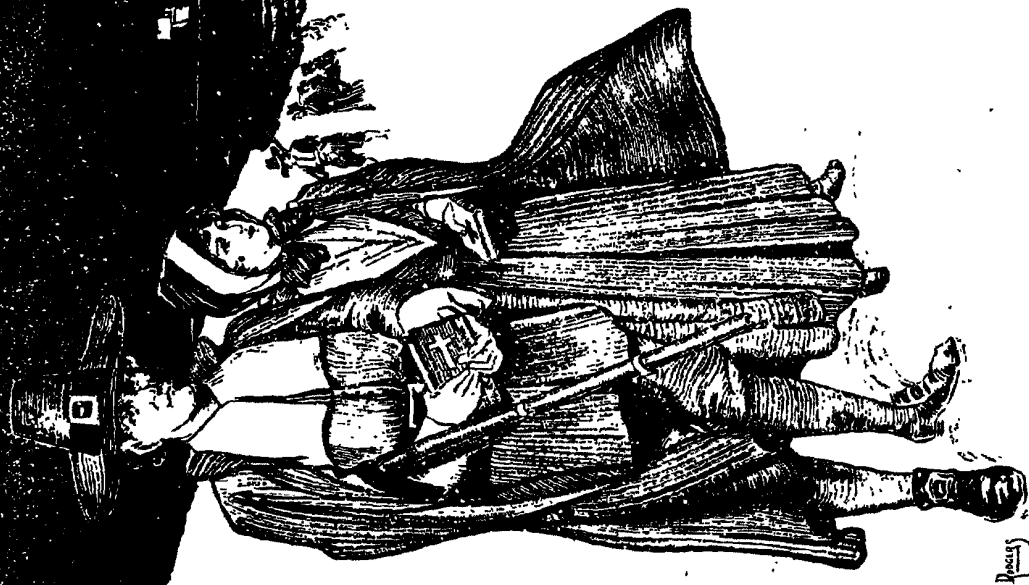


The Chameleon



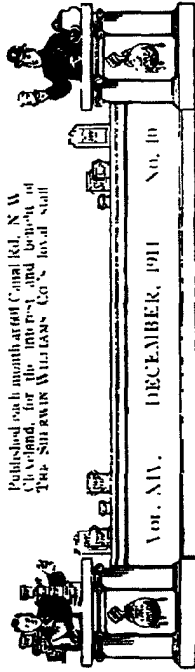
December 1911

THE specialist is the
man who concentrates
and thoroughly
masters his work.

Be a specialist!

The Chameleon

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



Vol. XIV. DECEMBER, 1911 No. 10

The Top-Notchers

IN this number of *The Chameleon*, we give the results of last year's Top-Notcher competition, and I want to very heartily congratulate the winners.

One regret I always feel at this time, and that is by reason of our not having the big convention of our entire organization every year, I miss the very pleasant privilege of personally presenting the Top-Notchers their awards. We delight to honor the winners in this great event, and they deserve honor and praise and our very best thanks, for it's a great achievement for any member of the staff to win a place in this competition. It marks him an exceptional man in the organization. It is most convincing evidence that he has accomplished something more than ordinary in the year's work; and so I wish to say to each and every man in the Top-Notcher list, well done, well done! We are proud of you, and we take off our hats to you and wish you well in all your future undertakings.

Mr. Walter H. Cottingham

It is this striving on the part of our staff to become top-notchers that has made our organization the top-notch organization in our line in the world, and I am glad this spirit of friendly rivalry and contest is as keen today as it ever was among us, for it is only by our putting forth individually and unitedly our finest efforts that we can expect to hold this proud position which we have struggled for so persistently; and which we mean to keep against the ever increasing competition that opposes us.

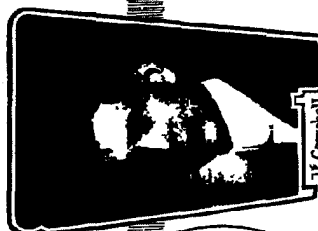
Business is a fight. Don't ever forget that. It's a contest of brains, energy, skill and endurance. Only the alert, the strong and the persevering can hope to win, for the struggle grows always in intensity.



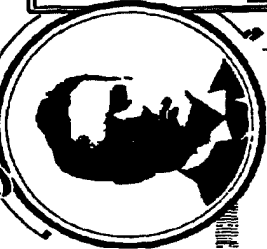
H.C. Ware T.R. H&D Rep



W.E. Parsons R.R. Rep



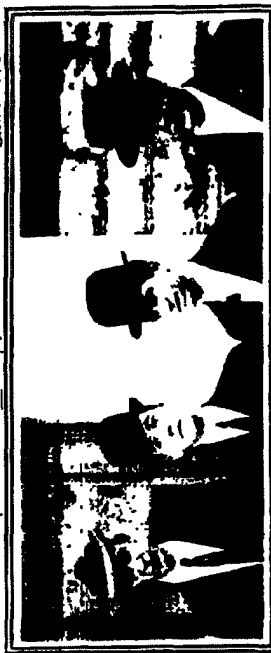
J.L. Campbell
Carter Car Dist



E. J. Lawrence
Vgt. Birmingham Store



W. J. Lawrence
Jencks H. Dept



G.G. Mowatt
Salisbury - At Allen & Boplin Rd. Dist. J.A. Slinger & Co. Rep. H. Dist.

TOP
NOTCHERS
of 1911

Therefore to hold our place we must keep in training. Remember that We have gone through a difficult year, and we have done well. We are well on the way in another new business year, and every week we are plowing ahead of the same week a year ago. We have struck the old pace; and it's fine to see the steadiness and the confidence with which every division is marching forward. We hear from many around us that business is not good; that they fear for the future as things are never good in a presidential year, etc., etc.; but we in this organization entertain no such feelings. We are steaming up; we are increasing the power; and we fear nothing ahead. Indeed, I believe we are on the eve of another great expansion in this aggressive organization of ours, for I have never seen it work more smoothly or move with greater confidence and enthusiasm than right now. There's nothing wrong with the country, if there is with politicians and speculators. There's still plenty of opportunity for legitimate business to grow, and that's all we want in this top-notch outfit of ours.

