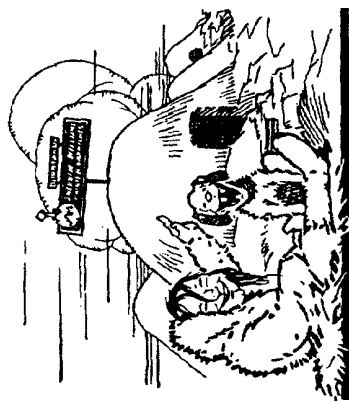


The Chameleon

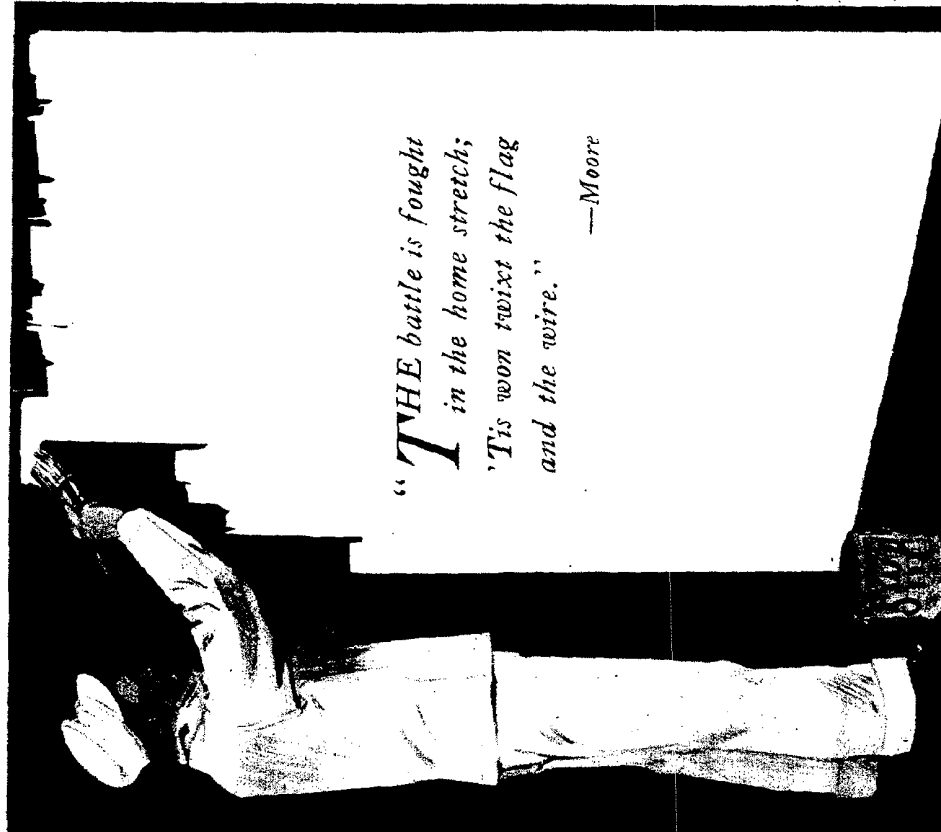
JULY

1911



[The first S.W. Agency in Alaska has recently been established at Juneau, Alaska, through the efforts of the San Francisco Promoting Department.]

From the igloos snug and icy
Where Alaskan breezes blow
To the pueblos large and airy
Overlooking Mexico,
It is daily demonstrated—
And there isn't any doubt—
That the P. D. man will get you
If you don't watch out.

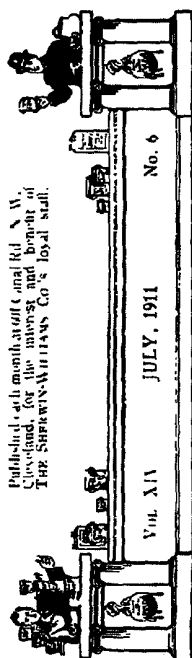


*"THE battle is fought
in the home stretch;
'Tis won twixt the flag
and the wire."*

—Moore

The Chameleon

Published each month at 100 Central Bldg. N. W.,
Cleveland, for the interest and benefit of
THE SUPERVISOR-UNITED CO. & Local Staff.



Gains Again At Last

EVER since my connection with the paint and varnish business have I seen conditions so difficult as they have been this year. Not only has general business throughout the country been below normal, but our own particular trade has suffered from peculiar conditions which are familiar to us all.



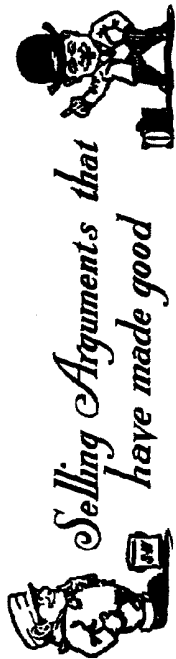
For these reasons I am not able to report our accustomed gains and new records for the business as a whole, but I am happy in still being able to congratulate the staff on good work and good results accomplished under very trying and difficult conditions.

