of big enterprises and subsequently share the honor and reward of great achievements. While the weak man merely

delays, he does not, nor can he be allowed to, block commercial development through indifference or inability—he must give way to the master salesman.

No man should be satisfied, nor can he be said to have reached the maximum of his expectations until he is getting every dollar's worth of business in his territory upon which he has a legitimate claim.

The successful salesman is never uncertain about the renewal of his service contract on an equitable basis, and he confidently looks forward to the time when he will be invited to assume increased responsibilities and enter upon a wider career.

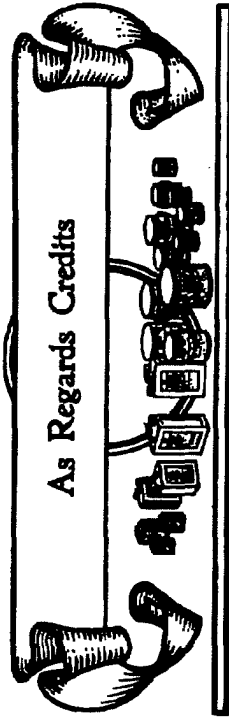
Opportunity is knocking at the door of millions of men today as never before, but the ears of many are not properly attuned to enable them to hear the knock, and they go through life with a firm grasp upon the guard rail of a craft which is being guided by a stronger man, because it is manifestly easier than to do the guiding themselves. But for a lack of initiative and courage, many men in the ranks today might be known as capitalists of industry. This is distinctively an age of development, the development of personal strength, resource, confidence, courage, as well as development along mechanical or commercial lines.

Salemanship is a mighty race,
Where the best man generally wins.
Some think the race is over
Before the running begins,
Many are winded while scoring,
While others drop out on the way,
But the man with a will,
Resource and skill,
As a rule will carry the day.

A Lively Brush.



This is a mind's-eye view of the Top-Notcher competition as seen by Representative G. L. Reinsford, New England Division.



The Editor of The Chameleon:

The following (from an exchange in my mind, so well worth printing) is a bill of exchange. An exchange of cashiers, representatives and others will appreciate it. I have will follow.

S. P. FARM.

No salesman, however brilliant, can expect to succeed in the long run who saddles his firm with uncollectible or troublesome accounts. He is a bill of exchange. He is the first judge of credits in every transaction. The firm may exercise supervision—may accept or reject his giving of credit—but they depend upon his judgment more than any other source of information and look to him as the man on the ground. To be a good judge of credits is a vital requisite, therefore, in a good salesman, and this means a great many things to be avoided as well as accomplished. The shrewdest and most experienced sometimes makes mistakes. But they are few. Poor credits usually betray themselves to the close observer and a general warning may be sounded for the young salesman's guidance. Do not depend upon rating books. They are a help. But they also are misleading. Commercial ratings sometimes are obtained under difficulties and are then colored by the reporter's personal resentment in being curiously dealt with. Others are too generous—based upon the subject's own glowing sense of his ability to pay for what he buys. You easily can detect the inaccuracy of commercial ratings by comparing the reports of one agency with those of another on the same man. They frequently are widely different. And this is the principal reason why the house depends upon the salesman for credits. Reports are not reliable.

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Silver Tea Set Presented to Mr. Alex. Scialer by Staff of Central Pacific Division Upon His Removal to Cleveland.

New Weber Chimney for Cleveland Plant.



OUR illustration shows the new chimney with which the Cleveland factory has been equipped. It is 150 feet high, and for the reason that it is built on the bank of the Cuyahoga river on rather uncertain ground it was necessary to sink piles to the depth of 35 feet to insure solidity. According to rated capacity this chimney will serve

boilers necessary to develop 1200 horse power, and supports a system of forced draught previously used. This chimney is built on the Weber system of steel rods and concrete and is the only chimney of this nature in Cleveland. It has a graceful appearance, is reputed to be earthquake and weather proof, and to date has done its work in a very satisfactory manner.



"Opportunity."