Don't ever think we're content to stand still or to rest on our laurels. We intend to keep on growing, if for no other reason than to give the "young blood" that is coming strong in our organization a chance—a chance to make new records; and it wouldn't surprise me to see them make such records that will make the old ones—some of us "old timers" have been proud of—look tame indeed. There's lots of work yet to do, and a magnificent chance for those who can successfully do it.

Arthur H. H. Shaw
President.

Retail Store Top-Notcher



DURING the past fiscal year a Top-Notcher Competition has been waged between the different retail stores controlled by The Sherwin Williams Company. The managers of these stores have taken a keen interest in the competition and the honors were highly contested. Mr. G. A. McLachlan, of the Detroit Store, and Mr. E. F. Keene, of Binghamton, N. Y., tied for first place in general showing, each receiving a bonus of \$100.00. Mr. G. A. McLachlan was also successful in winning the varnish competition, receiving an additional award of \$50.00.

Finish every day and be done with it. You have done what you could. Some blunders and absurdities, no doubt, crept in. Forget them as soon as you can.

—Emerson.

The Winners of the 1911 Competition

AFTER a hotly contested race the Top-Notcher has been won and we are proud to congratulate the successful contestants upon the splendid results accomplished. In many respects the competition was the most successful yet held, and never have the representatives and even the organization put forth greater efforts to achieve a record in general competition. The picture at the top of the page and the picture at the bottom originally were the same print, but the picture at the bottom has been retouched to give it more account of space. The Mississippi Valley record in having the Top-Notcher District Manager, Top-Notcher Promoting Department Manager, Top-Notcher Cashiers and the Top-Notcher entire Company.

Top-Notcher District Manager—
Mr. F. F. Myers, Mississippi Valley District

Top-Notcher Sales Manager—
Mr. G. G. Mowat, New Orleans Sales Division

Top-Notcher Trade Sales Representative—
Mr. T. Affleck, Mississippi Valley District

Top-Notcher Manufacturers' Sales Representative—
Mr. H. C. Ware, Central District

Top-Notcher Railway Representative—
Mr. E. T. Parsons, Pacific Coast District

Top-Notcher Superintendent—
Mr. W. J. Lawson, Newark Factory

Top-Notcher Promoting Department Manager—
Mr. H. W. Nessel, Mississippi Valley District

Top-Notcher Cashier—
Mr. J. E. Campbell (Tie) Central District
Mr. T. G. Murphy (Tie) Southwestern District



General Standing Managers' Top-Notcher Competition to September 1st, 1911

District	District Managers	Place	Record	Points
Mississippi Valley	Mr. E. F. Myers	1	93.01	572
Western	Mr. R. W. Sample	2	78.78	484 1/2
Pacific Coast	Mr. L. W. W. J. J.	3	77.48	476 1/2
Atlantic Coast	Mr. H. D. Whitely	4	74.12	462
Southwestern	Mr. E. R. Galt	5	73.96	461
		6	72.93	448 1/2
Division	Sales Managers			
New Orleans	Mr. G. G. Mowat	1	80.84	552 1/2
San Francisco	Mr. D. A. Aronson	2	83.17	541 1/2
Newark	Mr. J. R. Stout	3	75.37	481 1/2
Chicago	Mr. S. H. Stewart	4	74.07	453 1/2
Minneapolis	Mr. A. E. K. K.	5	69.76	439
Cleveland	Mr. H. R. S. S.	6	68.41	419 1/2
Omaha	Mr. C. V. Jordan	7	66.42	408 1/2
Philadelphia	Mr. J. H. Kuntz	8	57.15	351 1/2
Los Angeles	Mr. W. R. Ashbrook	9	55.12	341
Indianapolis	Mr. W. W. Haynes	10	53.86	339
St. Louis	Mr. W. J. Bland	11	54.63	336
Savannah	Mr. W. J. Bland	12	54.31	334
Kansas City	Mr. W. J. Bland	13	46.18	284
Boston	Mr. B. H. Cannon	14	44.58	274
		15	43.50	267 1/2

Top-Notcher Traveling Representatives to September 1st, 1911

Trade Sales Department

Central District	Points	Southwestern District	Points
1. H. H. Hall	686 1/2	1. P. M. Russell	710
2. W. S. Harshbarger	644	2. E. L. Berg	650
3. G. Dube	633 1/2	3. E. Gross	645 1/2
Western District		Atlantic Coast District	
1. P. H. O'Neill	685 1/2	1. E. C. Donahoe	665 1/2
2. H. J. Law	664 1/2	2. E. L. Berg	641 1/2
3. H. C. Gustin	662	3. W. S. Cannon	636 1/2
Mississippi Valley District		New England Division	
1. T. Amick	744 1/2	1. H. Haynes	726
2. A. E. Allen	716	2. E. T. Fowler	718
3. J. V. Sager	690		
Pacific Coast District			
1. E. W. Wanner	725 1/2		
2. C. S. Travers	692		
3. W. H. Lally	661 1/2		

Sales Manager Who Made Best Percentage of His Estimate on Varnish

New Orleans Sales Division
G. G. Mowat

Another New Department



THE bulletin issued by Mr. A. D. Joyce on October 26th, will be of interest to all members of the staff, because of the constantly increasing consumption of insulating materials. Mr. Hannan has had a thorough experience in the use and development of these products and will be able to give valuable assistance to all representatives.

Department of Sales and Distribution

The rapid development of our business on Insulating Varnishes and Insulating Materials has made it necessary for us to create a separate department for the handling of this business. Accordingly, effective immediately, the Insulating Materials Sales Department has been established and this Department will be under the direct charge of Mr. W. S. Hannan, who has been appointed Manager.

Mr. W. S. Hannan

Mr. Hannan will also have general direction of the laboratory for the testing out of Insulating Materials for the further development of the line. He will also have charge of the matter of developing Varnishes for fabrics and textiles, as materials of this kind are analogous to our line of Protective Insulating Materials.

Since his connection with our Company, Mr. Hannan has been signally successful in developing this business and now that he is charged with the responsibility of its further development, I am sure he will receive the cordial and hearty support of every member of our staff.

