

The Chameleon

MARCH

1909



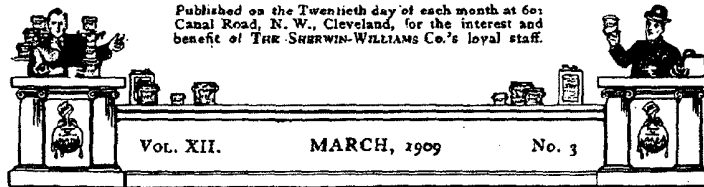
I tell you that last Marathon race in New York made me think a lot, for it taught a great lesson for *sticktoitiveness*. In that race, one man by continual sprinting gained 8 laps on the other fellow, but when it came to the home stretch he wasn't there and lost all the advantage he had gained and the race in the bargain. In this busy race of life that we're all entered in, a man can't spurt for the first half, and then slow down, nor can he loaf for half the distance and run his head off for the remainder—he must plug along all-the-time with the best that is in him, never shortening his stride, but holding the same steady pace from the fall of the hat 'til the wire is crossed. That's the kind of a chap who will win the great Marathon race of Life and Success.

The Little Giant



The Chameleon.

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



THE INSPIRATION OF SUCCESS.



ONE of our enthusiastic managers said to me a few days ago, "We've struck our old gait again"; but after studying our numerous reports since my return from England I find them all so very favorable and encouraging I have come to the conclusion that it's not the "old gait," but a *new* gait—a swifter and a steadier one, we've struck.

The old gait was good enough for the old days, but we've entered upon a new era of prosperity in our business and the old gait won't do—it's too slow. Already we have considerably outstripped it, and I'm convinced we're going to go ahead from now on at greater speed than ever before.

The development and improvement of our business is like the development and improvement of the automobile—greater speed, greater durability, and greater mileage. Each year the model of the best machines is improved. The 1909 model is the best to date, and 1910 will be better. So it is with our business. The 1909 model or organization is the best yet, and is far superior to the old models of 1907 and 1908, and next year it will be better still. We are developing, we are strengthening, we are perfecting the machinery of our organization all the time. Our success proves it and is the most inspiring and stimulating factor in our progress.

We are forging ahead today faster and with greater stability than ever before. Others complain of conditions being disappointing and far short of expectations, but I am glad to tell you so far as our business is concerned we are busier than we have ever been, and in volume of turnover the first six months of our fiscal year is the largest in the history of our organization. Surely this is a tribute to the merit of our proposition, and more particularly to the energy and ability of our staff. It's fine, it's encouraging, it's inspiring, and we're proud of the organization and the men and women who comprise it.

Again I say our business is but in its infancy, for when I read the bulletins of our sales managers and learn from them of the phenomenal work of our staff in the field, when I see all around us the amount of energy, push and genuine enthusiasm that permeates all our efforts, I can see ahead of us a future of great possibilities, for our organization stretches around

the world, and the opportunities for us are still vast, and all we need is more well trained men to carry on the work of development and progress.

It is a true saying, "Nothing succeeds like success"; and there's great advantage in holding the foremost place in your line. We enjoy these advantages, and will continue to do so just as long as we can prove our merit and superiority. Let us not only *command* success, but let us do more, let us *deserve* it, and nothing can stop our progress.

Walter H. Cottingham, Jr.
President.

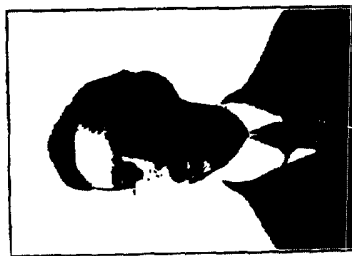
Department of Sales and Distribution.

THE following bulletin was recently issued by Mr. Cottingham to all managers:

Owing to the recent changes in our selling organization, it has become desirable to enlarge the scope of the work directed by Mr. Joyce. It is for this reason a new department has been established, to be known as the Department of Sales and Distribution. It will embrace the following Departments: Sales, Advertising, Traffic, and branch houses.



I take pleasure in advising you about this new department, to which Mr. Joyce has been appointed General Manager, and in doing so ask that all co-operate in making this important work a complete success. It has long been my desire to have all of the work embraced in this department directed by one man, as the close relations that exist between the various departments men- money can be obtained by one head. I take the work done by Mr. appointed Assistant been of a very satisfactory kind, and I look with confidence to a more rapid development of our sales, houses than we have



Mr. A. D. Joyce,
General Manager.

