

The Chameleon

MARCH

1911

LOOK on the bright
side of things.

If there isn't any bright
side, polish up the blackest
of the dark sides till it
shines.



The Cham

Published each month at 601 Canal K
Cleveland, for the interest and
THE SHERWIN-WILLIAMS Co's



VOL. XIV.

MARCH, 1911

The Turn of the



ITH March 1st we entered the year and the results, thus far, indeed. There is every prospect some of the important Navigation announced that they will start Lakes on March 20th. This means early and long painting season and every region shows a loss up to this time will have the fruit of not only catching up but making a fine

The important thing is to make the most of the harvest time in the paint business. You have Comparative Sales Report for the first six months. Study this report carefully, determine your best spots in your territory and then carefully plan up these places. Now is the time to GET THE SWP. There's no longer the slightest reason for laying in stocking up on this important line.

Turpentine and Linseed Oil continue with every prospect of a further advance. Get off painting until another year is taking long more for his painting material. If your man and do detail work for him, call on the owner to be painted, and secure some good round orders. We will get him interested and start him off on

General business shows every sign of prosperity and we are confident that despite the fronted us this year, our own Company is with another splendid gain.

LET'S ALL PULL TOGETHER
BEST EVER.

Handwritten signature

The Spring Campaign.

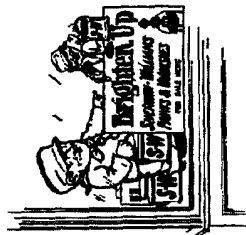
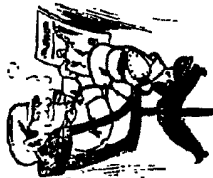
By the time this issue of THE CHAMELEON is received you will have read the Spring Campaign number of the SWP magazine and seen how strongly we have been urging our agents to take an active part in a real, live campaign for more business. We have tried to impress upon them a realization of the fact that if they go right out after the paint and varnish business, they will get it, for there is no doubt whatever but that if an agent has the proper spirit of optimism, goes after the paint and varnish trade in an energetic way and uses all the excellent advertising we have prepared for him, he will do a large and profitable business this spring, not only in the sale of our products, but also in all lines of merchandise that he is selling.

It is up to us to see that all our agents have this proper feeling, and you can do your share in making the campaign successful if you will get every one of your agents to work closely with us. In the SWP magazine we offer our agents the means of securing a large paint and varnish business this spring, only it is necessary for you to get them to take advantage of our co-operation. Make them enthusiastic over the possibilities for spring business, because the man who goes after the paint trade with a feeling of confidence is the one who will get it. The only way for the agent to identify himself with our extensive national magazine and farm paper advertising is to use the local helps with which he is supplied.

See that your agents use the window trim enclosed in every copy of The SWP. Get them to trim their windows with an attractive display of our paints and varnishes. If necessary tell them how to decorate their windows. All your agents should have their windows trimmed with SWP and other S-W Products this spring, and the window trim with which they have been supplied is one of the most attractive ones they can use. If you have ordered fence signs see that they are put up in conspicuous positions.

Then get the agents to advertise in their local newspaper. The series of electrotypes offered in The SWP will be splendid if you get your agents to use them in their newspapers. Try and see how many agents you can persuade to use newspaper space this spring, for it all helps your own sales.

Interest your agents in our personal



letter system and get them to send in their lists regularly. Remember that the letters we write to prospective paint and varnish purchasers are one of the best things we can do to help our agents. See that they use the blank enclosed with the Spring Campaign SWP and get their lists of prospects in our hands early. Also explain our Home Decorator proposition and ask them to give names on the other blank which is part of the special insert.

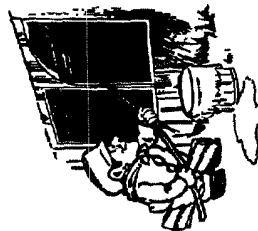
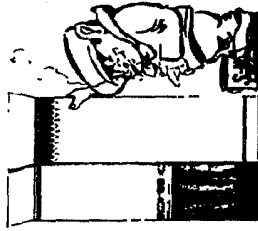
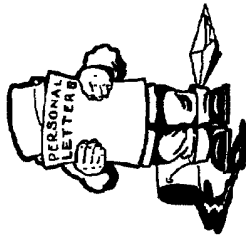
The article explaining the work of the Decorative Department should interest every agent who wants to increase his sales, and you can do a lot of good to them by telling how the Decorative Department operates, if they are not already familiar with its work. Just think for a moment how some of our agents have doubled their business by using the Decorative Department! If you get your agents to do likewise it will not only increase their sales, but will increase your sales, too, and will help a great deal towards making your estimate.