The old aggressive fighting spirit of our organization has never shown up to better advantage than since our last convention, and no man is willing to admit of its being impossible for us yet to push the figures up to the record total of last year. We are going *strong* just now, and since May 1st have been making good gains in all Sales Divisions. It really is quite like old times again, and every man is making the short time that is left to us before the close of our year, count for something big. Progress is at all times inspiring, and we appear once more to have come into our own.

We have just finished another very successful meeting of Managers, all of whom are filled with the old-time energy and optimism. We have made plans for new campaigns, and the further extension of the business. There will be no let-up in our aggressive, enterprising policy. We mean not only to hold our leadership in the paint and varnish field of the world, but propose to *increase* the lead.

Wishing all the staff a good vacation time, which I well know is thoroughly deserved

John H. Williams
President.



How I Get My Arsenate of Lead Business

By E. H. Nide, Kansas City Sales Division



FROM the first year that our Arsenate of Lead was put on the market we have controlled the largest percentage of the business in this (the Ozark) region, notwithstanding the strenuous efforts of competition to "nose" it from us. Our position here was won by the splendid results obtained from the use of our material the first year.

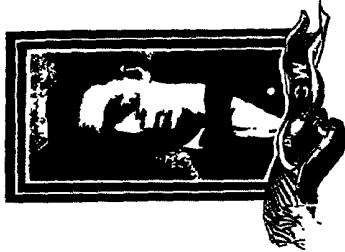
The firm position taken by our Insecticide Department in recommending only the Neutral Arsenate of Lead for orchard spray has been fully demonstrated and has won the confidence of the fruit growers by the splendid orchard results without a single case of burning or foliage injury, so that this year practically every large grower in this region will use Sherwin-Williams New Process Arsenate of Lead.

The fact that our material is absolutely safe to use appeals to the fruit grower since several cases of severe foliage injury with other Arsenates of Lead came to their attention in this district last year. In most instances where the acid materials containing a high percentage of arsenic are offered in competition with ours, it is only necessary to make plain to the grower that the value of this material is not in the percentage of poison present, but the question is to have poison and material in such shape as to insure the most minute and perfect distribution over the tree.

A very little poison will be effective if it reaches the proper place and is put on at the right time, but to be most effective when spraying a fine mist, with a high pressure, the point is to have it in such a condition that every particle of spray carries some of the poison. Our material is larger in bulk and lighter in specific gravity than other brands, also being more fluffy and finely divided, it insures the most perfect distribution of the poison.

In addition to these facts our material clings to the foliage a great deal better, and naturally this makes it more effective since it will not dust off and will not wash off so easily.

By making a test of the clinging qualities you can convince any grower, and these points, in addition to the fact that our material is always *absolutely* safe, appeal to any intelligent fruit grower. For no good orchard man will take chance on damaging his crop on account of a small difference in price when these facts are made plain to him.



Obituary

It is with sincere regret that we advise the selling force and other employees, of the death of Mr. Frank A. Bush, representative on territory No 114, which occurred on May 3d, from a combination of diphtheria and pneumonia.

Mr. Bush's death was very sudden as he was pursuing his duties on his territory very actively the week previous to his death, and while we were of course advised as to his illness, his demise so shortly after being attacked, came as a great surprise.

Mr. Frank A. Bush entered our employ Feb. 1, 1907, as traveling representative, and made rapid advances through his unusual persistence, untiring energy and intelligence. His work was of the highest order and we feel that we have sustained in his loss a comrade and co-worker whose death will be very keenly felt throughout the company and amongst his large circle of acquaintances.

A Message from Otto Mannerud

POST CARD—BRIEFKAART

Kristiana, Norway,

April 17th, 1911

My dear Mr. A. Cottingham

Kindly accept greetings

from The Little Paint Man,

who is trying to cover

Skandinavia with SWP.

Yours respectfully

OTTO MANNERUD

Mr. WALTER H. COTTINGHAM

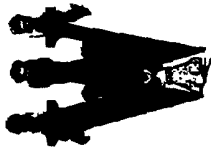
CLEVELAND

OHIO

U. S. A.

601 Canal Road N. W.

The Glee Club Picnic

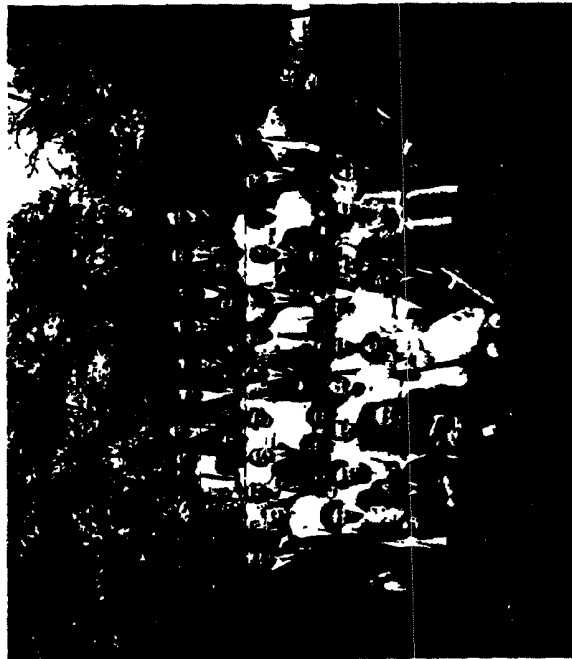


THEN the Cleveland S-W Glee Club decided to hold an outing on Saturday, June 3rd, a "brilliant thought" occurred to one of its members: We should invite the Brighten-Up Girls to join in the fun--and incidentally make the picnic more enjoyable.