I am glad of this opportunity to express my great satisfaction with the magnificent results we have accomplished so far this year. The sales are running well ahead of all records, and the business under the improved and

simpler form of organization I am sure will continue to make greater progress than ever before. Accept my congratulations and thanks, and with very kindest regards, I remain

WALTER H. COTTINGHAM,
President.

Opportunities for Sale of Q. D. Colors and Color Varnishes on Country Territory.



VERY salesman who is systematic in his work, and studies conditions on his territory, knows that our competitors sell considerable quantities of colors and color varnishes to the small custom and repair shops. The two reasons most often advanced for our lack of output to this class of trade are:

1. Low credit rating.
2. The fact that many of our competitors send their specialty salesmen to call upon this small trade.

The first reason applies to only a part of the small carriage trade on each territory. We do not ask you to secure business from people who are not financially responsible, but we do want you to make a special effort to sell the well-rated custom and repair shops. It has often occurred to me that our competitors who sell the small shop which is not rated, must secure long prices; probably equal to our list. In cases where you cannot sell direct, find out whether or not your agent will handle the account. If he will, go out and sell the small shop and turn the order in to your agent and help increase our Q. D. sales. You do that with the house painter, why not with the carriage painter? In case your agent does not carry a stock of Q. D. Colors, turn the order over to the nearest carriage hardware jobber.

The second reason is valid to just the extent you make it so. There is no question but that the best posted salesman will secure the bulk of the business. If you are convinced that lack of knowledge accounts for your unsatisfactory showing, make up your mind to acquire the knowledge which will put you in the commanding position. We have men in every division who are thoroughly conversant with our line of colors and color varnishes, and they will be glad to help you if you will call upon them.

Our present advertising campaign with the custom shops should open the way for a great many new accounts. If you have not had the list of the trade to which this advertising is being mailed, secure it from your division office. Follow up every name on this list in accordance with the bulletin issued some time ago by your manager.

Call upon your carriage trade regularly. Call upon every possibility each trip. Work your line in gradually by making a special drive on a few specialties. Undercoatings are hardest to sell. Therefore put your effort into the sale of Q. D. colors and color varnishes first. The stained colors in your Q. D. list represent standard shades which we carry in stock and which are in general demand among the trade. Provide yourself with glass samples of these colors if you need them. Carry with you a supply of Q.

P. color booklets and leave one of them with each of your prospective customers. They may find something particularly attractive in it, and give you an order on your next trip.

Did you ever sell any Carmola Red? Do you know that it is more bulky than such reds as Hessian, Imperial, or Century, and that a 5-lb. press can of Carmola contains about 10 per cent. more color than the heavier, less bulky reds? That 3 pounds of Carmola will make a gallon of color varnish, while 5 pounds of the heavier reds are required to accomplish the same result? The price is attractive and every salesman can sell it if he makes the effort.

Every carriage shop buys a Body Black Rubbing. Our Jet Black Body Rubbing compares favorably with any others in point of color. It has exceptionally good working and rubbing qualities and our price is as low as any high grade body black rubbing on the market.

Free Flowing Royal Durbar Red is the largest seller in our color varnish line. One gallon covers approximately twelve gears, including shafts and wheels. It flows nicely under the brush, has very good covering qualities and is clear-toned and attractive in shade. Make a special drive on these two color varnishes, and you will find them easy to sell.

In case you cannot secure an opening order for the above, try Inside Body Black as an entering wedge. In many cases you will find that a high grade black rubbing is being used for inside body work, or perhaps a black varnish is being made in the shop by adding Drop Black to Gear Rubbing Varnish. Our Inside Body Black is lower in cost and does the work equally as well.

W. J. SCHLINGER,

Manager Manufacturers' Sales Dept.

Insecticides.



AN VIEW of the claims made by some of our competitors that The Sherwin-Williams Company has opposed legislation looking towards federal control of the sale of insecticides and fungicides, we wish to state absolutely that we have at all times been heartily in favor of the most stringent action in this respect and that the only time we have ever opposed any portion of such legislation was when it interfered with the manufacture of the best possible materials. The position of The Sherwin-Williams Company is outlined in the following letter:

Dear Mr. Leibig:

I have been informed that * * * claim that we opposed the Federal Insecticide Law, which is about to be passed this summer. I wish to state the matter clearly in order that you may be in possession of the facts whenever the matter is again called to your attention.