Get all your agents to display their stock of S-W paints and varnishes in a prominent position in their store—not placed under the counter or in a place where it cannot be seen.

See if you cannot get them to become firm believers in advertising. Point out to them how our advertising has largely assisted in building up the immense business we enjoy, and that if they only advertise in the proper manner their business, too, will increase rapidly. Show them how anxious we are to help them in increasing their paint and varnish sales.

Missionary work is still in the lead for helping your agents. If you show them the proper way to go after the paint business and the arguments to present in a logical way, then you will reap the results later in the form of larger orders. Educate your agents and their clerks how to sell S-W Paints and Varnishes so that they can tell their customers why they should purchase our products.

The plans for the biggest and best Spring Campaign we have ever waged are outlined in The SWP. Let us all work together towards making this campaign victorious.



About the Decorative Instructions.



GREAT deal of interest is being taken by the readers of The Colorist in the Series of Instruction which is now appearing in that magazine every month, and there is no doubt whatever but that it will be the means of our getting in close relationship with the painter and creating a wider interest on his part for our decorative finishes. Here we are telling him something which he is very anxious indeed to learn, because with a thorough knowledge of high-class decorative work the painter can command a better price for his services.

Many painters have affixed their signatures to the application blanks that were enclosed in the last two issues of The Colorist and some of the letters they have written at the time well illustrate their favorable attitude toward our assistance. Here is one typical case.

Pine Bluff, Ark.

The Sherwin-Williams Co.,
Cleveland, O.

Dear Sirs- I have received and read my January and February Colorist and I must say that it is the best yet. I like the gait you have hit and I hope you will keep it up. You are in the lead by several lengths and an easy winner.

I have had 23 years' experience at the business, have worked with some of the best decorators in the South, have done some good jobs on my own hook, yet I feel the need of keeping in touch with up-to-date methods and the instruction of competent artists. I belong to the "I Want to Know Club."

Enclosed you will find my application for your decorative instructions and any other good things that you may have in this line.

The material that I will need I can get from Clegg & Co. I am enclosing a cut of Pine Bluff's largest building, which I have just finished with S-W material with the usual good results that the S-W material is noted for.

Yours truly,

A. L. CONDRAY.

1323 Main Street.

Others tell us that this is the best thing we could do to help the painter, and when they send unsolicited testimonials of this kind to us it is safe to assume that they feel very friendly disposed towards the Company.

Every representative should make a special endeavor to interest as many painters as possible in this new idea of decorative instructions, as it is being welcomed by all who are familiar with what excellent work we are doing in this direction.



Work is about the best rest cure that has yet been discovered.

A Salesman.

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
You call on your man and try to be gay,
And all you get is "Nothing doing to-day,"
Then you're a Peddler.
By gad, you're a Peddler.

When you get into town and call on your man,
"Can't you see any, Bill?" "Why, sure I can."
You size up his stock—make a rough count.
And "Bill" presently says, "Send the usual amount,"
Then you're an Order Taker.
By gad, you're an Order Taker.

When you travel along and everything's fine,
And you don't get up till half-past nine,
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a Traveling Man!
By gad, you're a Traveling Man!

When you call on your trade and they talk "hard times,"
"Lower prices" and "decided declines,"
But you talk and you smile—make the world look bright,
And send in your orders every blamed night,
Then you're a Salesman!
By gad, you're a Salesman!

—From the Canadian Commercial Traveller.

Suggestions.

By Mr. D. C. Lowden, Manager Service Department.

IN all large concerns, such as this one of ours, there are innumerable opportunities for improvement. Some things we are now doing fairly well, can probably be better done; some unnecessary work is perhaps still being performed, because the order to discontinue it has been overlooked. Little details—in our goods, our packages, our advertising, our reports—can be improved, and those of you who are working in close touch with these details day by day are the ones who can suggest the necessary improvement.

