



Bright



SHERWIN-W
PAINTS & VA

The
Cham

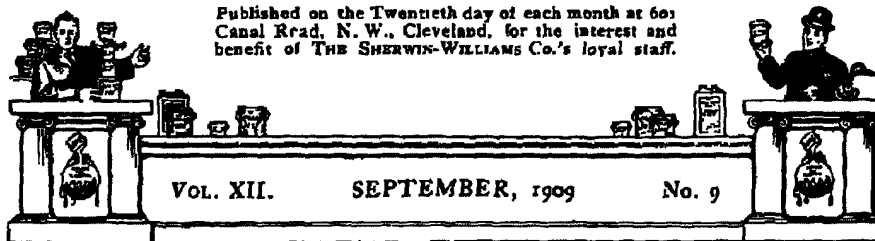
Sept
190



N23566

The Chameleon.

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



BRIGHT OUTLOOK FOR NEW YEAR.



SEPTEMBER 1st we began a new business year. Never in our experience has the outlook been brighter; indeed, I think it's not too much to say, never has it been so bright. The trade conditions of the country are all favorable. Crops are abundant, prices are considerably above the average, money is plentiful, all legitimate industries are thriving, and therefore labor is well employed. Once more this great, industrious and enterprising nation is forging ahead, establishing anew its undoubted reputation as the greatest commercial country the world has ever seen. The more I see of the older countries, with their natural limitations of growth and development, the more wonderful appear the marvelous extent and unlimited possibilities of this vast and vigorous young continent, affording, as it does, unequalled opportunities to all well directed effort. These opportunities our own organization is alive to, and we look forward with keen delight and unbounded confidence to a year of great progress and development.

The year just ended has been a very satisfactory one, and I wish to express on behalf of the Management our sincere appreciation of the splendid service rendered and the magnificent results accomplished by the staff. We have many new and important plans under way for further large expansion of the business, and also for the improvement and strengthening of the organization as a whole. We realize the dangers of too rapid expansion, and know we are not free from imperfections and weakness, and I would like all to know that with this knowledge of our shortcomings we will constantly strive to make the business in all departments *better as well as larger.*

A handwritten signature in dark ink. The signature is written in a cursive style and appears to read 'Walter R. Roth'. Below the signature, the word 'President.' is printed.

President.

The London Convention.



THE 1909-10 convention, held August 24-27th, in London proved very enthusiastic and helpful. The first day was an inspiring one. After the roll was called, Mr. Garson, the Managing Director, made the opening address of welcome, which was warmly received. Our President, Mr. Walter H. Cottingham, then addressed the meeting and was listened to with profound interest by all in attendance. During the rest of the first day, and the entire second and third days, those present discussed the goods, made demonstrations and talked over advertising and sales plans for the coming year. The Management and representatives seemed most hopeful for a "bumper" year, as Mr. Garson expressed it.

The banquet on the evening of the last day was held in the Gordon rooms of the Holborn Restaurant, Mr. Cottingham acting as chairman. After indulging in a menu of sumptuous proportions all sat back in their chairs, smoked and listened to an unusual program of music and toasts.

The Top Notcher prize was awarded to Mr. J. C. Norwood, one of our oldest London representatives. It was Mr. Norwood's second consecutive year as Top Notcher. Mr. H. Locke finished second. In the varnish competition there was a tie for first place between Messrs. H. Locke and H. Everall. Mr. A. Grosart was second. After the prizes had been awarded the winners rose to accept them in very sincere words.

The presence of Mr. Auger, T.N., from the Canadian District, added interest to the convention and banquet.

The convention over, those who had attended it went about their way well satisfied and with determination to make the coming days the biggest in the history of Lewis Berger & Sons. "Armed With Knowledge, Inspired by Enthusiasm, Success is Sure," was the convention motto, and proved very popular.

Fall Meeting of Managers and Superintendents.

IN a bulletin sent out from the President's office on September 22d, the important announcement was made of a convention to be held in Cleveland, October 11th to 15th, inclusive. At this meeting the following will be present: District Managers, Department Managers, Sales Managers, Factory Superintendents and Promoting Department Managers. Mr. Cottingham feels that much good will be derived from bringing together the heads of these important departments.

Appointment of Mr. Ashby.