The Federal Bill as outlined last Fall provided that every manufacturer must prepare his Arsenate of Lead so that it would not contain more than 50% of water and not less than 50% of Dry Arsenate of Lead. The Sherwin-Williams Company opposed the bill in that, but wished to have a proviso inserted that each manufacturer should either mark his packages, stating plainly the percentage of Dry Arsenate of Lead contained in his brand or else should be obliged to sell it on the basis of 50% Dry Arsenate

of Lead and have as much water present as he might find necessary over and above the invoiced weight.

The reason we took this stand was because our Arsenate of Lead is so finely precipitated that when pressed to a 50% paste it is much stiffer than that of other makers, particularly * * * and we were also more familiar with the field work in connection with spraying than our competitors and knew that one of the troubles with Arsenate of Lead as then marketed was the fact that it was pressed too stiffly for ordinary use.

After the various chemists and entomologists of the United States had had time to consider our stand, they all agreed with us and the consensus of opinion of the meeting was that the bill should be changed, adopting a standard of 50% Dry Arsenate of Lead, but allowing the manufacturer to have as much excess water present as he cared to leave in. We were at all times heartily in favor of thorough and strict federal regulation of the sale and manufacture of insecticides, but merely contended for a proper material that would be in every way suitable for the best use of the consumer.

Trusting that this will put you in a position to refute the claim of your competitor, I am

Yours very truly,
H. M. ASHBY,
Manager, Dry Color Dept.

Resolutions Adopted by the Texas Division.



THE representatives of the Texas Division met at the Southland Hotel in Dallas on Friday and Saturday of last week and passed a set of resolutions by which they expect to be guided for their work during the coming year.

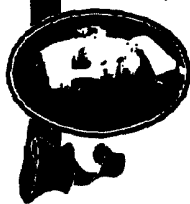
Whereas, Texas is the biggest and best state in the entire Union with more opportunities for new business than any other, therefore, be it

Resolved, That we are entitled to more business than any other paint or varnish company that travels in the Southwest, and we are going to get it. We expect to show our faith by our works, and have determined to secure larger orders than any Division in this company. At the same time we are not going to overlook any of the small orders, for we realize that many small items constitute a splendid volume, and we are determined to make a clean sweep as we go along.

Resolved, That the Texas Division is not getting its full share in the sale of Varnishes, and where we have taken one order in the past for Varnish and Handcraft Stains, we expect to take two in the future, and thus increase the profits of our business by selling this material which will build for us a larger Varnish business in the State of Texas. To do this, we are going to get our Decorative Department to give us a great deal of assistance in connection with our personal work.

Resolved, That the business of our Company is in its infancy in Texas, and that in the future we expect to do such a large volume of business that it will cause our Company to establish a Division in South Texas and one in West Texas, thereby creating the District of Texas.

Resolved, That we will work our territories in such a careful manner that nothing will be overlooked, and that we will have a larger number of points under each caption. This will entitle us to the Trophy for the coming year, and we have prepared a place in our office to receive it.



Prepared Paint for Hardware Men.

Address Delivered by C. C. Ballantyne, Before the Ontario
Retail Hardware Convention at Hamilton,
Ont., Feb. 11, 1909.



THE time allotted for my address on the subject of "Why Prepared Paint is a More Advantageous Article for the Retail Merchant to Handle Than Lead and Oil," does not permit me to enter into the subject very exhaustively. I, therefore, will only briefly deal with the three most essential points between good prepared paint and good white lead and oil, these being, quality, sales and profit.

The best paint that is made today is good prepared paint. This is not generally recognized to be true, because a great many of the prepared paints made are worthless. Unfortunately, there are more of the poor kind than the good. The good suffer for the poor. This is equally true of white lead, which has been looked upon in the past, and is still looked upon by many, as the best painting material. All white lead is not good. There's a great difference in brands. Just as in prepared paints, some are worthless and some are good. There is just as much trouble, just as much dissatisfaction, and just as many poor results from the use of white lead as from other paint material, but it's not generally admitted. It's strange, but true, some painters will make excuses for and overlook poor results from white lead they mix themselves, when under similar circumstances where prepared paints have been used they will condemn them every time.

It's a habit—due to prejudice. More prepared paint will be used when such prejudice is overcome. A better knowledge of and more experience with good prepared paints will bring such a change about.

There are many reasons why paints prepared by machinery are better than paints prepared by hand. Remember in paint making, as in every other line of business, the world has progressed, and is progressing. Things have changed; they have advanced; they have improved. People not so long ago, used to grind their own corn and spin their own yarn. They used to burn candles, and travel by stage coach. They don't now. When a woman spun her own yarn and ground her own corn, she felt she could do this work better than it could be done for her by machinery. She had been doing it so long and had become so accustomed to it, she could not all at once trust it to anybody else.