In an ancient Greek city there once stood a statue, and this epigram was carved below it:—

"What is thy name, O statue?"

"I am called Opportunity."

"Who made thee?"

"Lysippus."

"Why art thou on thy toes?"

"To show that I stay but a moment."

"Why hast thou wings on thy feet?"

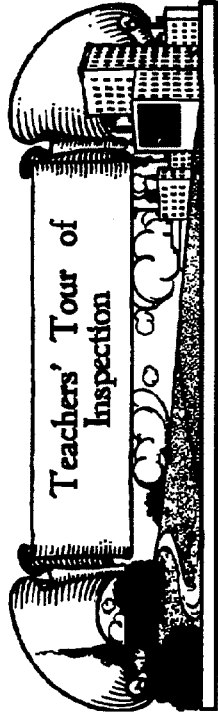
"To show how quickly I pass by."

"But why is thy hair so long on thy forehead?"

"That men may seize me when they meet me."

"Why, then, is thy head so bald behind?"

"To show that when I have once passed I cannot be caught."



Teachers' Tour of Inspection

ON the afternoon of May 10th The Sherwin-Williams Co. was "at home" to those attending the Art-Mannual Training School Convention in Cleveland. About 350 delegates, representing all parts of the country, availed themselves of the opportunity to inspect our works. After being shown through the entire plant the visitors were served with light refreshments in the Club Rooms, which were suitably decorated for the occasion. In this room, as well, we displayed panels finished in Handcraft Stains,



Club Room During Teachers' Visit.

Varnishes and Flat-tints which were much commented upon and admired.

Each delegate upon leaving was presented with a folio of color cards and booklets and a souvenir spoon upon the bowl of which was engraved likeness of Cleveland's new Manual Training School.

The visitors were much pleased with their afternoon and were impressed with our methods of making paint and varnish.



Some of the Visitors.



Want a Salesman.

WE have received a communication from The United Hardware Co., of New Orleans, La., to the effect that they require a first-class all-round paint salesman for their paint department. If any of our representatives know of someone who can qualify, and whom they would like to help, put him in communication with The United Hardware Co.



Central Division.

It has been decided by vote of the employees of this division to hold our annual picnic this year at Cedar Point, July 23d. This is one of the most popular resorts on the lakes and is a most appropriate selection, as S. W. P. covers the majority of the large buildings, and in the future we have this promise that our products are to be specified exclusively.

The S. W. P. advance met with but little opposition and has not interfered with our plans outlined for the spring work in the least. It is only natural that there should be a few exceptions, but we have every confidence in the ability of our representatives to clearly explain our position and the justice of making the advance.

Now that the spring season is here, we are making a special effort to have our representatives go after "seasonable" business. This is the time of the year when summer resorts, large institutions, hotels, etc., are in the market and we are making every effort to fill their requirements. Only last week Mr. B. L. Reynolds landed an order from a large sanitarium in Tennessee, selling 125 gallons of S. W. P., 30 gallons of P. F. P. and 97 gallons of Shingle Stain. Mr. John I. Gill recently received specifications for a large summer resort near Cleveland, and some time ago Mr. Ralph Baker succeeded in closing a contract with an electric light company in Michigan for an order for Pole Paint amounting to over \$1000. We can cite many other instances where our representatives have been successful in going after this class of trade. "Seasonable" business is what we should go after now and we hope the men will make even still greater efforts to land these orders before the season is over.

We have just been successful in closing a contract with the Cleveland Electric Railway Company for their entire year's requirements of paints and colors. This went to competitors last year on account of price, and the fact that we succeeded in securing the order this year demonstrates that while higher in price our goods are more economical in the long run, and that it is not price but results that are finally considered.

Orders received from car builders for the week ending May 4th amounted to over 14,500 gallons. In addition to this an order was secured by the Railroad Department for about 1000 gallons of Acheson Graphite.

We are glad to note the progress that our representatives are making in getting over their territories. Several have already made every town on their list of "workable towns not visited" and we feel sure that before Sept. 1st all will have a clear record.