Admiral Joyce

Gen'l Mgr. Sales and Dist'n.

The S-W Glee Club, Cleveland

THE weekly rehearsals of The S-W Glee Club were resumed with the opening meeting of the season, held on October 2nd, at which time the officers for the ensuing year were elected. L. R. Greene, President; F. C. Kuhn, Vice-President; O. A. Hesse, Treasurer; J. D. Jones, Director.

It has been planned to extend the activities of the organization and several entertainments for the winter months are already under consideration. The present membership of the club is forty and those desiring to join will be made welcome. Meetings every Tuesday at 1 P. M.

Half of greatness is grit. When intelligence is backed up by the determination not to back down, the only thing under the sun that is impossible is something that can't be imagined.

Our Mines

By L. P. Fessler, Mining Engineer, Magdalena



Mr. L. P. Fessler

ZINC and lead being two of the principal ingredients of Sherwin-Williams Paints, it will not be amiss to give a description of the mines of our Company producing these ores and the occurrence of the many varieties found in the underground workings.

The town of Magdalena is a bustling little place, lying at the foot of a lofty range of mountains bearing the same name. The mountains extend north and south about 25 miles west of and parallel with the Rio Grande River. Their elevation is over 10,000 feet above sea-level and nearly 4,000 feet above the general level of the surrounding plains. A branch of the Atchison, Topeka and Santa Fe railroad furnishes ready access and good transportation facilities, and connects with Socorro, a city on the main line of the Santa Fe, 28 miles easterly. Kelly, the mining camp proper, lies on the western slope of the Magdalena range and the mines of our Company are in close proximity. The greater part of the population of both Kelly and Magdalena is composed of Mexicans and they form the main laboring class of the mines.

The Magdalena Range is geologically one of the oldest in this part of the Basin region. It is a huge, tilted block from which the sedimentaries have been almost entirely removed down to the Pre-Cambrian complex. In a word it is formed of the sediments deposited in the inland seas of the thousands of years ago, these being fitted up by eruptive formations in the interior of the earth's crust and congealed by heat and water action into compact masses of rock. Many beautiful specimens of the life of prehistoric ages, occurring mostly as shells of mollusks and the plant life of that time, can be found in the underground workings of our mines.

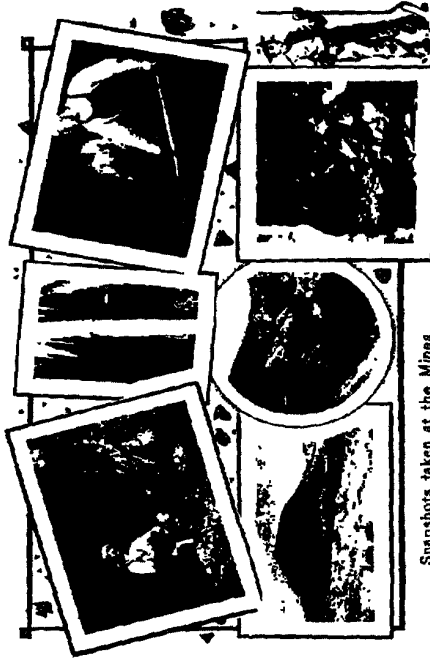
The property, incorporated as the Ozark Smelting and Mining Company, and known all over the world as the Graphic Mines, far famed for the beautiful specimens of lead, zinc and copper ores, is situated on one of the enormous plates of limestone that have been able to resist the attacks of the elements. For more than a generation, the Graphic Mine has been widely known as a great lead producer. It was first located by Col. J. S. Hutchinson, early in 1866 (Mr. Hutchinson is still among the living, residing in Magdalena, hale and hearty as ever). The easily reduced lead carbonates were shortly after that date smelted in adobe furnaces (Mexican fashion) and the resulting pig lead was shipped over the old Santa Fe trail by ox teams to St. Louis, Mo. It was not until 1878-9, however, that active mining took place, and in 1881 the building of the Rio Grande Smeltery at

Socorro by the late Gustave Billings, and the extension of the railroad to Magdalena, the camp took on an increased activity. In 1893, a lead smeltery of 100 tons daily capacity was erected by the former owners who smelted many thousands of tons of the lead carbonate ores.

In 1902, began the era of the mining of zinc ores which has become today the principal industry of the camp. In 1903, C. T. Brown and J. B. Fitch, lessees of the Graphic Mine, sent some Smithsonite, a zinc carbonate ore, to Missouri and the ore proved so satisfactory to pigment manufacturers that more was asked for. Shortly afterwards, our Company purchased the mine. The production of the mine to this date was said to be in excess of \$3,000,000.

Our mines have underground workings, which, if placed in a long line, would reach some 4 miles in length. This is comprised mostly of drifts, crosscuts, tunnels, winzes and raises. Some of the steeper underground could be made into a good-sized banquet-room, being 25 to 50 feet wide, 300 to 800 feet long and 100 feet high. The immense slopes which occur on the different levels amply attest the enormous bodies of ore that have been removed.

The workings are reached by several entrance tunnels, the main one and the lowest in elevation being known as the Waldo. From the entrance one goes into the ground horizontally in an easterly direction 1,500 feet, crossing the many inclinations of shales, quartzites and limestones until the main horizon is reached, called the Silver Pipe limestone where most of the important ore bodies are found. Drifts have been run north and south at this end of the tunnel a thousand feet each way and in the north drift one of the largest deposits of zinc sulphide ore has been found, there being over 250,000 tons blocked out and approximately a million tons in sight, with vast territory still to be



Snapshots taken at the Mines

developed. These north and south drifts comprise the ninth level of the mine, the eight others lying above at approximate elevations of 100 feet apart, on an inclination angle of 45 degrees. The third level is connected with the outside world by the Graphic Tunnel, through which most of the ore was removed in the early days. From the sixth level up are located the old carbonate slopes and also most of our zinc carbonate ores of today are being found here. A recent strike of high grade zinc lead ore in the contact of the Waldo is proving of much interest to the camp; this being the first ore similarly encountered in this district.

