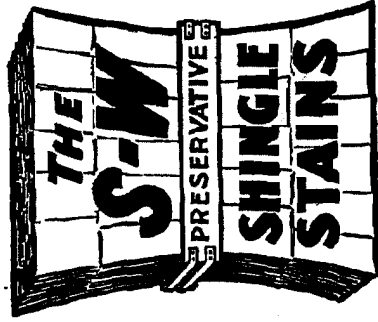
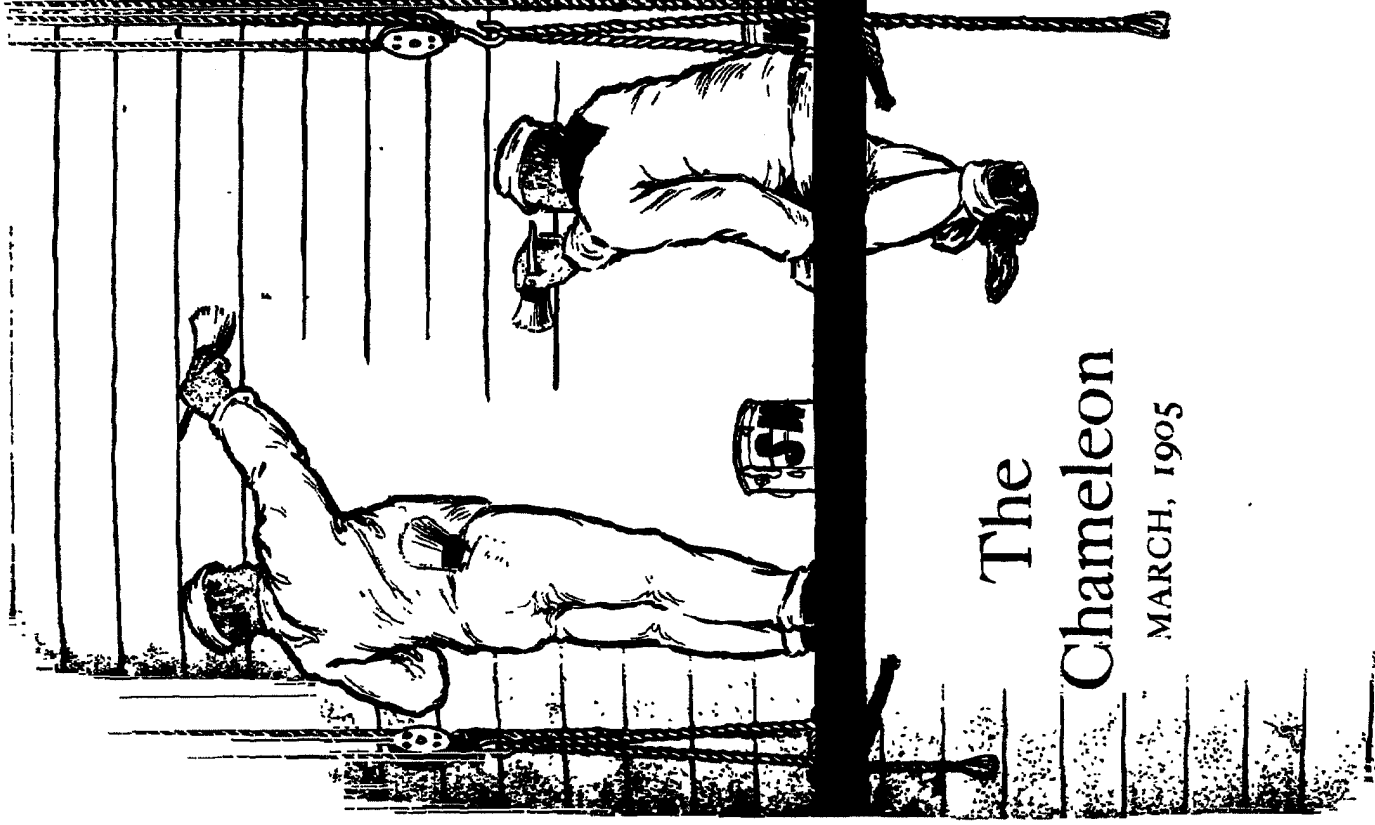


Make Preservative Shingle
Stains a part of every



agency order. A good
line to push and push hard.



The Chameleon

MARCH, 1905

The Chameleon.

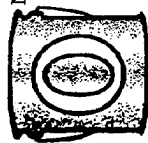
Published on the Fifteenth day of each month by
The Department of Publicity, at 104 Canal St.,
Cleveland, for the interest and benefit of
THE SHERWIN-WILLIAMS Co.'s loyal staff.

Vol. VIII.

MARCH, 1905

No. 3

GOOD HALF YEAR RECORD.



ON February 28th we completed the first half of our present business year. While I have not seen the exact figures, as I am writing this away from home, I am sure our gain to date is considerably more than our gain for the entire twelve months of last year.

Yet, it is not up to our estimate, but it is very good and encouraging for a start. The next six months are the heavy ones, and in them we confidently count on catching up on the estimate.

The Top Notcher Southwestern Division is in the lead again. This Division and the Eastern Division are both ahead of their estimate, and there'll be a great struggle for first place between them. Maybe some other division will walk away from both of them on the home stretch. The great Middle West and the Central are a little tardy, also New England, while the other Divisions are working up close to the goal.