It's the same with paint. Painters have been so long mixing their own, in their own way, it's hard for all of them to believe it can be done as well in any other way. I am pleased to state, however, that a large number of some of the most reputable practical painters in Canada are now counted among the largest users of good prepared paint. It must be borne in mind that while prepared paint can be used to advantage by amateurs, it is always

preferable to engage a good practical painter to apply prepared paint, especially where a large amount of painting is to be done, like painting a new house or re-painting an old one.

But it is the merchandising of paint that you are most interested in. You want to sell the goods that net you the greatest profits and satisfaction and that move quickly off your shelves.

In a comparison of this kind, the first and most prominent feature seems to me to be the creative work that the prepared paint houses have done and from which the retail dealer reaps not a little of the profit. I do not believe that it is any exaggeration to say that the educational work done among property owners and paint users generally is responsible for 25 per cent. of the painting done in the country. By this I mean that if the pressure which the paint makers continually exert on the public was withdrawn, the sales of paint generally would fall off just 25 per cent. This educational work takes the form of magazine and newspaper advertisements, personal letters and literature of all description showing convincingly and in plain language how the life of lumber is prolonged by the use of paint; how the real estate value is enhanced, and the increased pleasure of beholding and living in buildings which are kept well painted. This sort of work unremittingly kept up, creates a tremendous amount of painting which would never be undertaken otherwise, and while the lead and oil vendors have participated in this created business to considerable extent, the merchants selling prepared paint have, of course, been the greatest gainers.

By making proper use of the cartons and hanger displays provided by manufacturers for the advertising of shelf goods, they will practically sell themselves and prove a source of constant revenue and the means of attracting people to your store.

And then there is a point that would appeal to me I think very strongly if I should establish a hardware store—and that is the question of appearance. Any one who has had experience knows white lead and oil is an inconvenient, messy, unattractive and time-consuming commodity to handle. Prepared paint is just the opposite. It is put up in cans attractively labeled which make a handsome shelf and counter display when rightly handled. It is convenient and easy to handle, and the display advertising supplied by the leading manufacturers adds much to the appearance of the store interiors. In addition to this, prepared paint allows of attractive and striking window trims which create business. You could hardly trim a window with white lead and oil, and if you did the average householder would not be influenced to paint thereby. The workman buys prepared paint and so does the houseowner, or householder, who, on the summer evenings after work, will brighten up his fences, barns or even the house itself. This class afford an outlet for the sale of prepared paint and shelf goods which cannot be reached by lead and oil.

Prepared paint manufacturers are advertising your store by advertising their paint. They will give you booklets, enclosing slips, newspaper electros and, in fact, every possible assistance is afforded to push the sale of paint. This has the effect of advertising not your paint department

only, but your entire store, for you know the desirability of having people come into your store, how you can often sell one man hardware who comes for rope, another man paint who comes for nails, and so on, until finally you have made customers of them for all time. This is one of the greatest advantages in handling a line of well advertised and favorably known prepared paint, the people come to your store. In the case of lead it is entirely up to the painter. Prospective customers for prepared paint can be shown color cards, samples, etc., of the actual goods, in fact, a clever salesman can make the buying of paint for a house of as much moment to a woman as the buying of a gown, and a matter of lively interest to a man as well. Some of the leading prepared paint makers have established a department in connection with their advertising which places the merchant in the smallest town on a par with decorators in the largest centers. The manufacturers if furnished the name, address and all available particulars of the prospective job, will send color sketches, samples of rugs and curtains for interior decorating, etc. In short, this service is exactly the same as would be afforded by a high-class and costly decorator. And the paint, varnish and stain for the work is sold, not direct by the manufacturer who does all the work, but by the local dealer. All the inquiries received by extensive magazine and newspaper advertising are referred to the nearest agent to buy the goods. Then there is the personal letter system used by the leading paint houses. Personal letters, addressed on good paper, under two-cent postage, are written to prospective paint and varnish users, giving good logical reasons for painting with their particular make of paint and advising where it can be purchased in their neighborhood.

The question of profit is, of course, most important, and without going into specific figures, it is well known that prepared paint allows a larger margin of profit than white lead, the latter being to the hardware merchant something like sugar is to the grocer, an unprofitable staple, sold on a very, very close margin.