The ore measures occur in the crystalline limestone above and below a thin band called the Silver Pipe limestone—a fine grained fossiliferous rock about six feet thick. This formation is invariably followed as a sort of indicator in the development of the mine. The limestone is but seldom attacked by the solutions that deposited the primary sulphides but yet many acres have been replaced in the upper workings of the Mine by the zinc carbonate ores and every structural detail is clearly outlined in the ore. The ore deposits as a whole include lead, zinc, iron, copper, gold and silver. As originally deposited, they manifestly consist of complex mixtures of the sulphides. In the zone of oxidation these have been largely altered to carbonates, but a number of important metallic minerals have also been formed. The deposition of these ores evidently took place in loosely crushed ground and cavities formed in the purer limestone strata. As oxidation took place, the migration of the ores has been clearly down the slope. In this redistribution of the oxidized ores the general arrangement has been first, ores of iron in the highest parts of the slope, then ores of lead, next the ores of zinc and lastly the ores of copper.

The mine is divided into two distinct zones, the oxidized zone or upper six levels and the sulphide zone or lower three levels. Through the oxidized zone, the original zinc ores (sphalerite) have been transported and redistributed in two distinct forms of smithsonite. Part has formed as well crystallized zinc carbonate which occurs in large porous masses usually intimately mingled with lead carbonate. Part of the zinc carbonate has completely replaced the limestone beds as already mentioned. A small part has united in other chemical combinations to form limited bodies of unusual composition. The well crystallized smithsonite is among the most beautiful of minerals. The great masses of translucent crystals are delicately tinted various shades of green, blue, gray, and yellow and are used as a gem by the leading jewellers of the country.

The Company owns the bulk of the most valuable mineral land in the Magdalena Range, comprising some 21 mining claims each 600 feet wide by 1500 feet long and representing a total of 227.5 acres. They also own several tracts of non-mineral ground, totalling some 245 acres upon which are located the old lead smeltery, the new concentrating mill, the chemical laboratory and the main local office. Upon the 'mcl-

ter tract are located the two beautiful residences, known far and wide as the finest in Socorro County. These are furnished for use of the officers of our gold company who occasionally come out to breathe the good ozone of the West, under the azure blue skies of New Mexico and in this part of the only available frontier life of the West.

[We regret that owing to lack of space it has been necessary to leave out three paragraphs of this interesting article.—Ed.]

The Victor

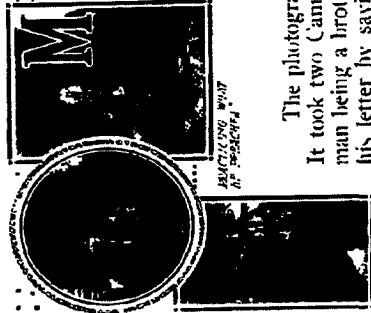
*A toast to the man who dares,
No matter how dead his trade;
If he can win his luck,
By his own good pluck,
When the rest of the world is afraid.*

*Another to him who fights,
When trade is a whirling daze;
And who jumps right in
With a will to win;
Though rivals are plenty and sure.*

*So here's to the man who dares,
Though fortune blow low, blow high;
And who always knows
That the conquest goes
To the man who is ready to try.*

—Xeno W. Putnam, in *Fame*.

"Won't You Come Over to My House?"



R. E. K. CANNON, our enthusiastic Promoting Manager of the Southern District, believes in the strenuous life. At least that's what he's always told us. But we said he'd have to produce the evidence, so he sends us these photographs and says he is now a practical painter. He believes in versatility not only for the representatives, but for every member of the organization.

The photographs show one of his estates in Texas. It took two Cannons to do the work, the other gentleman being a brother. Naturally Mr. Cannon concludes his letter by saying: "I want to tell you that it is the best painted house in the town in which it is located."

Well, we should think so. SWP—and the talent of the painter!

Representatives Who Made Their Estimates on Total Net Sales

Cleveland Sales Division

W. A. Mason
G. H. Hall
W. W. Swenson
W. S. Haselderges
W. S. Hannan
H. C. Ware

Chicago Sales Division

J. R. Church
E. A. Randall
L. B. Gunn

Minneapolis Sales Division

H. C. Lau

St. Louis Sales Division

W. V. Hammond
E. J. Tucker

New Orleans Sales Division

A. E. Allen
A. A. Stiger
E. Shieck

Omaha Sales Division

C. I. Berg

Texas Sales Division

F. M. Rouch

Newark Sales Division

G. C. Scheff
F. C. Hamilton
F. R. Alorton
F. A. Elmgist

New England Sales Division

W. B. DeWolfe

San Francisco Sales Division

F. W. Wamsler

Portland Sales Division

D. G. Sturrock
W. S. Travers
W. H. Talley

Representatives Who Made Their Estimates on Varnish Sales

Cleveland Sales Division

F. A. Levenhagen
G. J. Duke
R. C. McKay
W. H. Hall
W. S. Hirschbarger
E. F. Hudson
E. C. Ware

Cincinnati Sales Division

T. Menefee
W. P. Hambaugh

Chicago Sales Division

R. Cluxton
L. B. Gunn

Minneapolis Sales Division

W. C. Fischer
P. H. O'Neill
P. D. Randall
P. L. Lathrop

St. Louis Sales Division

W. V. Hammond
R. J. Tooker
J. E. Kennedy

New Orleans Sales Division

A. E. Allen
A. A. Stiger
E. Shieck

Kansas City Sales Division

G. A. Dorwart

Omaha Sales Division

C. I. Berg

Texas Sales Division

F. M. Rouch

Newark Sales Division

G. C. Scheff
F. C. Hamilton
F. S. Slater

Savannah Sales Division

A. D. Kiser

San Francisco Sales Division

H. W. Geber

Portland Sales Division

C. S. Travers

Los Angeles Sales Division

E. L. Culver

The Convention at St. Louis

The 1911 Convention of the Mississippi Valley District was held October 23rd to 25th, inclusive.

The representatives commenced to arrive Sunday—not then knowing of the splendid surprises in store and all made merry at the Planters Hotel until Convention time. A treat was certainly awaiting them, for the convention room was beautifully decorated and from the entrance of the office the Little Paint Man was there pointing to the real scene of this noted gathering.