Our success in making the total estimate for the entire business, which is closely engaging our attention now, depends upon each man working out his own individual record, and I am sure every one will do his best. The more experience we have in our system of estimating, the more I believe in it. I know it keeps me up to it, every minute of the day, for I feel my responsibility for final results. I confess nothing pleases me more than to make the mark we set before us, and I am willing, as I know every other manager is, to hustle to do it.

There is, too, a great stimulus in *progress*—the man or concern who is not making headway loses the greatest of inspirations—that which comes from successful achievement.

The good book says, "to him that hath shall be given." That's the doctrine of success. If you want to be a prize winner, you must keep in the lead. The man in the front has the greatest chance. Every one of us should be a leader in our line, and this being so, our good Company will continue to hold its proud place at the head of the paint and varnish business of the world.

Vice Pres. and Gen'l Mgr.

The Approaching Harvest.

FOR many months past we have been carefully considering the crop we would prepare for this year.

The land was properly chosen, and had been well fertilized by good work done in the past. Months ago, we also commenced to till the commercial soil with effective promoting. We sowed good seed by way of forceful representation, and we now are cultivating the growing crops by truthful and attractive advertising and appeals to reason.

Before another CHAMELEON goes to press the harvest all over this country will have commenced, and will continue very active until July 1st, and in northern localities until August 1st.

The Company has made ready its granaries in anticipation of the largest yield for volume of sales in all their experience. and if the work of all alike on the road, in the office, in the factory, and elsewhere, has been and continues faithful and up to the high standard demanded by our policy and

our past, there will be no doubt of the reward to all.

Are there any places under your charge where the weeds of competition are choking out the crop?

Are you satisfied that you have turned every inch of soil necessary to insure the best returns?

If there is a spot left untouched, get to it as quickly as you can and try to fix it for a proper yield.

The time is rushing on when you must spend every minute in gathering the fast ripening harvest, unless it wastes by getting into other hands.

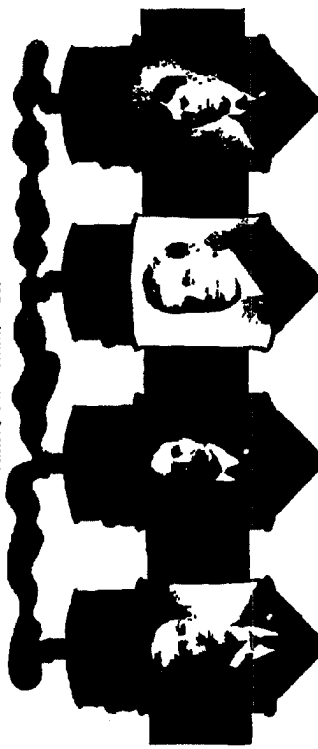
It will be the final record of sales alone that will tell the full story as to the character of the work done.

Let us all renew our determination and see to it that there is no disappointment.

Albert J. Williams
Mgr. General Sales Dept.

Four "Texas Special" Hustlers.

THE MEN WHO FURNISHED "THE STEAM" FOR THREE SOLID TRAIL LOADS OF SHERWIN-WILLIAMS PAINTS AND VARNISHES.



E. S. Dome ly.

J. W. Anderson,

F. F. Myers,
Manager.

J. J. Twaddell

Large Stock Farms—A Profitable Source of Trade.

WE are reproducing below an illustration showing the buildings on Moyer Dale Farm, Onondaga Lake, near Syracuse, N. Y.

This is one of the finest stock farms in the State, the country home of H. A. Moyer, the well known Syracuse manufacturer of fine carriages and road wagons. All the buildings are painted with S. W. P.

Mr. Moyer has a large reputation as a maker of high grade carriages and uses S. W. Products on his vehicles.

There are very many such establishments in nearly every territory, and they should be carefully looked up. They are, of course, somewhat removed from the centres of business, and may be overlooked on this account.

The owners of such places are almost invariably men of means, position and influence, who usually take special pride in keeping their buildings well painted and in excellent repair.

Many of them use large quantities of paint and varnish and, having extensive business connections, perhaps

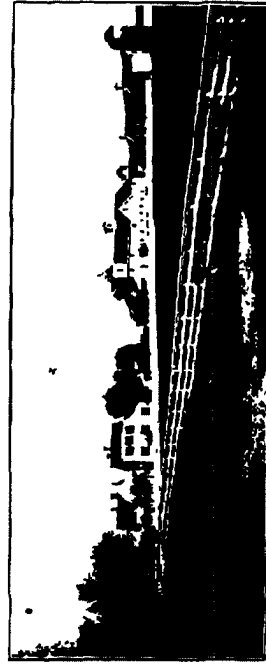
could not be reached to the best advantage through a local town agency.

Opportunities of this kind are well worth the personal attention of the salesman, and in case the property is located within the territory of an S. W. P. agency, satisfactory arrangements could easily be made with the agent, enabling us to make the sale direct without interfering in any way with the customary agency benefits.

The use of Sherwin-Williams Products upon property of this kind should prove the best kind of an advertisement for the agency and the Company alike; and for this reason, as well as that of direct profit, such trade should not under any circumstances be allowed to drift away from us.