So all details being carefully arranged, at 1:00 P. M. on the appointed day the reserved car departed from the Public Square for an hour's ride to Avon Beach Park, a cool retreat overlooking Lake Erie.

A hotly contested game of baseball, a three-legged race--quite exciting--and other games, followed, after which the happy throngs adjourned to the Pavilion where dancing was the ensuing attraction.

At six o'clock dinner was served. Between courses the Glee Club entertained their fair guests with selections from their carefully rehearsed repertoire, and, not to be surpassed by mere men, several of the Brighten-Up Girls proved themselves equally as efficient entertainers. A vocal solo by Miss Marguerite Pankuch was quickly followed by appeals for an encore, and two clever recitations by Miss McNamara were enthusiastically received. Mr. Ernest Wilson proved his ability



as a mirth provoker with several amusing monologues. Dancing was then resumed until nine o'clock.

A beautiful afternoon was followed by a still more beautiful evening and tired from their exertions, but still unwilling to leave the scene of their enjoyment, the joyful gathering returned home.

The Benefit Association



OR twenty-four years The Sherwin-Williams Employees' Mutual Benefit Society has filled a great need exceedingly well, and has grown considerable in proportions, there being at this time about 500 members in the Society. The growth of it, however, has been limited almost entirely to Cleveland, where it was started, perhaps because employees at other points did not know of it, or did not appreciate its advantages and partly because the constitution and by-laws which compiled did not anticipate the tremendous growth of the Company that has since taken place, and so were not broad enough in scope to provide for all classes of the Company's service in their different locations.

The demand for a broader society has caused a reorganization along the most approved lines which will become effective July 1, 1911. Under these new regulations members of the Benefit Association become eligible to a pension upon attaining the age limit and completing the requisite term of service.

There are four classes of membership in the Association with dues and benefits as under:

Class	Salary	Dues (Monthly)	Sick Benefit	Death Benefit
A	Less than \$40.00 monthly	20 cents	\$ 5.00 week	*\$100 to \$200
B	\$40 to less than \$60	30 cents	7.50 week	* 150 to 300
C	\$60 to less than \$80	40 cents	10.00 week	* 200 to 400
D	\$80 and over monthly	50 cents	12.50 week	* 250 to 500

*According to length of membership.

A booklet is being printed containing complete regulations of the Benefit Association and pension plan, copies of which will be sent to all offices as soon as ready.

Every employee over 16 having been in the Company's service at least three months is invited to become a member of the Association. Application should be sent to the Superintendent of the Association at Cleveland.

It has been said that there are but three kinds of men in the world: First, the kind you have to tell once to do a thing and you can bet your life it will be done. The second is the kind you have to tell three or four times; and the third is that great business-producing, creative lot of men who don't have to be told at all. They have initiative. They know what to do and they go ahead and do it.

Annual Spring Managers' Meeting



THE Annual Spring Meeting of District Managers and heads of departments was opened by Mr. W. H. Cottingham at nine o'clock Monday morning, June 5th. Among other important business affairs, the representatives' suggestion blanks, which had previously been carefully reviewed by the Sales Managers and Mr. A. D. Joyce, were discussed, and the Management expressed their appreciation of the thought and care that had been taken in their preparation.

Owing to important business, Mr. C. C. Ballantyne was absent, but a telegram received from him expressed his good wishes for the success of the meeting. Mr. F. B. Gable, who had just recovered from an attack of tonsillitis, arrived on Tuesday. Our advertising agents, Calkins & Holden, were present during the advertising session and gave some interesting information concerning our magazine publicity.

Tuesday evening being the Annual Meeting of the Get-Together Club, the Managers accepted the invitation to attend, and listened with much pleasure to an address by Mr. S. P. Fenn on the subject of his recent visit to South America which was illustrated by stereopticon views of the Panama Canal. Mr. Fenn told how inspiring it was to see SWP in so many different countries which he had visited. The Glee Club assisted in making the evening an enjoyable one by singing several of their selections. Mr. D. C. Lowles was called upon to explain the work of the Service Department and responded with an interesting address telling how the welfare work will be conducted.

On Wednesday afternoon, waiting automobiles speedily conveyed the party through the beautiful boulevards for which the "Forest City" is renowned, to the home of Mr. Cottingham, where at his kind invitation they were the guests for the afternoon. The spacious grounds extending to the water's brink afforded charming surroundings, and refreshed by the cool, pure air, the visitors were soon engrossed in lawn tennis, croquet, quoits and clock golf, while still others wandered through the shady paths to the edge of the lake. Tea, delightfully served in the glass-covered veranda, preceded the final struggle for the competitions, where much unexpected talent was displayed and the hotly contested games finished with a keen spirit of rivalry. Dusk was just beginning to descend when the guests bade farewell to their cordial hostess and proceeded with their host to the Country Club where all details for a banquet had been carefully arranged.