The principal decoration was a splendid design, originated by Mr. J. K. Kennedy. It shows a "bull's-eye" illustrating the 1912 estimate; and arrows representing each territory, directly aiming at the center, indicating that each estimate will be made.

The convention was opened by our good District Manager, Mr. F. F. Myers, with a word of welcome to all; he, in turn, being given a great reception.

Following Mr. Myers, our General Manager of Sales and Distribution, Mr. A. D. Joyce, rendered his address of welcome and then announced that Top-Notcher Honors were bestowed to the following:

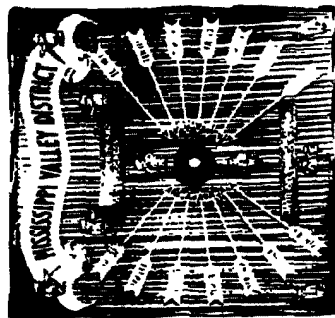
Top-Notcher District Manager.....Mr. F. F. Myers
Top-Notcher Sales Manager.....Mr. George Mowat
Top-Notcher Varnish Sales Manager.....Mr. George Mowat
Top-Notcher Representative for the entire Company.....Mr. Thomas Affleck
Top-Notcher Promoting Dept Manager.....Mr. H. W. Nessel
Top-Notcher Cashier.....Mr. T. G. Murphy
Tie with Mr. J. E. Campbell, Central District.

After each Top-Notcher had been announced and duly made his speech, the enthusiasm was unbounded and hearty congratulations given to the winners.

Messrs. Greene and Horton then took charge of the session, explaining their new plans in their usual capable manner.

In the afternoon, Mr. J. O. Hasson presented our Carriage and Automobile Sales proposition in a thorough and effective manner and we are now in much better shape than ever to get this business.

Tuesday morning's session started out with a discussion of the two types of SWP Glass White. This was presented by Mr. Joyce



The 1912 Estimate Bull's-Eye

Honors were bestowed to the following:

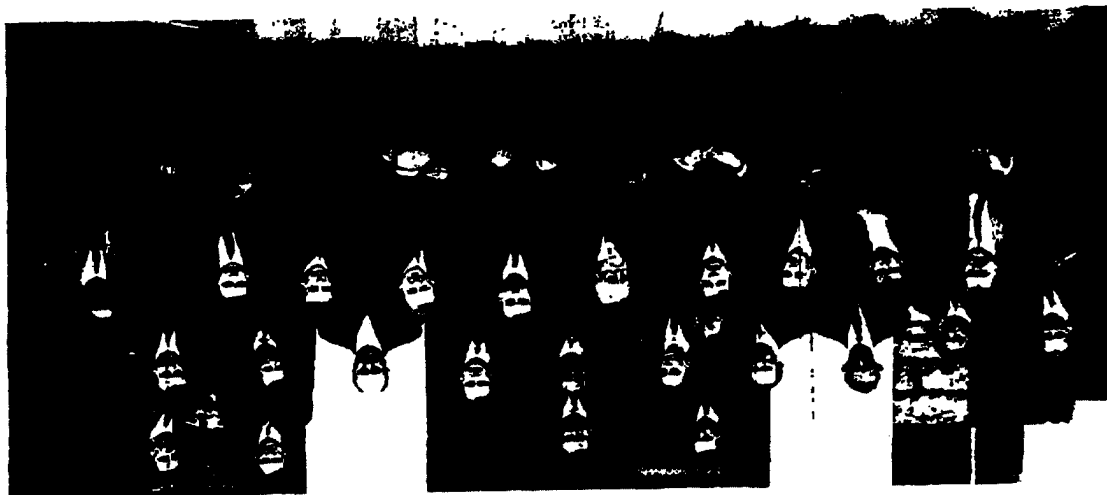
Top-Notcher District Manager.....Mr. F. F. Myers
Top-Notcher Sales Manager.....Mr. George Mowat
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The Top-Notcher Mississippi Valley District Convention

Reading
 To
 Sec
 Hammond
 Travel
 Du Cumin, H. H. Keeble.
 Allen, H. G. Holl, (Rev.) E. L. Keeble, J. C. Murphy, J. N. Kennedy, G. K. J. J. A. Steger, W. A.
 ton, J. W. Allen, Thos. McKee, J. L. Keeble, J. C. Murphy, J. N. Kennedy, G. K. J. J. A. Steger, W. A.
 Nichols, A. K. Allen, H. W. Newell, G. G. Alward, S. P. Penn, A. H. Joyce, F. E. Myers, J. O. Henson, L. M.

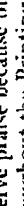
and the representatives are now in a position to handle the proposition in the most diplomatic way. Mr. F. F. Myers then called the representatives' attention to the necessity for increased SWP sales and offered plans that will make one man successful. Good, practical demonstrations were made on SWP vs. Competitors' goods, ODP vs. Colliers' Lead, Flat-tune vs. Competitors' goods, by Messrs. Kennedy, Aaffleck and Hammond. The Varnish, Stain and Filler propositions were ably presented by Mr. L. M. Dickinson and much enthusiasm was displayed over our splendid line of these products. All the men will put forth their greatest energies to make their varnish estimates. Mr. H. H. Hannan then explained the Insulating Varnish proposition in such a way that it was simple to each one and yet make us realize the wonderful increase in business to be had by pushing this line.

The other sessions for Tuesday and Wednesday were devoted to Mr. (Geo. Mowat, "The Agency Proposition" and "The Shell Goods Lines;" and an able lecture with stereopticon views on Insecticides given by Mr. H. M. Ashby.

The "Star" event though, was the subject and the way it was presented by Mr. A. D. Love, "The Ideal Representative."

The Banquet was held on Tuesday evening at The Planters Hotel and here a renewed celebration was held in honor of The Top-Notcher District. Mr. Joyce acted as toastmaster and his introductions of the various Top-Notcher speakers and others, were bubbling over with mirth and appreciation. Mr. S. P. Penn was not present during the regular sessions of the convention, but made a brief address at the banquet, where everyone was glad to hear his cheery words.