TAXITE

SHOW IT. Show what Taxite does. Carry a sample. Let the agent try it. Let the painter try it. Takes only ten minutes. Quick action. Quick sales. Seeing is believing. Using is proving. Do you realize the possibilities of Taxite?



Moyer Dale Farm, on Onondaga Lake, near Syracuse N. Y. All Buildings Painted with S. W. P.

Cleveland Master House Painters and Decorators Make their Annual Visit to the Cleveland Factory.

TWENTY-NINE members of the Master House Painters and Decorators Association of Cleveland, paid their annual visit to the Cleveland Factory on February 21st.

The guests arrived shortly after noon and assembled in the reading room, where the photograph reproduced below was taken.

Lunch was served shortly after in the dining room, and special menus were printed and attached to 1905

The menu was as follows:

CONSOUME	Trout-Catlet	CELERY	OLIVES
		Chateau Green, L.	Bouquet Green.
		SALTED WAFERS	
		Kamti Cheese	
LILLET OF DIPP	SWEET WINKLE PEAS		
Body Cust.	Pea Chicken		
CRAILED POTATOES	SWEET POTATOES		
Light Tim	Dark Tim		
VIENNA BREAD	GRAHAM BREAD		
Yucc White	Light Oak Graining		



Members of the Cleveland Master House Painters and Decorators Association who Made their Annual Visit to the Cleveland Factory on February 21st.

1 H. Lynn, City Salesman	8 John Hermon	17 Wm. Nuckow	25 Fred Finkle
2 R. W. Levanhagen	9 S. Pouson	18 Geo. R. Smith	26 R. K. Miles
3 A. E. Schaefer, Jr., Sales Mgr.	10 T. Kemmerling	19 L. C. Freyhold	27 J. J. Hornung
4 John Schramf	11 Geo. H. Lowe	20 J. E. Ayward	28 Geo. Flood
5 Steven Mills	12 John Helmer	21 John S. Hark	29 Wm. Downie, Sr.
6 G. J. Ball	13 Wm. Downie, Jr.	22 Geo. H. Larnell	30 Geo. H. Herron
7 Conrad Krause	14 M. J. Moskoy	23 Wm. T. Morrison	31 W. W. Herron
	15 C. J. Hauck	24 J. Heinger	32 J. W. Luthie

LOBSTER SALAD

Hard Oil Finish

ICE CREAM

Crack & Seal Filler

CAKE

White Enamel

ORANGES

Gold Paint

BANANAS

Yellow Oil line

CIGARS

Bant Umler

COFFEE

Finishing Varnish

At the conclusion of the luncheon, Mr. J. W. Luthie moved that a vote of thanks be extended to the Company for their entertainment, for their interest in the organization and for the

spirit of co-operation which has always been manifested in all business transacted between the Company and the Association.

Mr. A. F. Schafer made a short response to the unanimous vote of approval which followed this motion, and assured the Association of the continued good will and appreciation of the Company for the support given by the master painters of Cleveland.

The entertainment was concluded with an inspection of the factory.

S-W. LINSEED OIL.

THE additions by way of enlargement of our linseed oil plant have been referred to in previous issues of THE S. W. P., and we feel sure that the growth and added facilities in this direction will be a matter of interest and strength to every S-W. representative. The requirements for oil, even from our own Manufacturing Department, have for many years been far in excess of what we could produce in any open market.

We long ago found it impossible to secure satisfactory results—up to S-W. standards—without a careful preparation and refining of the best outside oil we could buy to adapt it for our specific purposes.

It was only after continued experiments that we perfected our special bleaching process, which secures a most brilliant and permanent purity of color.

The manufacture of our own oil enables us to take every advantage and precaution from start to finish in the selection of the seed, economy of hauling, protective storage, the latest

and must powerful crushing facilities, thorough and economical filtering and the final aging and maturing of the oil, to develop and preserve in the highest degree those qualities most essential to the beauty and the life of paint. In making our own oil we are able to give an assurance of quality and protection not to be obtained in any other way—and it should make your position with the trade so much stronger, as it surely does our own.

The large growth of our business has demanded this increase of our oil manufacturing facilities, and we have not been slow to respond to this demand.

We shall have a certain and reliable supply of our own manufactured oil of S-W. standard quality, and to the limit of our requirements, and at a minimum cost entirely independent of the average market fluctuations.

As in the last two years, we shall be ready to dispose of our surplus to our regular trade, and those who have known and tested the superior quality of our oil in the past will ask for nothing stronger in the way of recommendation.

The Best by Test.

DESCRPTIONS of our unequalled facilities, explanations of our careful and painstaking methods, and practical evidence from more than a quarter century of business experience, resulting in the largest prepared paint trade ever known—these are all good lines of argument and most convincing as far as they go. But when all else is said, if a purchaser has the time and the facilities and the amount of his purchase warrants the trouble, there is nothing so final and unanswerable as to induce him to put a brush into the goods, and try them out for himself. These comparisons are made continually in our own factories and we are only too glad when the consuming trade are disposed to investigate in this way. It is the "proof of the pudding," and it never fails.