Southwestern Division.

Another High Record.

Mr. H. B. McNair, our Utah representative, has the record of having landed the largest single order for Shingle Stains in the history of the Company. Mr. McNair secured an order from a smelting and mining company in his territory which called for the following goods: 5,000 gallons Preservative Shingle Stain, 300 gallons Enameloid Pearl Gray, 200 gallons S-W Primer Gray, 200 gallons Special Interior Colors. This proves that the Southwestern District has its full quota of record-breakers.

Mr. Ben. L. Haynes, our new representative on Territory 608, is evidently out after a record. He has already landed three new agents and secured one carload order, and he has only had charge of the territory for thirty days.

The month of April was another record-breaking month. Our sales exceeded those of any previous April in the history of this Division.

Mr. R. L. Graves is making an exceptional record in his sales of Floor-lac. It has been necessary for us to increase our Omaha stock limits to take care of his orders.

During April we received carload orders as follows: Mr. H. B. McNair, two carloads; Mr. W. W. Haynes, two; Mr. D. C. Jordan, two; Mr. J. H. Riviere, one; Mr. Ben. L. Haynes, one; Mr. Geo. E. Cannon, one; Mr. E. S. Donnelly, one. We regret that owing to the rush of orders at the factories these have not been shipped, but they will certainly make May a banner month.

Mr. W. R. Ashbrook wears the belt in this Division for having landed the greatest number of New Accounts to date.

The Southwestern representatives welcomed the advance in the price of S. W. P. and P. F. P., for this puts us out of range of the cheap competition. We're away out of shooting distance.

Central Pacific Division.

We were very much pleased to have Mr. Schaler with us for a few days recently, en route from Los Angeles to Portland and Seattle. Mr. Schaler called on a number of our agents along the line, as well as visiting our numerous city agencies here and in Los Angeles. We believe he was

impressed with the rapid progress being made in the rebuilding of San Francisco, and when we are in good order once more trust we may be on his route list for another visit.

Seven new agencies added to our list this month. We can handle still more, so don't let up on that one particular prospect that has almost decided. Gather him in and then try for another. There is quite a field yet waiting to be convinced.

Several orders and repeat orders have come in from Mr. Arnold's special work among architects and contractors on our Metal Protective line and the outlook is A-1. He has received numerous compliments on THE SPECTRUM, which is one of the few magazines that many of the architects consider worth saving for reference.

It is an inspiring sight to see the fine, new street cars of San Francisco coming down Market street—all painted with S-W. Car Body Color No. 521 (our handsome green), due to Mr. Parsons' labor in the good cause. Over 1000 pounds so far.

Southern Pacific Division.

We were favored with a visit from our General Sales Manager, Mr. A. E. Schafer, and our District Manager, Mr. A. Schaler, during the past month. Some good suggestions were made by them which we will make good use of. We believe Mr. Schafer was quite surprised at the growth of Los Angeles, as this is his first visit here for about five years.

Mr. F. B. Chapman is taking hold in good shape of Territory 521, and has our best wishes for his success.

The month of April was a good one, but we will have to hustle to overcome the effects of Fiesta, which starts Monday.

SALES DEPARTMENT NOTES.

Competition Reports

Three-quarters of the 1907 competition is over. It's time to spurt for the finish. There are a lot of good men entered in this race, so that there is all the more satisfaction in beating them. The three remaining laps should be the best "going" of the year. You can make them so, and even if you are not first under the wire in September you will not regret the effort.

Central Pacific and Southern Pacific Divisions were not received this month, so that standings shown are not representative in all cases.

We give on following pages the standing of Divisions to April 30th, 1907.

Leaders in New S. W. P. Agents.

The standing of Divisions under this heading is unchanged since last month.

Southwestern Division, J. H. Rivers.....	35
Middle West Division, D. G. Craig.....	29
Central Division, F. A. Dondale.....	23
New England Division, E. W. Putnam.....	22
Canadian Division, G. E. Rosner.....	20
Eastern Division, E. H. Meyer.....	20

Leaders in New Dealers.