WE HAVE felt for a long time the need of adding to our sales organization men who are thoroughly competent to view our whole proposition not only from the standpoint of sales, but from the factory standpoint as well.

In working out our plans along this line I take pleasure in announcing the appointment of Mr. H. M. Ashby, who has been in charge of our Dry Color Factory in Chicago, to the position of Manager of Dry Color and Insecticide Departments, effective at once.

After October 1st Mr. Ashby will be permanently located in Cleveland, and in addition to having entire charge of our sale of dry colors, heavy paste goods and insecticides, he will also work with our various factories to the development of these lines and will co-operate with all the various departments of our sales organization in the improvement and development of our selling proposition in our regular line of manufactured products of all kinds.

Mr. Ashby, in carrying out his new duties, will work directly with our District, Sales and Department Managers in the making of prices and in the carrying out of selling plans. We are counting greatly on the good that our sales organization will derive from this connection of Mr. Ashby to the Department of Sales and Distribution, and I am sure that our entire staff will do everything possible to make Mr. Ashby's work a success and that all of our managers will feel free to use his technical knowledge of our manufactured products freely in working out the development of our business.

In his new work Mr. Ashby will report directly to the writer and will give particular attention to the matter of development of new lines of products.

Adrian J. Hayes

Gen'l Mgr. Sales & Distribution.

Mr. Mowat's Large Order.

MR. Geo. Mowat, one of our Central District Manufacturers' Sales representatives, was recently successful in securing a large order from The Washburn-Crosby Co., calling for 20 barrels of Special Liquid Flat-Tone White to be used on their grain elevators in Buffalo, N. Y.

Doing Things.

BY J. P. COLEMAN.



SALESMANSHIP, to my mind, is not so much an art as it is the determination on our part to accomplish well the daily work of our life. Work spells success, and it comes as the natural sequence of doing a thing well. Frequently we hear the expression, "That man is a genius," because he accomplished something which others considered impossible. It was not so much because the man possessed exceptional ability that he succeeded, as it was his power of making continuous efforts to accomplish what he had in mind. Mankind's ailment (and it is a disease) is that "We expect the momentum which has carried us down the hill will take us up the next."

Gentlemen, you know as well as I the only direction in which a train will go without motive power is down hill—and at the bottom it will stop. The same is true of business.

What would you think of an engineer who, finding his train was moving sixty miles an hour, shut off steam to save coal and expected the train to keep moving to the end of the line? Yet there are hundreds of business men in all walks of life who attain high speed, and then sit back, believing that Competition is so far behind it can never catch up.

The "Salesman" is the keystone of a business, whether it be Retail, Jobbing or Manufacturing. It is he who must have the momentum and motive power to carry his wares into frequented and unfrequented towns; it is he who must have continually in mind a constant desire "to do things," and to do them better each day than he did the day before.

The passing of the Tariff Bill is a recent and fitting example of how a man, or at least a minority, with determination and fixity of purpose, succeeded in making a law that will go down in history as one of the hardest fought battles that has ever occurred in our Senate Chamber. The men who accomplished this feat fought their way to power by "making motions," not according them. They thought and acted independently, irrespective of public opinion and criticism; they realized hundreds of men were endeavoring to wrest their power from them and that they must fight. You know the outcome! The secret of their success was not only a knowledge of their opponents' power, but, better still, a knowledge of their own power "to do things."

Leaders become leaders through fighting, and you must do likewise. The demand is greater than the supply; they are much sought after, but to be one—"You must do things."

Important Changes in Southwestern District.



R. W. W. Haynes, who has been connected with our Company for a long time in the Southwest—first as a representative in Colorado and later as Sales Manager of our Omaha Division—has been transferred to Cincinnati. He has done splendid work in charge of this Division during the past year, though the opportunity of taking a Division whose dealings were largely with Southern people, among whom he was raised, was very gratifying to him. He will take charge of his new work beginning September 1st.

Mr. W. R. Ashbrook, who has done splendid work as Sales Manager of our Kansas City Division during the past seven months, has been transferred to Dallas. We know that Mr. Ashbrook will meet with a large measure of success in his new work, for it is his aim and ambition that Texas shall continue to grow as rapidly in the future as in the past. During the time he represented us on the territory it was his custom to call on all of the small manufacturing concerns and prospects where there was a possibility of securing business on paints and varnishes. In the past we have gotten a large number of big things from Texas, and, under the guidance of Mr. Ashbrook, we hope to secure a large number of the small things, which, as you know, when consolidated will make a splendid grand total.