We want you to make these suggestions and invite you to send them to the Service Department at Cleveland. They will be appreciated, acknowledged and carefully considered, and, if serviceable, accepted.



Neutral Lead Again Endorsed by a Prominent Scientist.

What Prof. O'Gara says in "Better Fruit."

It is very gratifying to have our position in regard to Neutral Arsenate of Lead re-enforced and acknowledged by the highest authorities in the country. We appreciate very much the work that the Sherwin-Williams representatives have had to do in the face of a definite public opinion demanding an Arsenate of Lead with high arsenic contents, and feel that it is right for them to have all the encouragement that can be given them just as quickly as each good word is spoken.

In the February number of "Better Fruit" Prof. P. J. O'Gara, Pathologist and Entomologist of Medford, Ore., has a splendid paper dealing with the poisoning of apple trees and apple fruit by Arsenate of Lead, and he brings out very clearly the fact that a Neutral Arsenate of Lead containing about 12 1/2% arsenic is the only material that should be used for fruit tree work and that the acid Arsenate of Lead containing high arsenic which must inevitably be soluble, will not only kill the tree but sometimes may poison the fruit.

Each of our men selling Arsenate of Lead should cut out the following extract by Prof. O'Gara and should carry it to show whenever there is any question brought up of the relative arsenical contents of our material as compared with our competitors'.

We would like to take this opportunity of reiterating the statement, which is absolutely beyond question, that it costs more to make a Neutral Arsenate of Lead containing 12 1/2% arsenic than it does an Acid Arsenate of Lead containing 15% arsenic, and that the only reason we put out the neutral one is because we believe that in course of time as more is known about these compounds, no intelligent orchardist will ever spray his fruit trees with any Arsenate of Lead containing the acid material.

The highest authorities are coming out one after another definitely, finally and with conviction endorsing the stand that we have taken on the question of Arsenate of Lead and which for a long time we were fighting single-handed. Prof. Cordley of the Agricultural College, Corvallis, Ore., has gone on record, as has Mr. Volck, County Entomologist of Watsonville, Calif., Prof. Watkins of the University of Illinois, and a large number of other authorities have come definitely and flatly with the statement that the only form of Arsenate of Lead that is fit for orchard work is the neutral product.

The extract from Prof. O'Gara's article follows and speaks for itself:

"Knowing that the apples will absorb arsenic in a soluble form, the efforts of manufacturers of lead arsenate should be toward producing a compound not only with the least amount of soluble arsenic



Those making suggestions that are accepted may receive some pecuniary reward and their names will be published in THE CHAMELEON. It is to be understood, of course, that suggestions made by Managers or Assistant Managers regarding improvements in their own departments are considered as a part of their duties and will not call for a special award. We are pleased to be able to record here a suggestion from Harry Phillips, of the Printing and Sampling Department, who starts the honor roll.

SUGGESTIONS RECEIVED.

No.	From	Nature of Suggestion	Award
1	Harry Phillips, P & S. Dept., Cleveland	Improvement in hanging device on Fill Board.	\$5.00

Send all suggestions to the Manager of the Service Department, at Cleveland.



"Brighten Up."

THE postal card which is reproduced here shows that the enterprising publisher appreciates the value of our "Brighten Up" slogan. What is true of the moon in this little rhyme also applies to SWP, because when everything is darkest—when the house is looking shabby and weather beaten—that is the time to Brighten Up with paints and varnishes, too.

Let "Brighten-Up" be your slogan and when you feel like the pessimistic pup pictured here, just remember that's the very time to Brighten Up.



present, but so made that any soluble sulphides, chloride or carbonates in the water used to apply it will not cause the arsenic to go into solution. Without going into the matter technically, and which would be beyond the comprehension of the average reader, it may be stated that when disodium arsenate and lead nitrate or lead acetate are combined, under varying conditions, three forms of lead arsenate are known to occur as a result of the combination. These are the ortho arsenate ($Pb_3(AsO_4)_2$), pyro arsenate ($Pb_4As_2O_{11}$) and the meta arsenate ($(PbHAsO_4)_2$). The first contains the smallest percentage of arsenic oxide (As_2O_3), but is, nevertheless, the best combination, since it does not readily give up free arsenic in the presence of neutral and alkaline solvents.