The following letter received from Representative W. W. Walton, of the Southwestern Division, is a good illustration of the results which can be accomplished by practical and comparative tests:

Denver, Col., Oct. 17.
The Sherwin-Williams Co.,
Chicago, Ill.

In reply to yours at hand, it affords me pleasure to give you below a few facts regarding the test made of our paints with three others for the Colorado Fuel & Iron Co., and which secured us the order for their two hundred new buildings.

Through my continued visits to their purchasing agent, Mr. Pierson, I found that they were looking for the best paint on the market to paint these buildings with. I made my story as strong as possible in favor of my goods, being the best and what he wanted, but this did not get the order, so I suggested to him that he make a test and give everybody that wished to enter the contest the same show, and let the best paint get the order, and he decided to do this.

THE WINNING ARGUMENT IN SELLING S. W. P.

He therefore gave different paint manufacturers the privilege of sending a gallon of their white paint for a test. Three different makers responded besides ourselves. I suggested to Mr. Pierson that the labels on the cans be taken off and the cans numbered, so that the man making the test would not know whose paint he was testing.

After the tests were made, and upon my return from my western trip, I asked them to allow me to read the tests, which they did; and I am glad to tell you that in quality and purity of goods we were a long way at the top; also in body of goods, working under the brush, easy spreading, and in covering capacity. The test resulted as follows:

Sample A.—The Sherwin-Williams Co., 1 gallon paint thinned with $\frac{1}{2}$ gallon of pure oil. ONE COAT COVERED 92 SQUARE YARDS.

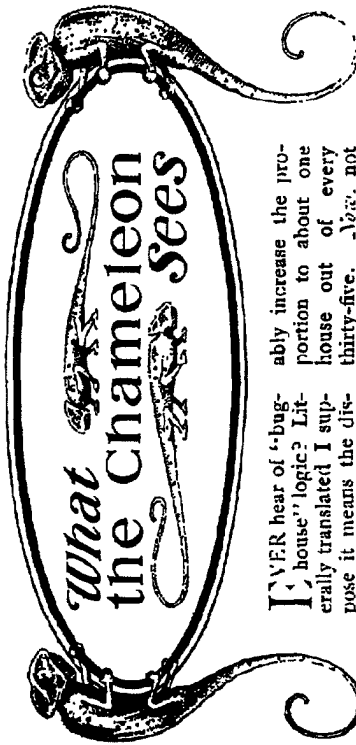
Sample B.—" " " " 1 gallon of paint thinned with $\frac{1}{2}$ gallon of pure oil. (One coat covered 79 square yards.)

Sample C.—" " " " 1 gallon of paint thinned with $\frac{1}{2}$ gallon of pure oil. One coat covered 75 square yards.

Sample D.—" " " " 1 gallon of paint thinned with $\frac{1}{2}$ gallon of pure oil. (One coat covered 71 square yards.)

It is needless to say that the above test secured us the order, and sent out goods away up in the estimation of the Colorado Fuel & Iron Co., and everybody else that has come in contact with the above deal. It has also been the means of securing for us a splendid agent for the city of Pueblo for the coming season. Mr. F. W. Lynch, who keeps a paint store in that town and employs about a dozen painters, was one of the contractors who bid for the work, and when he saw the covering capacity of our paint in the test made and the easy working and quality of our goods, he told me he wanted the agency for these paints next year. He has been handling a line of paints for quite a while of another manufacturer, but he is dropping these and putting in ours, and says that he is convinced that he can not buy another paint of equal quality in cans nor make a paint as good himself.

I trusting that the foregoing will be of interest, I am Yours very sincerely,
W. W. WALTON.



IN EVER hear of "bug-house" logic? Literally translated I suppose it means the distorted ideas of a crazy man's brain. There's another meaning, though. Now you see Webster says I'm "A chameleontid, or arboreal Old World rhinoglossate lizard". In plain English, a bug. Now I'm going to give you a little bug "house logic."

The census of 1900 reported 3,048,710 people as residents of Texas. I presume that includes the three Republicans and one Prohibitionist. Now, statisticians—figure jugglers—say that on the average there are six people to every dwelling. That makes about half a million dwellings in Texas.

Now fifty-five carloads of Sherwin-Williams Products went to Texas in a little over a year. For convenience, we'll suppose it was all S. W. P. A carload consists of approximately 2,500 gallons. The total three train shipment, therefore, included about 137,500 gallons. It takes about twelve gallons to paint a house. Therefore, roughly speaking, 11,458 houses in Texas would be covered with the Sherwin-Williams Products shipped in these three train loads alone. That's about one house out of every forty-four in the entire State.

Then the less than carload shipments from Kansas City would ship-

ably increase the proportion to about one house out of every thirty-five. Now, not more than one house out of every ten is painted in any one year.

Therefore, out of all the houses probably painted in Texas in one year and ten days, Sherwin-Williams Products were used on nearly thirty per cent. That's what I call bug "house logic," but not "bug house" logic.

By the way, that last Texas Special was a "corker." In spite of North Pole weather, the people turned out again in droves. It was so cold that in pasting the big posters on the cars the paste froze before it could stick to the wood. We had to wire ahead three or four times for bill posters to meet us and help patch up. On one occasion we didn't know the name of the professional gentleman, and so addressed our telegram to Billposter.

at such and such a town. Well, do you know that the operator in that town had the whole community out hunting for Bill Poster? No one knew Bill, and consequently our tattered banners stayed tattered for another half day.