Mr. I. F. Watkins, who first represented us in Oklahoma and later in South Texas, where he was known as not only the "cardinal" salesman of the Southwest, but also one of the "big" representatives, has been transferred to Kansas City. Mr. Watkins has made a splendid record as Sales Manager of the Texas Division, and feels that in making the change with Mr. Ashbrook he will be greatly benefited, because it will be necessary for him to give his very strict attention, not only to the large business, but to the small business at the same time. For Kansas City to have made a record during the past year it has been necessary to make a careful search of the highways and byways and secure paint business wherever it was offered in any amount.

Mr. H. B. Sevier, who has been one of the most faithful representatives in the Southwest during the past two years, and who, by his executive ability, has handled his territory in a most satisfactory manner both to our large distributors at Wichita and our Company, has been promoted to the Sales Managership of the Omaha Division. His sales for the year are the largest of any representative in the Southwest. During the time he has represented us on the territory we have never received a complaint from a customer, and his adjustments have been quickly and satisfactorily made, which shows that he has especial ability as a manager for the Division of which he will be placed in charge. During this time he has given the Accounts, Sales and Promoting Departments his fullest co-operation. He has at all times manifested the greatest interest in our Decorative Department, through the Promoting Department, and this has been of

special advantage to us, for it has given us an opportunity to extend assistance to him in return for the information given.

F. B. GABLE,
District Manager.

Changes in Promoting Organization. At Cleveland.



Mr. R. W. Levenhagen, Manager of Central District, announces the appointment of Mr. R. I. Lott as Manager of Promoting Department for Central District. Mr. Lott entered the employ of our Company as a clerk in the Promoting Department at Kansas City about four years ago. He made rapid progress with us and was finally promoted to the position of Manager of the Promoting Department of Southwestern District.

Desiring to get some actual sales experience, in September of last year he was put in charge of a trade sales territory in Nebraska. He made a fine record on this territory, reaching his estimate and opening a new carload agency at Lincoln, Neb.

Mr. R. I. Lott

In again taking up the work of the Promoting Department, Mr. Lott feels that his experience as a salesman will be of great assistance to him in making the department of genuine value to the representatives of Central District.

At Chicago.



Mr. J. H. Payne

Mr. R. W. Sample, Manager of Western District, asks us to announce the appointment of Mr. J. H. Payne as Manager of the Promoting Department of Western District. Mr. Payne entered our employ as a junior clerk in the Promoting Department and has successively filled the positions of Promoting Department Manager of Southwestern District, Superintendent of Dallas warehouse, representative on an east Texas territory, Manager of Promoting Department at Cleveland and Superintendent of our Pittsburg house.

In all of these positions he has shown marked ability and his work has been very successful. He will bring all of his experience to bear in making his work at Chicago a success and his connection with our growing Western District will certainly add much strength to that organization.

New Sales Manager at Omaha.



Mr. H. B. Sevier

A BULLETIN issued by Mr. F. B. Gable, Manager of Southwestern District, given elsewhere in this issue, announces the appointment of Mr. H. B. Sevier as Sales Manager of Omaha Division. Mr. Sevier joined our organization in September, 1907, taking charge of our most important Kansas territory. While in charge of this territory he made a remarkable record, not only in developing our trade sales business, but in promoting our other lines as well.

Mr. Sevier is splendidly equipped for his new work. Before joining our ranks he had the advantages of a good, thorough education, and this, coupled with fine natural ability and good, sound judgment, has made him a keen, shrewd business getter.

Under the leadership of Mr. W. W. Haynes, recently promoted to the position of Sales Manager of Cincinnati Division, the Omaha Division made a great gain in sales during the year just closed, and it is evident that under Mr. Sevier's management we may expect a new high record from this prosperous division.

Landing the B. P. A.

From Mr. Myer's Bulletin of September 15th.