Printing and Sampling Top-Notcher



T a meeting held on October 30th, the Top-Notcher awards for the Printing and Sampling Department Competition were made by Mr. H. A. Sherwin; Mr. Jim Smith, Foreman of the Finishing Department, carried off the first prize; the second prize being awarded to Mr. E. Umlauf, Foreman of the Composing Room. In congratulating the winners, Mr. Davis, who was also present, said that the losers, too, deserve praise because of the efficient work which had been performed throughout the Printing and Sampling Dept. during the past year.



Some October Car-Load Orders

I. J. Twaddell, Texas District

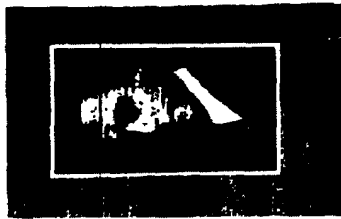
Nash Robinson Co., Waco, Tex.; (see, Houghton, Temple, Tex.
C. C. Conger, Texas District.... Pratt Paint & Paper Co., Dallas, Tex.
F. M. Roach, Texas District..... McPhail Bldw. Co., Marshall, Tex.
C. S. Ragland, Texas District... Kingsville Lumber Co., Kingsville, Tex.
I. A. Steger, Mississippi Valley District

F. C. Kenower, Southwestern District, II. Erickson, Holdrege, Neb.
 S. G. Harless, Pacific District. F. W. Thayer, Thibault, Ariz.
 Burr Drug Co., Montgomery, Ala.

Chicago Promoting Department

MR. ROYAL CLUNTON has been appointed by Mr. R. W. Sample to succeed Mr. W. W. Sims, who recently resigned his position as Manager of Promoting Department at Chicago. Mr. Clunton is well known among readers of *The Chameleon*, having represented us on Territory No. 106 for several years, where his conscientious and efficient work made him very valuable.

The many opportunities which the Promoting Department offers for close work with the traveling representatives makes the experience Mr. Clunton has had, a great advantage to him, and we are confident that his keen business judgment and enthusiasm will help him to achieve success in his new capacity. We know he will have the cordial and willing co-operation of his associates.



Mr. Royal Clunton

Mr. C. A. McKinley's Invention

MR. C. A. MCKINLEY, of the Mechanical Department, Cleveland Factory, has recently secured patent rights for a combination paint can, composed of two separate compartments so that the pigment and vehicle can be kept separate. A regular penny lever can is used with a smaller can soldered on the lid. It is very simple and practical.

For about three years we have been endeavoring to find a can suitable for our Aluminum Bronze and Liquid in which they could be kept separate and this package fills the demand admirably. Mr. McKinley's can has therefore, been adopted by the Company and a suitable award presented to him for his ingenuity.



Slogan of the Lone Star District—"Texas takes the Trophy."

From Bulletin of October 24th by Mr. W. J. Bland

Referring again to small towns and the possibility of good business in them, let me quote you from a town report just received from Mr. R. A. Carder, covering his call at Hood, Wash.; F. W. Dehart, General Store. "This is the only store here. It has been carrying Heath & Milligan Paint but has just got in a \$200.00 stock of Cendor Paint. Will not be able to do anything with him at present time. Think of it—the only store, no population given—a good stock of paint and putting in \$200.00 worth of another line.

Reminiscences of the Road

A Romance of the Mountains

By L. A. Steger, New Orleans Sales Division



Mr. L. A. Steger

SINCE I have been with The Sherwin-Williams Co., I have been so busy engaged in calling on B. P. A's and taking orders that I have not had much time for many adventures. My first exciting experience on the road was about eleven years ago, when I was traveling in the mountains of North Carolina. One cold, rainy morning in March, I left North Wilkesboro for Jefferson, the county-seat of Ashe County. We had not arrived at the foot of the Blue Ridge before the mud had dragged the steps off the buggy, which just shows the kind of weather we were experiencing. After many discouraging delays, however, we arrived in Jefferson that night, cold, wet and hungry—very hungry. Upon reaching the Hotel, I asked for supper and was rather shocked to receive the answer that as they had supper at 5 o'clock and only eat twice a day, they would be glad to serve me some canned goods. At first this didn't look very good to me, but the inner man demanded to be satisfied and so my sumptuous repast that night consisted of a box of sardines, some crackers and a glass of milk.

By some vigorous exercise in my room, I managed to get warm and as soon as my head touched the downy pillow—made of straw—I departed for the land of dreams, and dreamt that I was at a swell banquet. Everything was progressing very nicely and I was beginning to enjoy myself, but just as I commenced to eat, I had the misfortune to wake up.

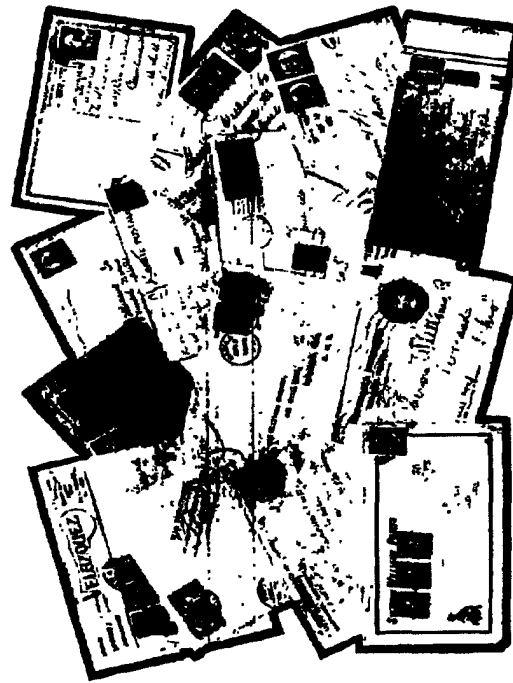
Next morning my breakfast was as light as my supper; after which we started for another drive. By 2 o'clock I was getting desperate. We stopped at a store but could get no dinner there, so I bought a dozen eggs and obtained permission of the merchant to boil them on his stove in the wash basin. This may not sound very tempting, but I managed to get away with nine of them and a box of Unceda biscuits.