Well, boys, I'm ready to run a train load to Kamskatka if you'll get the orders. I honestly would like to see one made up in Canada. I'll promise to go along and help make things lively. Can't you do it?

The Successful Results of System.

We show on the following page a collection of houses all painted with S.W.P. and received from our agent, H.A. Ballou, Worcester, Mass. Mr. Ballou is a very enthusiastic, pains-taking and successful advocate of *system* in the paint business.

He not only keeps a careful record of every job sold, but has also a special book of blanks for following up his possible chances with the property owners. This indicates when and what kind of printed matter, form letters or special letters are sent to each one, with space to indicate when the order is received and the amount of the purchase. By this scheme no chance for business is

allowed to slip by or is overlooked. It would be well for every representative to urge the importance and profit of this follow-up work upon our agencies. Backed up by our own work and the quality of our goods it is a sure road to the largest paint business in any town. The success of those who have tried it should be the strongest and most convincing argument for this fact.

As will be noticed in the collection of houses on numbers 5 and 11, Mr. Ballou's custom is when painting a house to have a sign prominently displayed showing that he is doing the work and with S-W. Products. This is good advertising and helps win trade.

Good Words From the Road.

S. W. P. and S. W. V. for Circus Equipment.

February 27, 1905.
The S. W. Co. Newark, N. J.
Gentlemen:—The J. C. McCadden & Co. circus, with winter quarters in Paterson, N. J., have just left for New York, where vessels have been chartered to take the circus to Belgium. The entire show equipment has been gone over during winter with Sherwin-Williams Paints and Varnishes. Mr. J. C. McCadden is a past master in the show business, being formerly manager of Barnum & Bailey circus and a brother-in-law of Mr. Bailey. His experience has taught him to use good paint and varnish. Yours truly,
H. C. Haight.

Note.—These equipments offer large opportunities for the sale of our products. Arc we after them all good and hard?

Architectural Work Has Far-reaching Results.

Had a talk with H. H. Lantieri, contractor, regarding S. W. V. He

first used our goods on a residence that I had it specified on and since then he has used about 50 gals. on other work and likes our goods. I mention this to give you some idea of how "far-reaching" this architectural work is. Contractors will use S. W. Products because they are specified and then find out that our goods and the prices are right and we get them for customers.

WILLIAM HART BOWCHUCK.

Prominent Master Painter Commends White Enamel.

While soliciting some business recently from Mr. John C. Romeis of Toledo, one of the most prominent master painters in Ohio, he took occasion to say: "The last White Enamel which The S-W. Company sent me, is the very nicest I have ever had from any one."

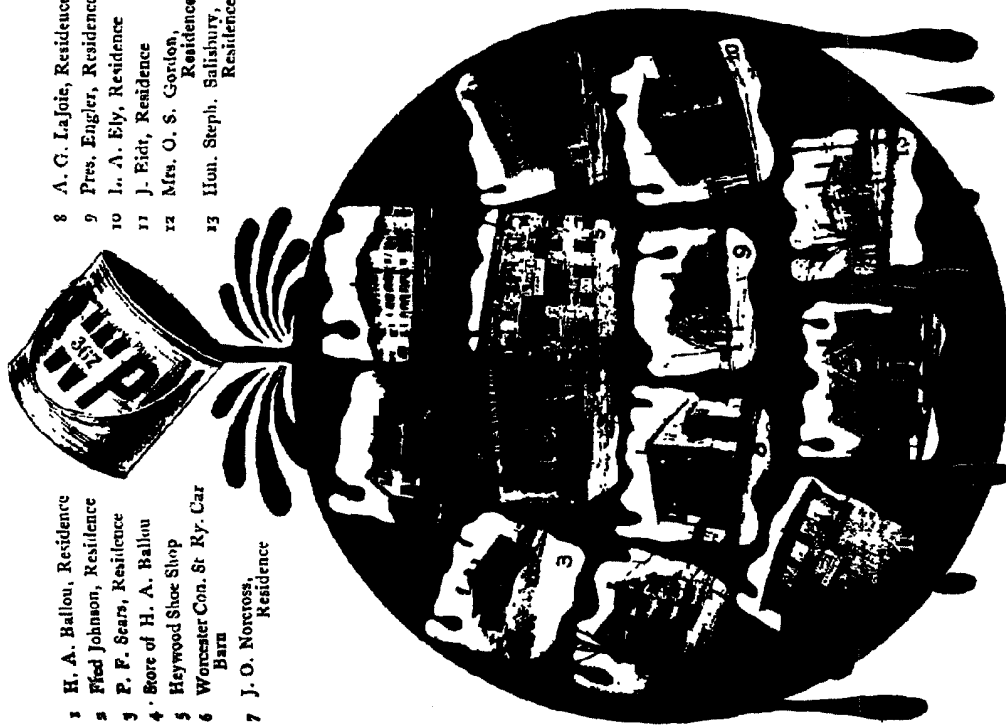
EDW. S. BLANCHARD.

A Group of S. W. P. Houses in Worcester, Mass.