I was with our "ever-ready" representative, Mr. Steger (I use the word "ever-ready" advisedly, as anyone knows who has seen the picture advertising the "Ever-Ready" safety razor), the other day in New Orleans, and he told me of an argument that he used on a B. P. A. which is one of the best that I have heard. We had been working on a certain B. P. A., and Mr. Steger felt sure on his next visit he would land him. However, on his next call the B. P. A. told Mr. Steger that he had about decided to put in a line of paints made in Detroit, that their representative had been around and had agreed to put in a stock on consignment; or, in other words, if the goods did not sell he could return them. Mr. Steger said to the B. P. A.: "Do you think that a good proposition?" The B. P. A. replied: "I certainly do." Mr. Steger, in his "ever-ready" way, said: "Well, now let me tell you something. Those people in Detroit who offer you such a proposition are asking you to do something that they cannot do themselves. They tell you that *you* can sell their goods, but admit *they* cannot. If they could they would not offer the goods on consignment. What kind of success could you ever hope to make with such a proposition?" Mr. B. P. A. saw the point quickly and decided not to accept the proposition, but to put in the "old reliable," which is standard wherever paints are sold.

Lime-Sulfur Solution.



THE great increase in the last year or two in the demand for an absolutely reliable Lime-Sulfur compound has led to the decision of this Company to enter this field.

Lime-Sulfur is principally used as a winter spray for killing San Jose scale, but its use as a summer spray, both for fungicidal and insecticidal uses, is increasing very rapidly.

Two troubles have been found by growers in their search for a satisfactory source of supply for this material, both of which have caused them great inconvenience. In the first place, it has been found extremely difficult to find a good quality of clear Lime-Sulfur solution containing the proper proportion of chemical ingredients. Secondly, it has been found impossible to obtain suitable delivery of any Lime-Sulfur compound.

Some manufacturers, during last season, found the demand for this material growing so rapidly that they were unable to fill orders that had been on their books for months before the required time for delivery.

We are entering the market today with a material which in every way meets the demands of any State or National Experiment Station or entomologist, and which conforms to the demands of the principal orchardists all over the country. We have employed the best talent to be obtained in this country in this new department, and, in addition, have worked up new methods and found new sources of supply of raw material which will make our product superior to any heretofore offered. In addition to this we have arranged our factory facilities in such a way that there is no question about prompt delivery of this material. Any one who is familiar with the insecticide business will realize what an important item this is, as the orchardist cannot afford to wait for his spraying material, but must spray at the right time or not at all. We are absolutely able to take care promptly of all orders that our Sales Department accept.

Lime-Sulfur is a definite chemical combination of sulfur and calcium and is known chemically as a solution of Calcium Poly-Sulfide. The material we offer has a minimum specific gravity of 33° Baume. It is a clear, sparkling, brownish, cherry-colored liquid which, when diluted with water, gives a minute precipitation of sulfur on the tree. The composition of our material shows a minimum of 25° sulfur and 10° calcium figured as lime. This is the minimum amount present, but the solution runs quite a little bit stronger than the amounts indicated above.

S-W. Lime-Sulfur is much freer from oxy-sulfides than any other brand on the market; in other words, it is practically free from lime and sulfur in combination with oxygen. This means that the resulting compound is not in any way likely to form harmful crystals which clog the spraying apparatus. The presence of a large amount of oxy-sulfides have rendered many spraying solutions entirely useless, as they continue to precipitate even after they have been thoroughly settled and clog up the spray. The presence of oxygen compounds of lime and sulfur are be-

lieved to be injurious because of their mechanical action rather than for any chemical reason.

We are paying particular attention to the question of packages and are making shipment of this material in barrels, one gallon, half gallon and quarter gallon cans, and have selected a barrel which will have the least possible amount of leakage. This material is so penetrating that barrels shipped for any distance or kept in stock for a long time will be apt to show a small amount of leakage, but we have reduced this to the minimum by selecting the strongest possible barrel and treating it with a compound which will protect the wood as much as possible.

Lime-Sulfur, when used for the winter or dormant spray for San Jose scale, has been used at the rate of one part of solution to eleven parts of water. The best authorities, however, have gone on record within the last year with a statement that a Lime-Sulfur Solution of 33° Baume should be diluted in the ratio of one to nine for the dormant spray in order to get entirely satisfactory results, and we would recommend that this method be followed. For the summer spray, however, either as a fungicide or insecticide, great care should be taken in using a sufficient dilution for this material, as instances have come under the writer's observation of burning the foliage with Lime-Sulfur.