After the dinner the unsuccessful participants were called upon by Mr. Cottingham to award the prizes to their more fortunate opponents, affording them the opportunity to make the usual excuses of "out of

practice," "my partner's fault," "have conspiracy," etc. Here is the sporting news:

Game	Winners	Game	Winners
Quoits	{ C. G. Hull	Clock Golf	G. A. Martin
	{ F. E. Davis		
Croquet	{ L. M. DuCommun	Tennis	{ J. O. Hasson
	{ F. E. Davis		{ M. K. Powers

Short addresses were made by Messrs. W. H. Cottingham, R. W. Sample, H. D. Whittlesley and E. M. Williams and after a toast had been proposed to Mrs. Cottingham, the party adjourned and returned home.

The following is the list of those present, seen from the photograph: First row—A. D. Joyce, H. A. Sherwin, W. B. Albright, W. H. Cottingham, G. A. Martin, S. P. Fenn, E. M. Richardson.

Second row—W. W. Haynes, J. G. Weber, A. W. Frank, E. M. Williams, F. R. Biglow, L. W. Went, E. W. Lutes, L. R. Greene, L. K. Schwartz (Director S-W Glee Club), D. C. Lowles, H. M. Ashby.

Third row—H. B. Sevier, F. B. Gable, C. G. Hull, R. V. Goodenough, O. Box, D. R. Jones (Manager S-W Baseball Team), A. E. Kydd, L. M. Williams, H. D. Whittlesley, H. J. Douglas.

Fourth row—B. B. Cannon, J. O. Hasson, C. E. Horton, F. E. Davis, H. C. Schofield, L. M. DuCommun, F. C. Kuhn, H. J. Ham, C. M. Durbin, M. K. Powers, F. F. Myers.

Fifth row—R. W. Sample, R. W. Levenhagen, A. A. Sims, Henry Campbell, R. W. Western, J. E. Campbell, O. N. Marsh, F. F. Hesse, A. J. Howe.

Transfer of Mr. C. B. Albea

IT is very gratifying to view the progress of some of the young men who are making headway in our organization for it clearly shows that energy and hard work backed by intelligence are always sure of a safe reward.

Mr. C. B. Albea, who up to a short time ago was Promoting Department Manager at our Newark office is now in charge of that work at Boston and we soon expect to see the results of his efficient and systematic work. It was only a short time ago that we had occasion to mention his promotion at Newark and our readers will be gratified to learn of his progress.



The S-W Formula that Wins

Equal parts of Energy, Enthusiasm, Knowledge and Optimism, Used daily between this date and Sept. 1st.—W. R. Ashbrook.



VISIT OF MANAGERS TO MR W. H. COTTINGHAM'S RESIDENCE, JUNE SEVENTH

Reminiscences of the Road Landing a B. P. A. in a Hard-Nut Town

By F. A. Bush, Chicago Sales Division

(This article was contributed by the late Mr. Frank A. Bush only a few weeks prior to his death, particulars of which are given on another page.—Ed.)



I has always been my policy never to sell an agent or dealer anything that I know he will have difficulty in disposing of, but be sure to sell a sufficient stock of salable goods to keep "the other fellow" out. Here is an experience I had recently in talking our proposition to a "hard-nut" B. P. A. whom I was determined to land.

A short time ago I called on a hardware dealer in a town of six hundred population. After I had introduced myself he said, "Well, you have a good line of paint, but it is too high. I have about made up my mind to put in a line of mixed paint but I think I will put in a cheaper line that I can make some money on. You people spend so much for advertising that you have to stick it on to the price of the goods to get even. Consequently your paint is too high for a town like this."

"Mr. Hardware Man," I replied, "if you could buy 10 stoves and sell them at a profit of \$10.00 each or \$100.00 profit on the ten would you be willing to spend the \$100.00 advertising that particular line of stoves if you knew by so doing you could sell 100 of the same stoves showing you a profit of \$1,000. In other words you used a percentage of your profit to promote larger sales, which in turn brought back more profit than you would have had if you hadn't advertised, which shows that you only used a percentage of your profit to bring a larger volume of business and that your advertising expense was not added to the cost of your goods, but taken from the profit. So it goes to show that the larger business we do, the more profits we make and consequently the percentage set aside for advertising is greater, allowing us to increase our advertising with the increase of our business."

I then brought to his attention the fact that the advertising we are now doing in the National Magazines, periodicals, farm papers, etc., is the kind that keeps our product ever before the notice of the people.

When I came to the Decorative Department Service, he said he had never seen anything like it before and didn't know that any paint company took so much pains to secure business for their trade. Before we finished with that book he said "Advertising surely pays."