Middle West still leads, with Eastern in and place.

Middle West Division, D. G. Craig.....	66
Eastern Division, E. S. Wallace.....	43
New England Division, H. W. Putnam.....	37
Southwestern Division, J. B. Craig.....	33
Canadian Division, G. E. Rosner.....	30
Central Division, S. H. Robinson.....	28

Leaders in Other New Accounts.

In the absence of report from Central Pacific, which led last month, Middle West is first.

Middle West Division, D. G. Craig.....	52
Eastern Division, C. C. Gray.....	47
Southwestern Division, W. E. Ashcroft.....	44
New England Division, H. C. Jew.....	43
Canadian Division, C. E. Sears.....	39
Central Division, A. N. Merrill.....	37
E. S. Blanchard.....	37

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

A splendid jump of 46 by Middle West makes their lead a good one for this month. New England is and again.

Middle West Division, D. G. Craig.....	169
New England Division, H. W. Putnam.....	90
Southwestern Division, W. E. Ashcroft.....	82
Eastern Division, E. S. Wallace.....	76
Central Division, S. H. Robinson.....	60
Canadian Division, G. E. Rosner.....	59

Leaders in Floor Finish Sales.

Standing in this department is unchanged both as regards Divisions and representatives.

Canadian Division, J. B. Craig.....	127
Eastern Division, E. S. Wallace.....	121
Central Division, F. A. Dondale.....	117
New England Division, H. W. Putnam.....	115
Middle West Division, D. G. Craig.....	113
Southwestern Division, W. E. Ashcroft.....	111
Central Division, S. H. Robinson.....	109
Canadian Division, G. E. Rosner.....	107

Leaders in Shelf Goods Sales.

Eastern and Central have changed positions since last month. This is a very close race.

Central Division, J. B. Craig.....	127
Eastern Division, E. S. Wallace.....	121
Canadian Division, G. E. Rosner.....	117
Middle West Division, D. G. Craig.....	115
Southwestern Division, W. E. Ashcroft.....	113
Central Division, S. H. Robinson.....	111
Canadian Division, G. E. Rosner.....	109
Middle West Division, D. G. Craig.....	107
Southwestern Division, W. E. Ashcroft.....	105
Central Division, S. H. Robinson.....	103
Canadian Division, G. E. Rosner.....	101
Middle West Division, D. G. Craig.....	99
Southwestern Division, W. E. Ashcroft.....	97
Central Division, S. H. Robinson.....	95
Canadian Division, G. E. Rosner.....	93
Middle West Division, D. G. Craig.....	91
Southwestern Division, W. E. Ashcroft.....	89
Central Division, S. H. Robinson.....	87
Canadian Division, G. E. Rosner.....	85
Middle West Division, D. G. Craig.....	83
Southwestern Division, W. E. Ashcroft.....	81
Central Division, S. H. Robinson.....	79
Canadian Division, G. E. Rosner.....	77
Middle West Division, D. G. Craig.....	75
Southwestern Division, W. E. Ashcroft.....	73
Central Division, S. H. Robinson.....	71
Canadian Division, G. E. Rosner.....	69
Middle West Division, D. G. Craig.....	67
Southwestern Division, W. E. Ashcroft.....	65
Central Division, S. H. Robinson.....	63
Canadian Division, G. E. Rosner.....	61
Middle West Division, D. G. Craig.....	59
Southwestern Division, W. E. Ashcroft.....	57
Central Division, S. H. Robinson.....	55
Canadian Division, G. E. Rosner.....	53
Middle West Division, D. G. Craig.....	51
Southwestern Division, W. E. Ashcroft.....	49
Central Division, S. H. Robinson.....	47
Canadian Division, G. E. Rosner.....	45
Middle West Division, D. G. Craig.....	43
Southwestern Division, W. E. Ashcroft.....	41
Central Division, S. H. Robinson.....	39
Canadian Division, G. E. Rosner.....	37
Middle West Division, D. G. Craig.....	35
Southwestern Division, W. E. Ashcroft.....	33
Central Division, S. H. Robinson.....	31
Canadian Division, G. E. Rosner.....	29
Middle West Division, D. G. Craig.....	27
Southwestern Division, W. E. Ashcroft.....	25
Central Division, S. H. Robinson.....	23
Canadian Division, G. E. Rosner.....	21
Middle West Division, D. G. Craig.....	19
Southwestern Division, W. E. Ashcroft.....	17
Central Division, S. H. Robinson.....	15
Canadian Division, G. E. Rosner.....	13
Middle West Division, D. G. Craig.....	11
Southwestern Division, W. E. Ashcroft.....	9
Central Division, S. H. Robinson.....	7
Canadian Division, G. E. Rosner.....	5
Middle West Division, D. G. Craig.....	3
Southwestern Division, W. E. Ashcroft.....	1