The action of Lime-Sulfur as a spray is essentially a caustic one, and for that reason it should be used carefully on tender foliage. In the winter it is only sprayed on trunks and twigs, and consequently does very little damage in the way of burning.

The principal action of Lime-Sulfur Solution as an insecticide is as follows: Immediately on being sprayed on the foliage and on the evaporation of the water the Solution deposits very finely divided sulfur and sulfur compounds. The insects, crawling over the surface of the tree, bring their breathing apparatus, located on the under part of their body, in contact with these chemicals, and are killed either by breathing in the sulfur and caustic compounds or else destroyed just as an animal would be destroyed in a vat of quicklime.

All the uses of this material as an insecticide and fungicide are not yet fully known, but there is every indication that new fields for it will be discovered every season, and all appearances point to a very greatly increased consumption of this material.

H. M. ASHBY.

Have You Enough Confidence in Your Own Ability? From Mr. Levenhagen's Bulletin of September 15th.

We are all striving for success and it's the strong man who always wins—it's the man who knows no giving up until he gets to the top, and then keeps on fighting to stay there, that gets there in the end. If you expect to win never weaken under adversity, but continue undisturbed with your original resolve. By allowing yourself to weaken in the face of strong opposition you merely hasten failure; to fight back strong and determined will win the day every time. Be true to the

strength and power that has been born in you. Use it. Make up your mind to always be as strong, as determined and as highly enthused when everything goes wrong as you are when success is with you, and you will grow in strength and accomplishments until it will be a delight for you to tackle hard problems and you will know no more weakening or backing down. You will have truly mastered your greatest enemy—lack of confidence in your own ability.

Where is there a line that offers a salesman the opportunity to make good that yours does? All that it needs is good, conscientious work, with the proper amount of tact and diplomacy in salesmanship, and you are bound to meet with success.



There have been seven new territories created in this district for this year, and in filling these and the territories made vacant by transfers or promotions a large number of new faces are now seen in the ranks of the Southwestern Sales force.

Mr. E. S. Donnelly, the dean of the Southwestern District, has had the distinction of being made the first railway representative of the district. Mr. Donnelly's promotion is deserved, both in points of service and ability, and his past record indicates that he will make a winner in his new work.

Before he left Dallas to take up his work in Kansas City, the members of the Texas Division presented Mr. Watkins with a handsome solid gold watch fob in evidence of their esteem for him.

It is needless to say that the representatives in the Southwestern District who have worked under their sales managers so faithfully during the past, will regret the changes which call these managers to other places. The recent changes, however, will no doubt be beneficial to managers and representatives alike.

Mr. C. M. Atwood, who has been unusually successful in handling the C. & M. possibilities of his territory, old 605, has been given our M. S. D. Territory 619. Mr. Atwood's practical knowledge and his good salesmanship will be of great help to him in making a splendid record.

Mr. F. B. Vincent has been put in charge of the new architectural and large building territory out of Kansas City. Mr. Vincent's special attention to Architectural and Decorative Department work during the past years, together with his practical knowledge, makes him peculiarly fitted for this new position.

Mr. Geo. E. Cannon, formerly on old 620, succeeds Mr. Donnelly on former 611, which now includes the large city work in Dallas and Fort Worth. Mr. C. G. Porter, who has made a splendid showing on

616, in northeastern Kansas, for several years, has been put in charge of 610, in southwestern Missouri.

Mr. E. K. Cannon, the Black Hills booster of 625, who has been very successful in pioneer work, has been given new 629, which includes parts of Idaho, Wyoming, Utah and Nevada, a field rich with possibilities and one which Mr. Cannon will develop.

Mr. G. C. Conger made such a success in handling one of our distributing accounts, which was on his territory last year, that when Mr. Sevier was promoted to the Sales Managership at Omaha he was chosen to succeed Mr. Sevier on 603, as this territory has one of the largest and most important distributing accounts in the district.

Mr. F. A. Brown has been transferred from southern Nebraska to the new territory in southern Iowa. Mr. Brown did good work in Nebraska and the same is confidently expected of him in his new field.

Mr. R. I. Lott, our Omaha City representative, has been transferred to Cleveland, where he will have charge of Promoting Department work for Central District. Mr. Lott's many friends in the Southwest regret his leaving the district.