"Strictly ortho arsenate of lead will be nearly pure if it contains 12½% arsenic oxide (with 50% water). Commercial samples will range somewhere near 12%, or perhaps a little less. Lead arsenate containing about 12½% to 14% arsenic oxide may be regarded as mixtures of ortho and pyro (or meta), containing from 10 to 50% of the latter compounds. Above 14% arsenic oxide the ortho content becomes almost a negligible quantity, at least this is true when the sample shows 15%. Any arsenate of lead which shows more than 16% arsenic oxide may be regarded as unmixed with ortho arsenate. These percentages are to be understood as analysis of leads having 50% water.

"It is a common mistake with most growers to select that brand of arsenate of lead which contains the largest percentage of arsenate, no matter what the water content may be. Manufacturers are equally at fault in stating that the arsenic content should be high in order that it may be effective in controlling cooling moth. Many brands are sold purely on the basis of their high arsenic content without any regard to the form in which the arsenic has entered into combination with the lead. Furthermore, it is a well known fact that several brands are acid arsenates, and they could not be otherwise, considering their chemical formula. It must be understood by both the grower and the manufacturer that it is not the excessive percentages of arsenic that are wanted, but rather a timely and proper application of this important insecticide correctly compounded. Personally, I would rather use an ortho arsenate containing 12% of arsenic oxide than one having three or four per cent more. I would be just as sure of results in controlling the moth, and at the same time would feel safe that no injury would result."

Nobody ever attains eminent success by simply doing what is required of him; it is the amount and excellence of what is over and above the required that determines the greatness of ultimate distinction.

—C. K. Adams.

Reminiscences of the Road.

[So many interesting experiences happen to our representatives while selling SWP that we have decided to narrate several through the pages of THE CHAMELEON. The first is from Mr. A. W. Ballard who has been representing the Company since 1900.—Ed.]



The Author, Mr. A. W. Ballard

ONE cold morning in the February of '82 a party of three traveling representatives found themselves at Prairie du Chemin, on the banks of the Mississippi. For each of us this was the last town in our territory in this particular direction. It was necessary to either double back on the railroad or drive to whatever town we wanted to make.

The writer had heard of a firm in Lancaster, Wis., who had just opened a drug store, and the supposition was that paint was to be a part of their stock. Another member of the party was a gentleman who was selling "hardware" in bond in 5-bbl. lots, while the other member was a veteran of the road whose line was shoes. Of course he had two or three shoe trunks. After some talk between ourselves about the cold, etc. (it was 28° below), and after our landlord, the famous old Charley Hofschmidt, had said: "Boys, you are foolish; better you stay here and keep warm," we decided to chance it, and each of us, being provided with a lantern to put between our feet and with a plentiful supply of good buffalo robes, we started.

Our first stop was at Bloomington, Wis., for dinner. Here I sold quite a nice bill of SWP to a dealer; the whiskey man took a 5-bbl. order, and the shoe man, striking a prospective buyer, unloaded his trunks and stayed over.

It was rather late before we started, the afternoon being dark. Our driver was a boy of apparently sixteen years. About a couple of miles beyond Bloomington he announced that he didn't know whether or not we were on the right road, as he had never been beyond Bloomington. Here was a fine mess; however, we decided to go on. After about a couple of miles of more guesswork we came to a fork of the road, and down in a corner of a fence stood a dilapidated guideboard.

I told the driver to get off and read it. He said "Nister, if any one reads that board it will have to be you. I can't read." After some urging my companion climbed out of the sleigh, waded through two feet of snow to the guideboard and motioned for us to turn around and come to him.

Then came the exciting part. In turning around the driver managed to tip us over, and out into the snow went our big 85-lb. easel, grips, the sample case of booze and our lanterns, which all were put out.

Before we could gather up the debris the oil nearly all ran out of the lanterns, which we were too cold to try to re-light.

After some pointed remarks by the writer, in which he was ably supported by the other members, we finally started again, and later got off the road again, but as all things must end sometime our trip ended at Lancaster at midnight, and two cold, hungry men went supperless to bed.

Well, the morning found us both in good shape. To my order book came a good order for almost everything we had to sell, and to



"And out into the snow went our big 85-lb. easel, grips, the sample case of booze and our lanterns."

Sherwin-Williams & Company (as the firm was then styled) a good agent.