Division Leaders in Varnish Sales Competition.

Under this heading divisions are shown according to seniority and not competitively

Central and Southern Pacific Division reports are not shown herein.

Standing of representatives to April 30th is given below:

Largest Number of Orders Accepted from Painters Sold Direct.

Central Division,

1st—Jno. I. Gill,
2nd—F. A. Douglas.

Middle West Division,

1st—W. H. Kane,
2nd—P. L. Munger.

Eastern Division,

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

New England Division,

1st—H. B. Rich,
2nd—H. C. Joy.

Canadian Division,

1st—J. E. Auger,
2nd—J. W. Benson.

Southwestern Division,

1st—Geo. E. Cannon,
2nd—W. H. Barber.

Largest Aggregate Sale to Painters Direct.

Central Division,

1st—Jno. I. Gill,
2nd—F. A. Douglas.

Middle West Division,

1st—P. L. Munger,
2nd—H. J. Moreland.

Eastern Division,

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

New England Division,

1st—H. B. Rich,
2nd—R. F. Ketchum.

Canadian Division,

1st—J. E. Auger,
2nd—W. S. Fallis.

Southwestern Division,

1st—W. W. Haynes,
2nd—H. B. McNair.

Largest Number of Orders Accepted from Dealers Direct.

Central Division,

1st—J. L. Ponder,
2nd—H. P. Torrance.

Middle West Division,

1st—V. P. Bennett,
2nd—H. J. Moreland.

Eastern Division,

1st—E. S. Wallace,
2nd—G. S. Spettigue.

New England Division,

1st—R. F. Ketchum,
2nd—H. C. Joy.

Canadian Division,

G. E. Boomer,
R. Johnson,
1st—C. A. Thomas,
J. E. Auger,
J. W. Benson,
2nd—D. Crevier.

Southwestern Division,

1st—J. B. Craig,
2nd—S. S. Harris.

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

Central Division,

1st—J. I. Gill,
2nd—O. A. Austin,
H. C. Jacobus.

Middle West Division,

1st—M. S. Krimbill,
2nd—D. G. Craig.

Eastern Division,

1st—F. S. Slater,
2nd—E. S. Wallace.

New England Division,

1st—R. F. Ketchum,
2nd—H. C. Joy.

Canadian Division,

1st—J. E. Auger,
J. W. Benson,
2nd—J. McMartin.

Southwestern Division,

1st—S. S. Harris,
2nd—W. H. Barber.

Highest Percentage of Varnish Estimate.

Central Division,

1st—F. A. Douglas,
2nd—E. S. Blanchard.

Middle West Division,

1st—D. G. Craig,
2nd—P. L. Munger.

Eastern Division,

1st—P. M. Dickey,
2nd—W. H. Price.

New England Division,

1st—R. F. Ketchum,
2nd—F. B. Hare.

Canadian Division,

1st—H. H. Eger,
2nd—J. J. Whalen.

Southwestern Division,

1st—W. W. Haynes,
2nd—J. H. Riviere.