H. A. BALLOU, AGENT.

- 1 H. A. Ballou, Residence
- 2 Fred Johnson, Residence
- 3 P. F. Sears, Residence
- 4 Store of H. A. Ballou
- 5 Heywood Shoe Shop
- 6 Worcester Con. St. Ry. Car Barn
- 7 J. O. Norcross, Residence

- 8 A. G. LaJoie, Residence
- 9 Pres. Engler, Residence
- 10 L. A. Ely, Residence
- 11 J. Eicht, Residence
- 12 Mrs. O. S. Gordon, Residence
- 13 Hon. Steph. Salisbury, Residence



The Office Boy's Opportunity.

THE lot of the boy who is obliged to leave school at fourteen and get out and hustle for a job as office boy or in some such place is by no means an ideal one. If, however, that boy has been diligent in school and has laid by a store of good sense along with his reading, writing and arithmetic, and carefully clings to that good sense when he goes out into the world, he has—if he can only realize it—an advantage over the average of his fellows whose parents are able to keep them in school and supply them liberally with spending money.

The office boy, as such, gets a schooling that is perhaps more valuable than any other in a business career—a schooling in alertness and attention to small details. An office boy owes it not only to his employer but to himself to be always alert—to find the things to be done and to do them without waiting to be told. Such efforts are likely to be appreciated by his employer and bring their direct reward. But whether they do or not, need make little difference, for the boy by his persistent efforts all the while is cultivating a mental habit that will some day and somewhere make his services very valuable.

Perhaps the boy is under the head of a department in some concern so big

that he never sees his real employer. Perhaps the man who is his "boss" appreciates his efforts, or perhaps he simply takes them as a matter of course. But even if the boy's alertness and attention to duty are not appreciated, he need not be discouraged, for he is giving himself a training that will be more valuable to him in his prospective business career than the best school training; and he is developing ability that is bound in due time to force his employer or some other employer to recognize it.

The work of the office boy may seem insignificant and trifling, but it is, on the contrary, of great importance. If the boy learns to do the little odd jobs of office work in a systematic and business-like way he is equipping himself with the qualifications needed for the head of a department. If, by originating an idea occasionally, he makes his efforts more effective, he is equipping himself with the qualifications essential to the head of a concern.

Not a few of the heads of great establishments in this country began as office boys and it is safe to say that their efforts on the lowest rung of the ladder more than those on any of the other rungs, developed in them the qualities that later made them masters of great enterprises. —A. J. SIMMONS, JR.

Property Owner's Reply to Promoting Letters.

Mr. Frank B. Simmons, of Long Prairie, Minn., wrote recently to the Chicago office, in reply to the E.A. series of promoting letters as follows:

"Your letter and subsequent reminders in the shape of advertising matter, duly received. If *re har*

placed our order with your local agents. Messrs. Reichert & Schenk for S. W. P., to be used in repainting residences. Mr. E. A. Schenk has made his business a study in all its departments, and when he tells me that a certain article is O. K., I am satisfied to rest upon his judgment; and he has said that S. W. P. is all right."

DIVISION NOTES.

Central Division.

SELL IT. Every representative can sell Taxite. It's a case of *get busy*. That's all. *Are you getting busy?*

"Two more car load shipments were sent out February 21st.

"E" lists are still somewhat behind last year. We mailed to delinquents last week an urgent letter in the name of each representative to delay no longer, and have had several good returns already. It behooves all to keep up the pressure and see that we have a list from every agent.

As a result of special promoting work with contracting painters we secured an order a few days ago for 113 gallons of varnish and a quantity of oil colors. This work is barely under way, but there is lots of encouragement in it.

Unfavorable weather has been somewhat against us, and two or three of our representatives have been "off duty," but now we begin to see more decidedly the gains in an advancing season and a full force in the field.

Business during the last of February started up anew with a fine increased percentage of gain, and the week ending March 4th gave us grand figures for the inaugural.

Middle West Division.

TAXITE. Think what Taxite does. Think how much labor it saves. How much danger where fire has previously been used. Then make your agents think the same way. How much Taxite can you sell this year?

Northwest, February 15th, 24th and 28th, each breaking all previous records covering out shipments at Minneapolis. We are not anticipating train loads in the immediate future, but do look forward to more records being broken during the coming month.

We need more "E" lists *quick*. The percentage of agents whose lists are in, is slightly under what it was at this time last year. Hence it is up to us to make a determined effort to secure the lists *now*.

The bulletin boards along the railroads leading into the Twin Cities, as well as those along the principal thoroughfares, show up to good advantage. It means we are going after business in the Northwest, and at the same time they have served to entice several of our respected agents, who have visited our Minneapolis Depot during the month.

The small C. & M. trade is a *big* item. Don't overlook it simply because the amount of a single order is seemingly insignificant. The total of these small orders will make a considerable percentage of your year's business.

At this season of the year a nice business may be obtained from hotels, public and private institutions, boat and launch owners, etc. A large quantity of paint and varnish is used

Records are being broken in the

by them in the general renovating they do, and our representatives would do well to look up such sources, either for sales direct or through our agents.

We are looking for a larger increase in C. & M. business from now on, and every prospect should have attention from our representatives.

Eastern Division.