Mr. C. S. Ragland has been transferred from old 607 to 643, a new territory in Texas, which offers some fine chances for a splendid record.

Among the new men to begin work September 1st is Mr. L. W. Cole, who takes Territory 620, which embraces northern Colorado. Mr. Cole has been very successful in the mountain states as a stationery representative and his energy and enthusiasm should give him equal success as a paint salesman.

Southwestern has had such satisfactory experiences with men who have a practical knowledge of painting, that we have added two more to our sales force this year—Mr. L. J. Heim, who takes southern Utah, and Mr. Guy Gascoigne, who takes northwestern Oklahoma.

Mr. C. I. Berg, the top-notch representative of one of the large cash register concerns last year, has been assigned to the Sioux City Territory, comprising parts of Iowa, Nebraska and South Dakota.

Mr. W. L. Morgan and Mr. H. R. Hefley are new representatives who have had very successful experience in selling Sherwin-Williams Products in a retail way. Mr. Morgan built up the paint business for our carload agents at Fayetteville, Ark., the Northwest Arkansas Lumber Co., and Mr. Hefley was in charge last year of the Paint Department of our Fort Smith carload agents, Messrs. Meister Bros. They will have charge of Territories 616, in northeastern Kansas, and 605, in southwestern Oklahoma, respectively.

Mr. Fred M. Roach, of Weatherford, Tex., has been assigned to No. 644, the new territory in northeast Texas. Mr. Roach's personality should aid him in making a splendid showing.

Mr. S. M. Shelton, a successful pharmaceutical salesman of several years' experience in western Texas, has changed from pills to paint and will follow Mr. Cannon in old 620.

Mr. M. P. Bressler succeeds Mr. Roy I. Lott as City Salesman for Omaha. Mr. Bressler has had considerable experience in such work with another paint company.

Although he has been on his territory since the early part of August, Mr. F. C. Kenower is counted one of our new representatives, and his work indicates that he will be one of our best. Mr. Kenower has 623, in southern Nebraska.



Central District

Cleveland Sales Division.

We welcome to the Central District Mr. A. E. Kydd, as Sales Manager of the Cleveland Division, and Mr. W. W. Haynes, as Sales Manager of the Cincinnati Division. Both gentlemen have splendid records behind them as managers at Newark and Omaha respectively. Each, however, predicts that the history of 1907 will be repeated and the trophy will again be placed in the Central District.

The representatives have returned to their territories after a month's vacation with renewed vigor and determination to make 1909-1910 a banner year. Well sorted fill-in orders and a number of new accounts clearly demonstrate this.

We wish to report several changes in our traveling force. Mr. H. B. Jamison will have charge of the C. & M. business at Pittsburgh; Mr. Alex. Massee of the Trade Sales at Pittsburgh, and Mr. E. H. Hunt of the Trade Sales at Detroit and surrounding territory. In the Cincinnati Division Mr. F. B. Kellogg will have charge of a new territory, which has recently been created in Alabama.

It is very gratifying to see the new agency orders for the first two weeks of the year. One from the Erie Paint Co., Erie, Pa. amounting to \$5,000, is worthy of particular mention.



Atlantic Coast District

Newark Sales Division.

Several of the territories have been rearranged by the management and we are confident that the changes will result in increased business and improved conditions in the territories affected. All plans have been laid to make the coming year the banner one for the Newark Sales Division, and we know that every one of our enthusiastic representatives will do his part toward that end.

Mr. Larkins, 212, was the first representative to land a new agent

for the new year. Good work! We know that more of the same kind will follow.

Mr. MacDonald has made the splendid record of three New Dealers and two new "Other Accounts" in eight days. Mr. MacDonald is our new representative on Territory 213, and we expect great results from him for the ensuing year.

We want all the representatives to use to the best possible advantage the new Flaxoap Window Trim, which certainly is a dandy. House-cleaning time is Flaxoap time, and we want to make the most of it.

Savannah Sales Division.

Vacations were enjoyed thoroughly by our men from below the Dixie line, and they have come back refreshed and ready to take up the cudgel for 1909-10.

Messrs. Hinrich, Kiser, Wilson, Spencer and Wallace have all expressed themselves confident of being able to overcome all previous records and set a new high mark for the Southeastern Division.