Upon relating these experiences to the house for whom I was then traveling, they decided I had taken my first degree and sent me to East Kentucky to start in at Louisville. At that time the railroad did not run any further up the river, so after all arrangements had been made, I hired a team and driver and started off on a six weeks tour. The Saturday of the first week

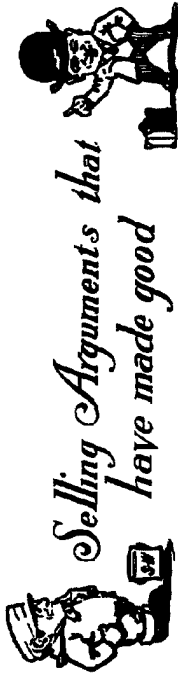




brought us to Salvorsville, where there had been several of the famous feuds in which a number of people had been killed. At this juncture, my driver contracted a severe case of that malady known as "cold feet" and left me, claiming that he had arranged for another team which, when it arrived at the Hotel next morning, I thought to be the vanguard of some circus. The team consisted of a small mule whose ears flopped in the front and a tall old rheumatic horse that was so stiff that he would fall down every time he tried to trot. However, he never made much effort to trot until I bought an ox whip and tied it to a hickory pole—then my troubles commenced. On our way to Whitesburg we spent the night near Hazard with an old preacher who had nine children. In those days nothing but corried beds were stylish in East Kentucky and they were about four feet from the floor. Naturally I had the extreme pleasure of sleeping with my driver. In the morning when he started to get up, I accidentally raised my foot and he took a summersault out onto the unmailed floor, which raised the whole household.



A few requests from across the seas asking for our "Style Portfolio of Home Decoration" and the different color plates issued by our Decorative Department



Selling Arguments that have made good

Why We Lose Varnish Business

By Chas. S. Travis, Northern Pacific Sales Division



VERY once in a while I find a condition on my territory, and I suppose the other representatives must find a similar state of affairs, and that is—some agents have it in their heads that certain other varnish makers sell their varnishes a good deal cheaper than the S-W product.

I had a case just the other day of an agent showing a splendid display of another manufacturer's varnishes ranged on a long table graduated from gallon cans down to half-pints, and I can tell you it did look attractive, all those cans in rows forming steps, and at the same time the attractiveness of the table struck me, my heart began to sink as I realized what a small chance I would have in booking a varnish order.

I quickly ran my eye to the shelves where he kept our varnishes and then glanced at the table—and the contrast nearly made me sick. Our poor little cans up there all by themselves outnumbered six or eight to one, seemed so forlorn, for I am used to seeing an army of them as they should be, boldly facing the public when they enter the store, and making a stand for the best there is. What did I say? Well, listen:

"Look at that line of varnish on your shelves and then look at this table—absolutely no comparison is there, Mr. Agent? Why could I not have sold you a stock like that?"

"Mr. Representative, I will tell you why. First off, your price is higher, and second, people ask for Blank's varnishes."

Yes, when that's all they see in the place. Give those poor cans up there a chance, put out a table similar to this one, covered with S-W Varnish cans, and I'll make you an eight to ten bet the red and white beat the yellow and black label. Now, let me ask you another thing. Where did you get it in your head ours cost so much more?"

"The Blank varnish man told me so."

"I tell you it is not so. Of course, sure he did. Take your list and figure it for yourself." To his surprise he found that I was correct.

"Now, Mr. Agent, how are you going to square yourself with me?"

"But the Blank line is more in demand."

"Mr. Agent, as a boy did you ever go to the circus and ask your pa and ma to buy you a pink lemonade?"

"Yes."

"Well, why didn't you ask for blue lemonade?"
 "What on earth has that got to do with what we are talking about?"

"Nevertheless, why did you ask for pink lemonade?"

"Well, I suppose, because I saw it."

"That's just what I am driving at. People come in here for varnish; half of them don't know what they want. They see nothing but Blank varnish. That is why you get the call. This Blank label will never help you sell S-W goods. Take it straight from me, Mr. Agent, and stay with the S-W label throughout. It's an ad for the whole line."

Moral: Get harder after your varnish business and do not be afraid to lead them up. Then you will avoid just what has happened to me; a nice display of other goods staring you in the face when you enter the agent's store.

From Bulletin of October 23rd by Mr. A. E. Kydd

Our friend who wears Episcopalian clothes, viz: John Gill, is landing some splendid Flat-tone business on Territory No. 2. An experience of his shows how detail work will bring results in spite of many contrary conditions.

Mr. Gill made up his mind that A— & B— of L— would have to stock Flat-tone, but they were stubborn. John did not waste words with his agents, but in his smooth way arranged to give a demonstration of our line for the benefit of the property-owners of L—. He interested many in Flat-tone and had one lady's promise to buy at once through A— & B—. But unfortunately while John was out of the store the lady came back, gave her order for Flat-tone and then threw all kinds of questions at Mr. B— and found it difficult to answer them because it's hard to answer all the questions any woman can ask on any subject. When Mr. Gill came back Mr. B— said to him: "That settles it—I won't stock Flat-tone." John did not get the order, but he had secured a number of decorative requests and the Decorative Department gave them prompt and painstaking attention with the results that a few days later Mr. B— called me up on long distance phone, saying that he was in all kinds of trouble and that it was up to me to get that man John Gill to go to his help at once.

I advised our Episcopalian friend, and inasmuch as he does not sidestep any paint trouble, he immediately headed for L—. When he got there he got the following greeting from Mr. B—: "Confound it all, you and your Decorative Department have stirred up so many property-owners in this town that I will have to face the Flat-tone music for goodness sake, call on Mr. R and Mrs. R and Miss C, etc., etc., make up my Flat-tone order, and save my life by getting it shipped without delay." The order was a dandy.

Moral: Do detail work and make the Decorative Department work overtime.

Mr. H. C. Ware Entertains

MR. H. C. WARE, who was successful in winning the award for Top-Notcher M. S. D. representative, entertained a few of his friends at the Hollenden Hotel, Cleveland, on November 17th, to celebrate the event. Those present were H. C. Ware, F. E. Davis, C. C. Nessel, E. W. Lutes, J. O. Hasson, H. J. Hain, A. Stendel, L. M. Du Commun, A. J. Budden, J. E. Campbell, T. Reese.