Mr. Sherwin was then accustomed to the personal reading of the reports of each salesman. A week or ten days afterward a letter came to me from him saying, "I have read your reports on Prairie du Chien, Bloomington and Lancaster with a great deal of interest, and while I congratulate you on your sales, I have to say, I don't believe it pays to take such chances, but you must remember that every day while you are going through these tough experiences, brings you one day nearer the time when you can go trout fishing."

Perseverance was thus defined by a colored preacher: "It means, firstly, to take hold; secondly, to hold on; thirdly, to nebbber let go." The man who possesses these qualities is bound to be successful in any field of work.

The Work of the Service Department.

By D. C. Lowie.

"How much easier our work would be if we put forth as much effort trying to improve the quality of it as most of us do trying to find excuses for not properly attending to it." —George W. Ballinger.



SUPPOSE if a man were to ask one hundred intelligent people if they really desired to improve the quality of their work, he would receive the same answer from every one of them. Of course they desire to improve! But go to that same one hundred people a month or a year later to find how much improvement had taken place, and the result would be very disappointing.

The desire to progress is in all of us, yet may it not be that we accomplish so little because we so often lack intelligent direction? The sign posts on the road are so few and the distractions so many, we lose the way. What do we do before starting on a journey—don't we ask those who have been over the road before what they know about it and the best way to go? Then we get maps and time tables and make our plans, with our minds clear as to the cost, the time it will take and the shortest route. The result is we usually "get there."

Now, if we would improve our work and increase our productivity, the process is the same. We must ask questions, study the experience of others, make our plans—find the shortest and best route—and if we will pay the price in diligence and effort we will surely "get there."

The newly established Service Department of which you read in the February CHAMELEON is intended, among other things, to answer your questions regarding "the shortest and best routes" and where possible supply the necessary "maps and plans." Make use of it and send in your questions.

Master Sherwin-Williams.



ONE of our good carriage painter friends at Carthage, Mo., Mr. Harry Hathcock, is so enthusiastic over our line of Q. D. Colors in Japan and carriage finishing line in general that he recently christened his new baby boy Sherwin-Williams. Upon hearing this news the Company presented Master S-W Hathcock with a new \$5.00 gold piece, and the following letter of acknowledgment has been received:

The Sherwin-Williams Co.,
Kansas City, Mo.

Carthage, Mo.

Dear Sir: I have just deposited the \$5.00 gold piece in the bank, which was sent for Sherwin-Williams Hathcock, and he seems to be proud of it. I take great pains in thanking you for

the souvenir, and will always speak and boast, as I have always done, for the Sherwin-Williams Carriage Colors and Varnishes.

I expect to keep the money in the bank for him until he is old enough to know who sent it to him. I expect also to teach him to speak his name in full so as to let people know just where he got his name.

Thanks very much.

Respectfully yours,
(Signed) HARRY HATHCOCK
and

SHERWIN-WILLIAMS HATHCOCK

This is a very good illustration of how some painters feel towards our Company. Master Sherwin-Williams Hathcock will only have cause to be proud of the association of his name.



Western District

The outlook for the Western District is very bright indeed, and from all indications we will make some records this year.

Everybody connected with the organization, especially the traveling representatives, will be interested to know that we were successful in closing a contract with the E. C. Atkins Saw Co., at Indianapolis, for their Paints and Varnishes for the ensuing year. These people are the largest manufacturers of high grade saws in the country, and as they remarked to our representative, intend to make their article a quality product throughout.

Our Insecticide business is growing and we are establishing a great many agents all through the District. Mr. J. R. Church in Wisconsin was just successful in making arrangements for two agencies to take care of all the fruit growers in Dorr County. They are going after the business with a true S-W spirit, and while their initial orders were large, and we look for still bigger returns.

The Decorative Department continues to do good work as evidenced by a letter from one of our agents in a small town. We are quoting it here verbatim:

"The painters have just completed the Robert Bruce job, the plans of which were furnished by your Decorative Department. Will say that this is the largest bill of paint that I have ever sold, the total at retail will run about \$300.00, and the Decorative Department should have credit for the whole sale."

Mr. P. L. Muir was also able to secure what we believe will develop into an exceptionally large agency, through the fact that the prospect referred to our Decorative Department for suggestions for his own residence, regardless of the fact that at the time he was carry-

ing a competitive line. It is needless to say that he now is a full line Sherwin-Williams agent.