The next question he asked me was, "Do you manufacture your own varnishes?" The answer was, "Absolutely, and that is a point I want to bring up. I want you to know that we make everything in the paint and varnish line in our own factories from the raw material to the finished product which is not true of any other firm in the same business. We have our own Linseed Oil Mills and press our own oil from A-1 cleaned, Northwestern flax, our own Dry Color Works, which, by the way, is the largest in the world and our own White Lead Plant which was erected at Chicago last year, as well as Zinc mines and smelters. So you see by making

everything ourselves from the raw material to the finished product and not being compelled to buy on the open market, every gallon of paint or varnish turned out is uniform in quality and every batch is tested to sample by our chemist before being sent out."

The next question was: "What are your terms?" After I had informed him, he said, "Why the other firms offered to consign a stock and for me to pay for it as I sell it." I replied, "Do you think that a good proposition?" "I certainly do," I said, "Now let me tell you something. These people who offer such a proposition are asking you to do a thing that they cannot do themselves. They tell you that you can sell their goods and admit they can not."

"A company who is willing to consign goods to a merchant needs the business pretty bad and although we want all the business we can get we don't need it so bad that we have to consign our goods to any one and would not do so under any consideration. The point is: Talk quality for the quality is in the can and if you don't believe we make the best paint and varnish on the market, (bar none) and that it is worth the price we ask for it, don't buy it as it is not a matter of selling you a few dollars worth of paint and having it lay on your shelves, because if you don't believe what we tell you about our goods and what they will do, you will not push the goods to the best of your ability. In other words, agents for our goods must be live ones, and we will not tolerate a dead one under any consideration."

"Take the weight of our goods, using white as a base, which you must do, as colors vary in weight. Our Cut-side Gloss White weighs 19 pounds 6 ounces to the gallon gross or 18 3/4 pounds net; is 2 pounds heavier than any other paint on the market. Furthermore, the formula is on every package which tells you what it contains, the percentage of pigment and liquid. Take the goods manufactured by firms who talk consignment and you will see no formula on their cans. You are buying a cat in a bag."

"There is nothing in trying to establish a business on something you cannot stand back of. I tell you the thing to do is to sell quality and not price, as quality remains long after the price is forgotten. To be able to tell your customers this is the best article of its kind on the market, and then stand back of your statements is the aim of every wide-awake merchant."

After I had finished talking turkey to him, he said, "How much paint ought I to buy to start out with for this size town?" I told him, "Not less than \$500." "Well," he replied, "I didn't expect to buy more than one hundred dollars worth but you have converted me from the cheap paint proposition. Send me what is right, and I promise to push it for all I am worth and make myself worthy to be called a Sherwin-Williams agent."

This happened last year and when I called on him for this spring order, he pointed to his nearly empty shelves and said, "You know what I need, sort me up and send it along." I did so.

Excerpts from Weekly Bulletins

From Mr. F. F. Myers' Bulletin of May 5th

It is the volume of sales that counts at this critical time, and one of the surest ways to get this volume is to get your agent or his clerk to go out with you and call on property owners. After you have landed one or two jobs he will see how easy it is and he will follow up the other prospects after you have left town. Start out on Monday, determined to call on from one to five property owners in every agency town you make. If you will do this religiously in every agency town, the volume of your week's sales will surprise you, and I know that each week thereafter you will continue to do this. You will find that the agent will not hesitate to order liberally, for he will realize like he never did before, that he can make the goods. He will also, not be slow to realize the profit there is in pushing paint.

You will find that in doing this missionary work, even in towns where we have no agents, it pays, for after you have got one or two jobs, you will not experience any difficulty in getting the man you want.

From Mr. J. P. Coleman's Bulletin of May 13th

Mr. Clark was the first man to send us in an order for an assortment of R & B Paint. I also received the following letter from him.

"After sending in my town report in which stated I was afraid I would not be able to land the paint order for the New Elk's Home, I got to thinking the matter over, and feeling so badly about my not getting it, that I went to the long distance phone and called up a friend of mine here in Aberdeen who is an Elk and stated the whole case to him, and told him I needed his assistance in getting this business. He told me to go back and we would go after it together. I did so and yesterday we got a member of the committee at Mitchell, and he gave his consent to the other members to decide on the paint then. I had to fight it through with the other members of the committee as the Aberdeen Hdw. Co. had offered to furnish the paint at cost, and I wanted to ship it through the MacArthur Hdw. Co.

"By that time I had made up my mind to have that job if I stayed a month, and made the proposition to ship direct. To make a long story short I finished them up last night, never let them go to supper till I was through, and got the enclosed order: 30 gals. of Mixing Size, 47 gals. of Liquid Flat-tone, 12 gals. of Glazing Liquid, 15 lbs. of Stencil Colors and 7 stencils."