Pacific District



Mr. H. W. Gerber, who has represented us in the Sacramento Valley for the past two years, left our employ the first of November to engage in the retail hardware business and we are sorry indeed to lose so good a representative. Mr. Gerber will be succeeded by Mr. M. M. Wolcott, who for the past year has traveled in Southern California, Territory 521.

The first car-load order booked this year is credited to Mr. S. G. Harless. He sold a straight car-load of paint and varnish to Ezra W. Thayer, Phoenix, Arizona, in October.

Mr. Harless is in the limelight again, having established a second agency in the little town of Winkelman, Arizona, a place of 200 inhabitants. Both stores are doing a good business and working in perfect harmony, one being a general store and the other a lumber-yard.

The representatives in the Portland Sales Division are hot on the trail of Arsenate of Lead business and Mr. Blaine R. Rogers has turned in the biggest order so far this year. It amounts to 10,000 pounds and was sold to a fruit-growers' association. Orders of one and two tons are not at all infrequent.

Atlantic Coast District



Boston Notes

Last February we mentioned that the Windthrop Standpipe had just been painted with Aluminum Paint. The goods have been most satisfactory, and the appearance of the standpipe very handsome. In a couple of weeks the standpipe will be repainted—with S-W Aluminum Paint.

The Boston office claims the distinction that every male member of the office staff is a member of the Benefit Association.

Mr. Barney, who for some time has been reporting to the Newark office, has come back to his old stamping grounds and will report to the Boston office as in the days gone by.

Concrete Finish has been selling in great shape in New England. Just a couple of days ago a customer gave us an order over the phone for 125 gallons of Concrete Finish and 100 gallons of the Sealer.

where the work of our De-
partment is known to them. Various advertise-
ments in each student and the profes-
sors in our plant as well as in
the assurance that this will result in
content by all these gentlemen.

The Kansas City Division has organized what we are pleased to call "The Kansas City Hustlers' Club," with honorary titles of "Exalted Hustler," "Grand Hustler" and "Good Hustler," which will go to the three representatives making the best record on securing new business, and on showing an increase in business compared with the same periods of the previous year. As a special inducement to "lawful," the management will offer prizes for exceptional ability shown in the "hustling line."

Leaders in New SWP Agents

Dallas	E. Gause	each 5	New Orleans	A. E. Allen	each 3
	F. W. Roach	each 5		H. Witt	each 1
	G. C. Cooper	each 3		L. A. Stegus	each 1
	H. M. Shelton	each 3			
Newark	D. Collins	each 3	Philadelphia	A. Lardus	each 2
	M. H. Mangan	each 3		C. M. Miller	each 2
	W. H. Collins	each 1		H. M. Miller	each 2
	G. S. Swingle	each 1		W. D. Peyton	each 2
	C. S. Cooke	each 1			

Los Angeles	W. W. Ruggell, P. R. Methole, M. A. Wolcott, S. C. Hawks	 / each /	2	 / each /	1	each	1
Kansas City	B. A. Gask, R. E. Graham, E. J. Clark,	 / each /	2	 / each /	1	each	1
St. Louis	G. K. Lewis, H. P. Reeds	 /	1	 /	1	each	1
Portland	G. F. Cannon, W. H. Laffey, H. R. Rogers, G. P. Rogers, P. W. Howes	 / each /	1	 / each /	1	each	1
Chicago	W. L. Calloway, I. R. Church, C. S. Wheeler, F. A. Spoon	 / each /	1	 / each /	1	each	None
Cleveland			2		1	each	1
New England	W. H. Haynes, W. F. Hickey	 /	1	 /	1	each	1
Minneapolis			1		1	each	1
San Francisco	W. E. Carter, P. W. Wainner	 /	1	 /	1	each	1
Omaha			1		1	each	1
Savannah			1		1	each	1
Cincinnati			1		1	each	1
Memphis			1		1	each	1

Leaders in New Dealers' and New Other Accounts

Newark	H. L. Howell	20	Cleveland	G. Dulac	13
	F. L. Fox	17		W. A. Mason	11
	G. S. Spectigue	12		F. Hess	9
Cincinnati	W. P. Harbaugh	19	Minneapolis	W. W. Edwards	12
	C. C. Fitzgerald	16		G. L. Atthrop	6
	J. T. McCrete	each 8		J. E. Tatum	each 1
Dallas	G. C. Conger	19	Portland	L. P. Kamali	each 7
	H. A. Weinbaum	6		G. P. Rogers	11
	J. J. Twadell	7		R. A. Cullen	8
San Francisco	F. W. Wagoner	19		C. W. Tycos	each 7
	B. S. Reardon	each 7	St. Louis	F. W. Howe	10
	H. M. McBride	2		K. Keumle	8
Philadelphia	A. Atkins	18		H. P. Beels	7
	C. E. New	16	New England	G. K. Lutz	10
	E. E. Elliott	11		W. H. DeWolfe	each 7
New Orleans	A. F. Allen	15		L. H. Flagues	9
	T. A. Steger	13		W. I. Kelley	8
	J. H. Witt	11		D. H. Thompson	each 4
Savannah	F. D. Spencer	15		W. D. Macintosh	9
	H. T. Finish	12		A. D. Campbell	8
	A. D. Kiser	6		W. T. Hawley	each 4
Chicago	G. W. (Lath)	14	Omaha	C. I. Reisk	9
	W. Ward	11		J. J. Item	8
	C. E. Bennett	10		E. C. Steele	8
			Kansas City	A. M. Hoffman	each 4
				W. S. Ham	7
				H. A. Brock	8
				G. A. Dewart	each 4
			Los Angeles	Culver	each 4
				E. L. Loe	6
				G. W. Farrell	4
				S. G. Harless	each 4

The Salesman's Thanksgiving

When the skies grow dark and murky,

And the days are chill and gray,

Comes the Feast of Roasted Turkey

That you call Thanksgiving Day.

I don't concentrate Thanksgiving

Into *one* day once a year ;

What's the use of working --*living*

If existence is so drear ?

Come let's start this very minute

Brighten up and smile away.

And this year for all there's in it

Make each day Thanksgiving Day.

William C. Redding