TALK IT.
We are entitled to a good output on Taxite. It's a first class product. Easily demonstrated. Easily sold. *Are you trying?*

Our representatives will be glad to learn that Mr. Schell is again in the field and putting in some good work. His regular customers stuck to him very closely during his illness, and now he says he is going to stick so closely to them that they will simply have to give him all of their business.

We thank our representatives for good reports on street railway and other parks. A few have not yet sent complete returns, and to them we appeal for an early effort to report fully, with a view of promoting methods for securing the business. Now clean the slate at once, and we will show appreciation by helping you get the trade.

Mr. H. C. Haight is again on his territory, although not recovered fully from the operation made necessary by exposure on a snow bound train some time ago.

We had the pleasure of a visit from Representative U. S. Wallace at the end of February, and the North Carolina weather evidently agrees with him. He is in the pink of condition and is ready for round number two.

tention from our representatives. Costly advertising features are going to this class of trade for the purpose of keeping our name before them, and we can realize on this work only through our representatives calling. Use the 43bxm blank more frequently.

If any of our representatives want expert advice in regard to the cotton situation, write Mr. Wallace.

When closing with any C. & M. trade try to work the deal on a contract basis. There is safety and great satisfaction in having secured a year's contract for any concern's paint and varnish requirements, whether they amount to a great deal or only a little. We have these forms in stock and can replenish your supply at any time. We are keeping a memorandum of the number of contracts secured from each territory for exact information as to which of our salesmen is making the best showing.

The winter has been so severe that navigation on the Passaic River has been at a stand still. However, the railroads are giving us good service and orders are not being delayed. When both navigation and railroad accommodations fail us, we are going to take Mr. Watson's advice in regard to the construction of air ships for the removal of our orders, for we must let nothing stop S. W. P. and S. W. V.

We have recently received orders for fifteen gallons of Department Store White for the Department Store, Bradford, Pa. Also, half barrel of Excello for the Kirkwood Hotel, Camden, S. C. Both orders resulted from the folders recently sent out and special promoting work.

South-Western Division.

WRITE IT.
Add a post script to your "advance cards." Mention Taxite. Don't say *much*—just enough to catch the interest. Will help. What's your Taxite record to date?

The extremely severe cold has undoubtedly affected business, but "Jack Frost" has kissed us good-bye, and everything is now beginning to "loosen up". In fact Mr. F. B. Gable landed a car load order the other day from an old agent whose spring order last year was about \$300.00. He called on this same agent in December, but Mr. Gable couldn't get him away from the stove.

We are indeed pleased with the increased C. & M. business up to the present. The new accounts opened in many of the territories are bringing in repeat orders already, which is most encouraging. The C. & M. and

We thank the representatives for the special effort put forth in getting the agents to send their "p." lists. The lists show that greater care has been exercised in selecting only the names of property owners, and, without doubt, the returns will be correspondingly greater.

Mr. Harry Dwight Smith was with us last month. Our P. D. is in splendid shape to take good care of all the promoting work that is ahead of us, also the special individual wants of each representative.

DEPARTMENT NOTES.

Trade Sales Department.

pennant winning teams for 1905 in the base ball leagues.

In other new accounts, the only change is in second place, the Southern Pacific Division going ahead of the Eastern by a small margin.

In total new agents and new accounts Canadian has advanced to third place, and Southwestern has made it "even up" with Central.

The record follows:

Canadian Division,	E. H. Ross,	16 New Agents
Central Division,	I. M. Benedek,	14 New Agents
Southwestern Division,	C. E. Nunn,	12 New Agents

Record of New S. W. P. Agents.

Here's a *rauc*. The kind that makes trouble in the judges stand. The kind that makes it hard to pick the winner—the kind that isn't won until the last yard is covered. Like whirlwinds the Central and Southwestern Divisions came to the front this month, passing the Eastern and Middle West, and almost overtaking the still triumphant Canadians. It looks almost as if the Central and Southwestern had "laid up" the first heat, just to let the leaders set the pace. Now they're off in earnest, and the man who can pick the winner now, could just as well pick the

CHATELAIN.

Eastern Division, W. J. Sawyer, } G. E. Knapp, }	..17 New Agents	Central Pacific Division, O. J. Kagan, } H. P. Mansfield, }	..18
Middle West Division, C. E. Kirby, } E. K. Krumpholtz, }	10 New Agents	New England Division, H. P. Mansfield, }	15
Central Pacific Division, W. J. Ward, } R. F. Krumpholtz, }	7 New Agents		
New England Division, R. F. Krumpholtz, }	6 New Agents		
Southern Pacific Division, G. E. Knapp, }	3 New Agents		
Leaders in Other New Accounts.			
Middle West Division, C. E. Kirby, } W. H. Jordan, }	..47		
Eastern Division, O. J. Kagan, }	..32		
Southern Pacific Division, G. J. Kagan, }	..30		
Canadian Division, G. E. Knapp, }	..23		
Central Pacific Division, H. P. Mansfield, }	..19 each		

Southwestern Division,
C. C. Murray,

Central Pacific Division, C. E. F. F. P. V. M., B. P. M., Alaska,	16 each
New England Division, B. P. M., Alaska,	16 each
Leaders in Total New Agents and New Accounts.	
Middle West Division, B. P. M., Alaska,	66
Canadian Division, W. H. J. Jones, Jr., Alaska,	37
Eastern Division, G. E. Jones, Alaska,	35
Southern Pacific Division, O. J. K. Jones, Alaska,	37
Southwestern Division, O. J. K. Jones, Alaska,	26 each

Sales Department.