The display at the City Office is attracting unusual attention and a great many visitors call each day, and we are able to trace very good orders as a result.

We are pleased to welcome to our ranks, Mr. Glen Gray, who will cover Territory 102 in central Indiana, and Mr. W. J. Schlaefter, who will represent us on Territory 112, also in Indiana.



Canadian District

Judging from the present prospects, we feel that there is every possibility of an increased business throughout 1911, and we are confident that during the coming spring there will be a larger demand than ever for Sherwin-Williams Products throughout Canada.

Our representatives are sending in very favorable reports upon the business conditions which are existing in their various territories, and our Sales Manager, Mr. R. C. Misson, has just returned from an extended trip throughout western Ontario, where he had the opportunity of calling upon many of our large trade sales and C. & M. accounts. In fact, he was successful in securing a number of large varnish orders in addition to orders for our other materials.

We feel confident that when the spring painting season opens in earnest that the results will by far exceed those of last year.



Atlantic Coast District

New England Sales Division.

We have lately noticed two or three good local advertisements made up by our agents on varnish. One agent in particular took some of the good talking points from our letter and made up a newspaper advertisement. We noticed also that many of our well-established agents sent in the reply card requesting selling points on our varnish. We received also a number of lists of property owners and painters who might be interested in varnish. All down the line we have noticed a general new interest in the varnish business.

The present full page color advertisements now running in the standard magazines are winners. These splendid advertisements are

a E. P. A. Campaign in themselves. They have served in many cases to be a splendid introduction for our representatives when calling.

Savannah Sales Division.

We had the pleasure of a visit from our District Manager, Mr. H. D. Whittlesey, at which time we had a little "get together" of all the representatives in this division. Considerable benefit was obtained by everyone in hearing the good news throughout the district, and everyone is now on their territory with a strong determination of holding up the Southeastern showing in fair proportion with any other division in the district.



Central District

In the way the new agency orders are coming in, we know that the boys on the road are taking advantage of every opportunity. Mr. Mason has enrolled several new names among our agents list.

Mr. Schell, our latest addition, has several good prospects up his sleeve which he will launch most any time in the C. & M. work. Mr. Swineford, of Territory 15, takes off the honors. Seven cars of Special Roof Paste Paint is not so bad. Mr. Hall is following him closely. He has just lined up a large manufacturing concern, selling them, besides finishes for their manufactured products, Flat-tone and Cement Finish for interior decoration. Mr. Hall is one of the representatives that takes advantage of every opportunity. John Gill is continuing his splendid work. The last week found him operating two exhibits in Conneaut and Ashtabula. Mr. Gill's help to the agent and representative cannot be estimated.



So. Western District

Our new representative, Mr. Joe Barker, on Territory 621, which embraces the cities of Omaha, Nebr., Council Bluffs, Ia., and a few suburban towns, has shown a disposition to thoroughly co-operate with us in our different campaigns, and his work is showing splendid results. Indications are that we will soon be in position to report a big list of new agents as a result of his "barking."

One of our old-time office employees, Mr. F. C. Steele, has taken

charge of Territory 627, which covers southern Colorado and parts of New Mexico. We predict a bright future for Mr. Steele, and from the energy and enthusiasm which he is displaying we are sure of being in position to report splendid results from his territory.

The Southwest District succeeded in selling half as many new agents for the month of February as had been secured for all preceding months of the fiscal year. The Kansas City Division leads with a total of 30 new agents for the month. The way things have started for the month of March, we are inclined to believe that we will establish a new high record on business for the month. Good rains over the entire district have "brightened up" the horizon very much, and we can now feel ourselves coming into our own again.

SALES DEPARTMENT NOTES.

Representatives' Competition to March 1st, 1911.

The number of new agents, and new dealers and other accounts still continues to increase with a regularity that is most gratifying. Since last month there have been but few changes in the positions of the different Divisions, although steady increases have been made. Winnipeg has climbed from eighth place to third and is now next to Montreal in respect to new SWP agents.

Leaders in New SWP Agents.