From Mr. W. W. Haynes' Bulletin of May 12th

DID YOU EVER INCREASE YOUR WORK AT THE CLOSE OF THE following letter from Mr. Geo. G. Menefee who believes in glad-handing the painters and seeing the property owners: "After leaving Carbon Hill last night I got to thinking about your good advice 'make an analysis of your self at the close of each day.' After so doing, I decided to return to Carbon Hill today. Upon my arrival I found one of my competitors on the ground. He was trying to get the painters in line when I arrived. Old Bob Brook, a tramp painter in this territory, and a good one too, arrived here this A. M. with 4 cents as his bank roll, and was standing there. When he saw me he simply shouted 'Here comes a meal ticket for me, and I would not use any paint but SWP.' Bob is a strong union man so it was no trouble for him to put me in good with the other painters as they had at one time belonged to the same head. I find enclosed order No. 66. It sure pays to have the good will of the painters." This order, we wish to say, contains 60 gallons SWP, a quantity of Aluminum Paint and First Quality Colors. It, too, makes a splendid New Dealer and a promising New Agency. Congratulations for Mr. Menefee on this splendid work

Ten Qualifications Necessary to Secure An Order

By W. P. Clark, Sales Manager, Kansas City Sales Division



PICKING the right man. The Sherwin-Williams Company are the largest paint and varnish makers in the world. They manufacture the best paints and varnishes that have ever been produced, and there is not even a close second in the business. On account of this, we are entitled to the largest and best dealer in each town and the one who has the greatest ability to secure the largest output for our products. We give one the advantage of the best advertising helps—more of them than anyone else and there is no one who approaches us in ability to furnish the agent with information which will assist him in talking the goods in an intelligent manner, and thus making the sale.

Your determination to succeed. When your determination has reached the proper point, you will know it by these words: "I can," "I must," "I will," "I have." At that point the business is yours, and not before.

The approach. Your first impression of a customer and the customer's first impression of you is lasting indeed, and we believe that each representative can quickly recall the time that he first met a large number of his acquaintances because a lasting impression has been made. Your genial manner enables you to get close to the customer, and if ever a qualification was necessary, it is this: Have something to interest him at once, and pick from your line one of the very strong features with which to start. One of our representatives was recently successful in securing some of the largest business which is offered on account of making reference to that portion of the customer's business which was especially interesting to him.

Ability to instill confidence. Many men have a natural ability to do this, though by others it is acquired. If you are real certain regarding your own proposition and can quickly answer a question that may come to you concerning that of your competitor, there is little doubt regarding your ability to so thoroughly instill confidence that you will be favored with the business.

Knowledge of the goods. The time is at hand when it is necessary to have a greater knowledge of our goods than in the past, for the mails are full of information from the men who are making a so-called pure paint that can be manufactured for at least 40 cents per gallon less than our own, and we must show the agent exactly why our goods are higher in price and worth the additional amount of money that we ask for them. If you are not prepared to do this, let us show you how.

More determination. When the prospect is not easy to land, bolster your courage and make a second effort. The definition of the colored preacher is good: "Take hold, hold on and neber leab go." Close your

bargain at the right time. Knowing when to close, is one of the most important points in salesmanship. Many a man has talked himself into an order, and, like the song, "talked himself right out again."

A well-balanced order. A well-balanced order means a satisfied customer. This is necessary for we are building a large structure. We must build a strong foundation and keep everyone of the agents and dealers whom we land, for this will do more to assist us in holding the business than anything else that it is possible to accomplish at the present time. If you have sold a large order, show him exactly where the opportunity lies to dispose of it.

Developing the agent. Don't forget the clerk. He may be the next employer. Get them to take advantage of our Advertising Department for this helps to sell the goods. The Decorative Department is still a new feature to many of our agents and only a small majority of them have taken advantage of it up to the present time. By taking the time to explain to the agent the great possibilities of the use of the Decorative Department you will be surprised at the ready and willing co-operation with which he will accept this help.

Your next prospect. Don't think because you have landed a good order that this is the time to release yourself from work a day or two and rest on your laurels. It is not. Use the high enthusiasm that you have acquired in securing the last man, and of which your system is full, to assist you in getting the next order. It will work wonders.

Personality. Look like a man. Conduct yourself as a gentleman. Don't use superfluous language, for such is not required to secure the business. A large jobber recently remarked to the writer that the representatives of this Company whom he had the pleasure of meeting, were the cleanest looking lot of men that he had ever come in contact with. This will help to uphold the reputation of the other representatives and the Company, if you are already one of them.



Western District

Mr. Schaefer's friends in the office and among the traveling representatives will all be pleased to learn that he has returned to his territory after an illness of several weeks. Mr. Schaefer has carefully mapped out his plans for the

balance of the year and as a result we look for some good things to develop from Territory 112.

Mr. C. F. Bennett is now representing us on Territory 114 in Illinois, having filled the vacancy caused by the death of Mr. Frank A. Bush. Mr. Bennett needs no introduction to most of *The Chameleon* readers and all will welcome him back into the fold.

The Decorative Department did excellent work during May, and

results were better than any previous month. Some of our old agents enthusiastic convert business as well. Much credit is due to the for the thorough way in which they followed.

What about June, July and August? We better record?



So. Western

Thanks are due the Decorative good work in the National Bank Tex., for Flat Enamels, etc.,

We also sold, as a result of Decorative an order amounting to over \$1,000 to the Stockton, Tex.

Such results as these are certainly very confident that these and numerous other goods are used in carrying out decorative Southwest well in the lead on results obtained.