It is surprising to see the number of new aspirants for varnish honors—and evidently there is to be a struggle for these prizes which will call for close, hard, clear-headed work.

In the general competition, Mr. Horton of New England, still holds the lead, with one Central Pacific following only one point behind. In fact there are but seventeen points between the first four names given; and this means work for the winner.

CHAMELEON.

What substantial reason can any publisher and earnest S-W agent give for not handling *all* of these popular, free-selling varieties? Come to take a stock order today!

The Canadian Division, with

In new valleys
and Central have passed the Canadian
this month, with Middle West still
in first place. Now the dust begins to fly, and the
West is fully on.

Div. strive, work, plan!

Plan, dig, work, strive!
There's the best to '05!

Here is the
and to March 1st follows:

Leaders in General Varnish Compe-

tion.
England Division.

Central Pacific Division,
C. G. Howard
Canadian Division,
J. J. Wilson
Southwestern Division,
W. W. Watson
Eastern Division, W. H. Porter
Central Division, W. D. Moore,
Middle West Division,
W. Ballard
Leaders in C. & M. Varnish Co.
petition.

C. & M. Varnish Com-

petition.
(Highways et al. of estimate.)
Central Division, J. B. QUINN,
New England Division, L. A. RICE,
Eastern Division, L. R. ROGERS,
Canadian Division, C. ALLEN

11-1-1944

Central Division, A Opperman
Eastern Division, E. C. Johnson
Southern Pacific Division, R. Kutt

Orders in Kopal

Division,

Eastern Division, C. P. Jordan
Southwestern Division, W. W. Walton
Middle West Division, F. W. Colten
Canadian Division, W. Bennett
Central Division, H. M. Kapp
New England Division, A. J. Horton

1.

(Highway 111 cont. of 44-214 handling)

Southwestern Division, W. W. Walton
 Eastern Division, W. H. Porter
 Central Division, H. M. Kipp
 Canadian Division, A. Thomas
 New England Division, H. H. Hutton

reference in Mar-not.

11. Highest per cent of agents having children

New England Division, A. J. Horton
Southwestern Division, F. L. Ryan
Eastern Division, W. H. Porter,
Central Division, H. M. Kopp
Canadian Division, J. W. Benson

[illegible]

Leaders in New York

Middle West Division,
W. W. Seaman, Sec.
F. R. Rightmire, Asst.

Eastern Division,
W. H. Jordan, Jr.

Central Division,
S. H. Robinson

Canadian Division,
R. D. Ross

Southern Pacific Division,
G. W. Burrell

Southwestern Division,
J. J. Twaddell.
Central Pacific Division,
G. G. Mowat.
New England Division,
A. J. Horton.
I. H. Wells. } etc.

TAXITE PUSH IT.
How many of
your agents sell it *now*? How many
more can you get to sell it in the next
three months? Show us.

Manufacturing Department.

Plant Number One, Cleveland.

A new style of cap for varnish cans has just been put into use. It is made just like the cap on a friction top can and is pressed into the nozzle in the same way. The top can be readily replaced after the can has been opened, thus giving the consumer the opportunity to seal the can up again. Our tests have also shown a smaller number of leaks than with the old style of cap. The tests have proven so satisfactory that we feel sure that it will be well received by the trade.

On February 11th the chess players of the Cleveland factory and office met in the club room and organized a Chess Tournament. A nominal entrance fee was decided on for the purchase of a trophy, to be held by the winner, and for books on chess, to be placed in the club library. Eighteen players were enrolled, each one to play two games with every other, making a total of 306 games in all. Much interest has already developed in the royal game, but it is impossible to make predictions. The scores are posted on the bulletin in the club room.

Plant Number Three, Montreal.

We are busy in every department, turning out more varnish, more paint, and more cans than ever before. Business is greatly increased over last year, but we are well equipped to take care of it, and look for more.

We do not ship out paint in train loads *yet*; but our siding presents a

busy scene almost every day. With car loads of coal, tinplate, and raw materials arriving, and car loads of paint going out, there is quite a heavy traffic.

The unusually heavy snow fall this winter, which has seriously interfered with many of the railroads, has caused us a great deal of extra work, keeping the track clear, shovelling roofs, sidewalks, etc.

Dry Color Works, Chicago.

This Department has just installed a new system of filtering colors, which gives much cleaner and quicker results at considerably less expense. The installation is now complete and has proved a tremendous success. The use of the Vacuum dryer for drying purposes has also demonstrated itself to be such a success that, starting March 1st, all drying will be done by this process. These two changes reduce the cost of production, and at the same time, give finer results.

A chemistry class has been organized in this Department in order to give the office and factory men a better technical training for their work, and has proved both enjoyable and instructive. The class meets every Saturday afternoon from 3 to 5, and the time is about evenly divided between lecture and experimental work. The subject of "General Chemistry" is covered pretty thoroughly, and whenever any material of interest to the paint business is reached, special attention is given to it.