New Orleans Sales Division,	
J. A. Sperry	18
G. W. W. W.	10
J. H. Ashner	8
Montreal Sales Division,	
R. E. Sibson	15
G. A. Conley	13
G. W. W. W.	10
W. L. Marshall	8
Winnipeg Sales Division,	
A. J. Boyd	15
B. Buckham	9
W. J. Miller	8
Omaha Sales Division,	
L. J. Hein	15
F. C. Kinner	8
C. L. Berg	8
Cincinnati Sales Division,	
B. L. Reynolds	15
J. F. X. X.	8
K. H. Brand	4
Kansas City Sales Division,	
E. J. Clark	12
W. H. Barber	9
Dallas Sales Division,	
J. J. Twaddell	10 each
K. Gross	8
F. M. Roach	8
C. S. Kasland	4
Minneapolis Sales Division,	
H. C. Latt	9
J. E. Trone	8
F. H. O'Neill	8
Cleveland Sales Division,	
G. Dube	8
J. H. Hall	8
H. A. Agall	8
B. K. K.	3
Portland Sales Division,	
C. S. Tovey	8
W. H. Eddy	8
R. L. Rogers	4
Chicago Sales Division,	
F. A. Bush	7
E. A. Spoon	8
W. P. Gallinger	8
R. Clurton	8 each
R. W. Jay	8 each

San Francisco Sales Division,		Philadelphia Sales Division,	
F. W. Wagoner	6	L. P. McIntyre	4
H. W. Gerber	4	W. D. Peyton	2 each
B. R. McBrade	2 each	A. Larkins	2 each
W. E. Carter	2 each	C. W. Jordan, Jr	2 each
New England Sales Division,		Newark Sales Division,	
J. H. Haynes	5 each	M. R. Villanova	3
W. L. Heiser	3	A. D. Collins	2 each
H. C. Horton	2 each	F. C. Dunham	2 each
R. M. Fox	2 each	L. D. Wilson	3
St. Louis Sales Division,		Savannah Sales Division,	
R. J. Tober	5	H. F. Hines	1 each
G. E. Brown	4	A. D. Kiser	1 each
H. F. Knecht	3 each	M. M. Wickett	2
H. V. Hammond	3 each	G. W. Burdell	7
Los Angeles Sales Division,			
Leaders in New Dealers and New Other Accounts.			
Newark Sales Division,		Minneapolis Sales Division,	
G. A. Albarra	743	F. D. Randall	27
F. L. Rio	47	H. C. Lind	20
G. S. Spentique	35	H. F. Clark	27
San Francisco Sales Division,		Omaha Sales Division,	
H. W. Wagoner	44	F. C. Knepper	86
H. W. Geller	34	F. J. Hinkle	20
H. R. McBrade	20	L. J. Heim	28
Dallas Sales Division,		Savannah Sales Division,	
G. E. Cannon	48	F. D. Spencer	33
H. M. Knecht	28	A. D. Kiser	20
E. Gross	28	H. F. Hines	20
St. Louis Sales Division,		Portland Sales Division,	
G. E. L. Dixon	44	L. V. Sagar	30
R. J. Tober	26	W. H. Lillie	27
T. S. Bradt	24	J. O. Knight	20
Montreal Sales Division,		Kansas City Sales Division,	
W. L. Maschuk	44	R. H. Nolte	20
J. E. Sagar	18	E. C. Clure	27
D. Grant	18	A. M. Bollen	27 each
Cincinnati Sales Division,		New England Sales Division,	
R. L. Reynolds	42	H. Haynes	27
F. H. Bourland	36	W. M. Fox	2
W. E. Hamblanch	24	W. R. DeWolfe	12
New Orleans Sales Division,		Los Angeles Sales Division,	
A. P. Allen	41	E. L. Culver	27
T. Amick	40	E. D. McBride	9 each
I. G. Ward	32	G. W. Burdell	8
Cleveland Sales Division,		Chicago Sales Division,	
W. A. Mowbray	41	R. W. Jay	28
A. N. Parron	28	G. J. Manassa	25 each
G. Diller	27 each	J. R. Church	24
E. Moss	27 each	W. T. Gallinger	24
Philadelphia Sales Division,		Winnipeg Sales Division,	
F. E. Drew	30	N. Williamson	16
A. E. Knecht	35	H. H. Baker	8
W. H. Jordan, Jr	33	W. R. Merritt	7 each
		N. J. Miller	7 each
		J. B. Buckham	7 each