We in the Southwest are more enthusiastic Department than ever before, and are using



Pacific

The Decorative Department has landed a very large order in Calif., this month. Mr. Willits of the Willits Co. has furnished the best and best

Decorative Suggestions for his new home and with the results after carrying out our suggestions. Goods, that it was no trick at all to sell his. We had been working on this account for it would probably still be a BPA if the Decorative Department had not helped us.

Representative Mr. S. G. Harless, who has been in the Pacific and Arizona, has experienced considerable success on account of the insurrection in Mexico. He has doubled his estimate on ODP Lead.

Mr. F. M. Franklin has been given the

ritory No. 504 to succeed Mr. R. A. Carder, who has taken a country territory in the Northern Pacific Sales Division. Mr. Franklin is an experienced paint salesman and we expect big things from him in the way of results.

One of the largest hotels in the State of Washington is being erected at Aberdeen and after much hard work Mr. Chas. S. Travers, representative on Territory 501, succeeded in selling S-W Products throughout. The first shipment included:

333 Gals. Liquid Flat-tone	15 Gals. Aridos
36 " Handcraft Stain	75 Lbs. Crack and Seam Filler
24 " Enamel	1 Bbl. Mar-not
50 " Flat-tone Mixing Size	1 Bbl. Interior Coach
20 " IFF	1 Bbl. Raw Linseed Oil

Mr. Travers was ably assisted by Mrs. Travers in preparing the color schemes for this hotel.

SALES DEPARTMENT NOTES

Representatives' Competition to June 1st, 1911

Leaders in New SWP Agents

Winnipeg	Kansas City	Portland	St. Louis	Cleveland	Minneapolis	Newark
A. J. Boyd..... 28	E. J. Clark..... 18	C. S. Travers..... 16	A. I. Tucker..... 16	G. Dulge..... 15	H. C. Lat..... 11	M. B. Midgough..... 11
J. H. Buchanan..... 21	B. A. Grose..... 13	H. P. Kroger..... 12	H. P. Kroger..... 10	F. H. Hall..... 11	A. D. Collins..... 17	A. D. Collins..... 17
W. J. Miller..... 15	G. A. Dewart..... 11	W. H. Lacey..... 11	J. P. Kreib..... 9	A. V. Kathman..... 7	W. C. Fischer..... 8	G. S. Steffinger..... 6
						F. L. Roy..... 4
New Orleans						
I. A. Siegel..... 22						
J. G. Wright..... 14						
A. E. Allen..... 8						
Chicannati						
W. P. Hambaugh..... 20						
W. D. Moore..... 8						
F. H. Bequand..... 6						
J. I. Munroe..... each 6						
Omaha						
I. J. Hum..... 19						
C. L. Bug..... 17						
F. C. Kenner..... 10						
Dallas						
E. Gross..... 19						
I. T. Adell..... 15						
P. M. Roach..... 11						
Montreal						
R. E. Schison..... 18						
A. E. Corley..... 17						
F. N. Thomas..... each 13						
R. Vincent..... each 13						

Chicago	C. E. Ilwaco..... 11	I. P. Minette..... 7	Philadelphia	I. P. Minette..... 7
	R. W. Jay..... 6	W. H. Jarden..... each 4		W. H. Jarden..... each 4
	E. A. Spren..... 5	J. J. MacDonaid..... each 4		J. J. MacDonaid..... each 4
		L. A. Larkins..... 5		L. A. Larkins..... 5
		C. M. Jarden..... 3		C. M. Jarden..... 3
San Francisco			Savannah	
	P. W. Wanner..... 10			
	W. E. Carr..... 3			
	W. E. Carr..... 3			
New England				
	W. L. Huesey..... 8			
	J. H. Haynes..... 7			
	J. H. Thompson..... each 3			
	A. D. Camille..... each 3			
	W. I. Kelley..... each 3			
	H. C. Stratton..... each 3			
Leaders in New Dealers' and New Other Accounts				
Newark	G. A. Albanan..... 219	G. E. L. Dyson..... 67	St. Louis	G. E. L. Dyson..... 67
	F. L. Fox..... 74	R. J. Tonker..... 51		R. J. Tonker..... 51
	J. D. Atherton..... 59	H. P. Reads..... 44		H. P. Reads..... 44
M'neapolis			Savannah	
	G. L. Lathrop..... 104			
	P. D. Randall..... 88			
	W. C. Fischer..... 69			
San Francisco			Portland	
	F. W. Wanner..... 100			
	H. W. Crocker..... 37			
	F. D. Franklin..... 37			
Cincinnati			Kansas City	
	T. H. Bogard..... 90			
	W. D. Moore..... 62			
	W. P. Hurlbaugh..... 67			
New England			Chicago	
	I. H. Haynes..... 81			
	E. S. Blanchard..... 52			
	R. M. Fay..... 43			
Cleveland			Los Angeles	
	W. A. Mason..... 79			
	C. J. Jule..... 53			
	R. G. Zickay..... 51			
Philadelphia			Omaha	
	A. Larkins..... 73			
	E. E. Huesey..... 65			
	G. E. Elliott..... 60			
New Orleans			Montreal	
	A. E. Allen..... 73			
	T. A. McKee..... 61			
	I. A. Steger..... 37			
Dallas			Winnipeg	
	E. Cannon..... 67			
	H. W. Roach..... 66			
	H. A. Weimaker..... 39			