New England Sales Division.

Our local convention, which took place here September 1st, proved to be an interesting one. The different new advertising features were fully discussed and each carefully explained to the representatives.

The manner of distributing the new Stencil Outfits was carefully discussed and it was decided that we supply a demonstrator one day for every hundred sets ordered, or a week for five hundred sets. Our Mr. Ketchum has succeeded in landing a large order for these outfits with Jordan, Marsh & Co., the largest department store in Boston. We wish him the greatest success along this line, as he has become very much interested in this stencil work and has promised that he will place a Stencil Outfit in the hands of every student at Wellesley College. His sales for the two days immediately following our convention amounted to twelve hundred sets.



Pacific District

Los Angeles Sales Division.

We finished the year in good shape, making a 32% increase over August last year.

The outlook for business for the coming year is very bright and we have secured in the past few days a number of new accounts and one new agent.

Mr. G. E. Wise has secured through our agent at Chino an order

for 2 bbls. Weather Proof Coating and 1000 lbs. Concrete and Cement Finish White, to be used on the new High School of China.

We are also in receipt of an order from the American Beet Sugar Co., of Oxnard, for 100 gals. S. W. P. No. 363, and one from the Montana Land Co., of Bixby, Cal., for 100 gals. Red Roof and Bridge Paint.



Western District Chicago Sales Division.

The inquiries we have received up to the present, resulting from the Fall B. P. A. Campaign, clearly indicate that our proposition is getting stronger every day, and we anticipate securing more new agents and dealers this season than ever.

Our representives have all already commenced to look up Paris Green and Arsenate of Lead prospects and are also interesting customers on our Lime-Sulfur Solution. The coming year is going to be a big one for the sale of S-W. Insecticides in this division.

Mr. W. W. Sime, until recently in charge of the Trade Sales Department at Chicago, has been appointed to fill a vacancy on Territory 104. He carries with him our best wishes and we will look to a material increase in business on his territory. Mr. H. O. Allen, who has been Mr. Sime's assistant, will succeed him here.

Mr. J. F. Hommel is now with us and will make a specialty of the large city proposition. So far the reports received for him have been very encouraging.

Another large building, the New Colfax Hotel, Colfax, Ia., has been finished entirely with S-W. goods and will be mentioned in *The Spectrum* later on.

A recent appointment to the staff is Mr. Grant C. Nicol, who will act as assistant to Mr. Hasson. Up to his late appointment, Mr. Nicol was Mr. Sohlinger's assistant at Cleveland. His experience in Manufacturers' Sales work should make him a very valuable addition to the Chicago staff. Mr. Nicol was director of the S-W. Glee Club while in Cleveland, and we are wondering if he will not start something in the Western District that will outshine the well-organized club that he left so reluctantly in his home city.

Northwestern Sales Division.

Optimism and enthusiasm prevail throughout the entire Northwest. The outlook for a large fall business is splendid, and we expect to break all previous records.

As a starter, Representative Comstock, Territory 117, secured the contract of the Anderson Co., one of the largest implement manufacturers in the Twin Cities, covering their requirements up to January 1st, 1911.

Not to be outdone by Representative Comstock, our able representative, Otto Mannerud, Territory 116, after a thorough test of our goods secured the contract of the Kellar Manufacturing Co., the largest manufacturers of wagons in the Northwest, for their entire paint requirements until January 1st, 1911. First order was for a carload, immediate shipment. Mr. Mannerud has been working on this proposition continuously for a year, and deserves considerable credit for the manner in which he has gone after the business.

We welcome to our staff in the N. W., Mr. L. T. Stevens, who succeeds Mr. Randall in Territory 139. The latter goes to Chicago to accept a Manufacturers' Sales Territory under Mr. Hasson. Mr. Randall has only been with the Company two years, but during that time has made an enviable record, and his promotion is merited and well deserved. We all wish him continued success in his new work.

We are following up every Insecticide prospect on the Territories and have already secured a large number of Paris Green and Arsenate of Lead orders for shipment early in the year.

SALES DEPARTMENT NOTES.

Competition Report to September 1st, 1909.

Leaders in New S. W. P. Agents.