Leaders in New Dealers' and New Other Accounts

Newark	St. Louis	Savannah	Portland	Kansas City	Chicago	Los Angeles	Omaha	Montreal	Winnipeg
G. A. Allman..... 219	G. E. L. Dyson..... 67	F. D. Spencer..... each 2	W. H. Lilly..... each 56	E. J. Clare..... 56	W. F. Gallager..... 53	E. I. Culver..... 51	F. C. Kenner..... each 50	W. L. Mavnah..... 30	H. H. Eager..... 23
F. L. Fay..... 14	R. J. Tonker..... 51	H. E. Hinch..... 57	H. L. Rogers..... 53	C. C. Conger..... each 51	R. W. Jay..... 52	L. R. McDade..... 28	I. J. Hum..... 46	E. Auger..... 39	P. M. Williamson..... 21
J. D. Atherton..... 39	H. P. Reads..... 44	U. E. Hinch..... 53	D. G. Sturrock..... 32	A. M. Hollman..... 49	G. J. Alameda..... 51	G. W. Burrill..... 24	F. A. Welch..... 42	E. E. Stinson..... 35	J. R. Buckham..... 18
Minneapolis	Savannah	Portland	Kansas City	Chicago	Los Angeles	Omaha	Montreal	Winnipeg	
G. L. Lathrop..... 104	F. D. Spencer..... each 2	W. H. Lilly..... each 56	E. J. Clare..... 56	W. F. Gallager..... 53	E. I. Culver..... 51	F. C. Kenner..... each 50	W. L. Mavnah..... 30	H. H. Eager..... 23	
J. L. Randall..... 88	A. D. Kiser..... each 4	H. L. Rogers..... 53	C. C. Conger..... each 51	R. W. Jay..... 52	L. R. McDade..... 28	I. J. Hum..... 46	E. Auger..... 39	P. M. Williamson..... 21	
W. C. Fisher..... 66	H. E. Hinch..... 57	D. G. Sturrock..... 32	A. M. Hollman..... 49	G. J. Alameda..... 51	G. W. Burrill..... 24	F. A. Welch..... 42	E. E. Stinson..... 35	J. R. Buckham..... 18	
San Francisco	Savannah	Portland	Kansas City	Chicago	Los Angeles	Omaha	Montreal	Winnipeg	
F. W. Wanner..... 10	A. D. Kiser..... each 4	W. H. Lilly..... each 56	E. J. Clare..... 56	W. F. Gallager..... 53	E. I. Culver..... 51	F. C. Kenner..... each 50	W. L. Mavnah..... 30	H. H. Eager..... 23	
W. E. Carr..... 3	L. D. Wilson..... each 4	H. L. Rogers..... 53	C. C. Conger..... each 51	R. W. Jay..... 52	L. R. McDade..... 28	I. J. Hum..... 46	E. Auger..... 39	P. M. Williamson..... 21	
New England	Savannah	Portland	Kansas City	Chicago	Los Angeles	Omaha	Montreal	Winnipeg	
W. L. Huesey..... 8	A. D. Kiser..... each 4	W. H. Lilly..... each 56	E. J. Clare..... 56	W. F. Gallager..... 53	E. I. Culver..... 51	F. C. Kenner..... each 50	W. L. Mavnah..... 30	H. H. Eager..... 23	
J. H. Haynes..... 7	L. D. Wilson..... each 4	H. L. Rogers..... 53	C. C. Conger..... each 51	R. W. Jay..... 52	L. R. McDade..... 28	I. J. Hum..... 46	E. Auger..... 39	P. M. Williamson..... 21	
J. H. Thompson..... each 3	H. E. Hinch..... 57	D. G. Sturrock..... 32	A. M. Hollman..... 49	G. J. Alameda..... 51	G. W. Burrill..... 24	F. A. Welch..... 42	E. E. Stinson..... 35	J. R. Buckham..... 18	
A. D. Camille..... each 3	M. M. Wolcott..... 3	U. E. Hinch..... 53	D. G. Sturrock..... 32	A. M. Hollman..... 49	G. J. Alameda..... 51	G. W. Burrill..... 24	F. A. Welch..... 42	E. E. Stinson..... 35	
W. I. Kelley..... each 3	L. E. McDaide..... each 1	H. L. Rogers..... 53	D. G. Sturrock..... 32	A. M. Hollman..... 49	G. J. Alameda..... 51	G. W. Burrill..... 24	F. A. Welch..... 42	E. E. Stinson..... 35	
H. C. Stratton..... each 3	L. E. McDaide..... each 1	H. L. Rogers..... 53	D. G. Sturrock..... 32	A. M. Hollman..... 49	G. J. Alameda..... 51	G. W. Burrill..... 24	F. A. Welch..... 42	E. E. Stinson..... 35	