Kansas City Division,			Cleveland Division,		
R. B. Wolford.....	69		J. A. Macmill.....	23	
E. J. Clark.....	55		P. A. Levenhagen.....	14	
W. F. Clark.....	32		W. N. Cline.....	12	
Winnipeg Division,			Chicago Division,		
W. J. Miller.....	39		M. M. Miller.....	19	
W. K. Parsons.....	28		P. L. Manger.....	18	
W. R. Posthoff.....	12		F. A. Bush.....	12 each	
Central Pacific Division,			Omaha Division,		
B. L. Rogers.....	25		F. C. Knower.....	19	
H. W. Gerber.....	9		E. K. Cannon.....	18	
W. E. Carter.....	7		F. A. Brown.....	14	
Montreal Division,			New England Division,		
D. Crevier.....	24		H. W. Punsam.....	16	
R. Archibald.....	23 each		A. L. Berry.....	14	
R. E. Hooper.....	14 each		E. T. Porter.....	11	
J. F. Ryan.....	14 each		Central Atlantic Division,		
Texas Division,			J. P. Minstree.....	16	
D. L. Price.....	24		H. E. Elliott.....	7	
K. Miller.....	22		C. M. Jarden.....	5	
S. S. Burris.....	21		Newark Division,		
St. Louis Division,			G. S. Spentique.....	12 each	
I. A. Seger.....	24		W. S. Hook.....	9	
H. P. Reeds.....	21		R. S. Maddock.....	9	
G. E. J. Tyson.....	16 each		A. D. Collins.....	7	
R. V. Jay.....	16 each		Portland Division,		
G. W. Lells.....	16 each		L. R. McDade.....	12	
Northwestern Division,			K. A. Carder.....	8 each	
T. M. Rude.....	29		W. H. Lilley.....	8 each	
V. P. Bennett.....	19		C. F. Christiansen.....	6	
F. A. Randall.....	15				

Los Angeles Division,

S. G. Harless.....77
 J. O. Knighten.....9
 G. E. Wise.....8

Savannah Division,

H. F. Hinrich.....10 each
 I. D. Wilson.....10 each

F. D. S.....

9 each

M. B.

8

A. D.

Cincinnati Division,

B. L. Reynolds.....70
 W. D. Moore.....7
 J. V. Barr.....6

Leaders in New Dealers and New Other Accounts.**Kansas City Division,**

E. H. Nolte.....220
 R. B. Wolford.....178
 H. B. Sevier.....84

Portland Division,

J. B. Kurtz.....86
 C. M. Felch.....71
 L. B. McDade.....49

Cleveland Division,

J. A. Magill.....160
 I. M. Benedict.....139
 F. A. Levenhagen.....101

Texas Division,

D.83
 E. S.72
 K.71

Newark Division,

F. L. Foy.....164
 W. S. Crook.....108
 R. S. Maddock.....105

New England Division,

W. I. Kelley.....83
 H. W. Putnam.....65
 A. L. Berry.....58

Northwestern Division,

C. F. Bennett.....119
 T. M. Brude.....74
 V. P. Bennett.....71

Los Angeles Division,

J. O. Knighten.....86
 G. W. Burrill.....48
 G. E. Wise.....41

Central Atlantic Division,

J. P. Minetree.....778
 F. E. Drew.....87
 A. Larkins.....77

St. Louis Division,

R. W. Jay.....50 each
 T. A.65 each
 T. S. Bradley.....51 each

Savannah Division,

F. D. Spencer.....103
 A. D. Kiser.....98
 H. F. Hinrich.....78

Central Pacific Division,

B. L. Rogers.....50
 S. W.43
 H. W.40

Omaha Division,

R. I. Lott.....99
 C. M. Atwood.....84
 F. C. Kenower.....58

Winnipeg Division,

H. H. Eager.....37
 W. J. Miller.....28
 W. K. Parsons.....20

Cincinnati Division,

B. L. Reynolds.....98
 J. L. Pendery.....98
 S. H. Robinson.....92

Chicago Division,

P. L. Munger.....98
 J. W. Ward.....81
 M. M. Miller.....78

Montreal Division,

W. P. Downing.....32
 D. Crevier.....27
 R. Vincent.....28



Well, we're started on another year, and from the looks of these sales figures we'll have to go at top speed to beat them out. There's a lot in the start, so here goes!