Another feature which comes strictly under the heading of profits, is that the merchant selling prepared paint is in a position to carry a full line of "shelf goods." You, of course, know that the shelf goods include varnishes, stains, floor paints, paint and varnish remover, screen enamel and a host of similar specialties which the housewife is in constant need of, and, in fact, there are practically none of your customers who would not at some time or other buy a certain quantity of shelf goods if they were noticeably and attractively displayed. And the profits on this line of goods are most liberal.

To sum the situation up, it may fairly be claimed that prepared paint is the modern method of selling paint. The same transformation has come about in many other directions than paint, within the last few years. We travel much faster over the land, we can if we so desire venture under the sea, and a few valiant souls have even taken wings unto themselves and are doing fairly well considering. These things all represent progress. And so prepared paint is the modern method, up-to-date, if you will, both in the manner of manufacture, selling and advertising of painting materials.

Promotions in Treasurer's Department.



RECENT promotions in the Treasurer's Department include the appointment of Mr. H. C. Schofield as Assistant Secretary and Mr. J. E. Campbell as Cashier. Mr. Schofield joined the Company in November, 1899, as Bookkeeper at Montreal, having previously had seven years experience in the hardware business. After four and a half years in Montreal, he returned to the hardware business for a year. Upon the acquisition of our London plant in 1905, however, he again became identified with the Company and went to London as Secretary. He returned to this country in November, 1908, and has now taken up his duties as Assistant Secretary of the entire Company. Mr. J. E. Campbell came to the Company in 1904, starting as General Bookkeeper in the General Accounting Department. In June, 1906, he was appointed Confidential Bookkeeper in the Treasurer's Office and has now been promoted to Cashier of this Department.

Mr. H. C. Schofield

Mr. J. E. Campbell.



A Wonderful Car-Load Record.

The Southwestern District Car-load Club has now a roster of 21 members, with a total of 58 cars. The following is a list of the present membership and the number of cars sold by each member since Sept. 1st.

Texas Division.

607	Mr. C. S. Ragland.....	7 cars
608	" I. J. Twadell.....	8 "
609	" E. S. Donnelly.....	3 "
610	" S. S. Burris.....	5 "
611	" D. L. Price.....	2 "
612	" G. E. Cannon.....	5 "
613	" K. Miller.....	6 "

Kansas City Division.

602	Mr. W. P. Clark.....	1 cars
603	" H. B. Sevier.....	4 "
604	" E. J. Clark.....	1 "
605	" F. L. Britton.....	1 "

617	Mr. E. H. Nolte.....	1 cars
618	" R. B. Wofford.....	5 "
619	" D. C. Jordan.....	1 "
620	" G. C. Conger.....	1 "
621	" W. E. Hall.....	1 "

Omaha Division.

606	Mr. G. M. Alwood.....	2 cars
607	" E. R. Byron.....	5 "
608	" E. K. Cannon.....	1 "
609	" R. L. Lott.....	1 "
610	" E. E. Shepherd.....	1 "

Mr. F. B. Vincent should belong to the Club as he sold a car to our agents at Springfield, Mo., only a few days before the first of September. He has promised to repeat this performance at an early date.

Central District



Cleveland Sales Division.

The special C. & M. reports of this district show some splendid business during the past few weeks. One of Mr. H. C. Ware's recent orders called for 450 gallons of Enamel Primer and 350 gallons of Finishing Enamel for a leading bedstead manufacturer.

Mr. G. E. Branham has turned in approximately one thousand dollars worth of Color Varnish and Rough Stuff business for a large vehicle manufacturer, together with over two thousand dollars worth of Stain and Varnish Wax for a large boat and furniture firm.

Mr. John I. Gill made a test of our new Rubber Finish in a large stove factory, and the results were so successful that we will secure business that will very probably amount to several thousand gallons.

Mr. N. E. Hills demonstrated one of our Black Baking Japans to the entire satisfaction of a very large consumer, and expects orders to run close up to ten thousand gallons during the year of 1909.

Cincinnati Sales Division.

Mr. S. H. Robinson made a splendid record a short time ago, when he landed one new dealer and six new other accounts in one of the smaller towns on his territory. The new dealer order called for ten cases of Master Painter Varnishes, four barrels of Dry Colors, sixty pounds of Arsenate of Lead, and one hundred and fifty pounds of Paris Green.

Western District



Northwestern Sales Division.

We recently had a very pleasant visit from our District Manager, Mr. R. W. Sample. His enthusiasm on Arsenate of Lead and the opportunities for its sale in the Northwest has made us all enthusiastic, too, and we hope to show our appreciation by getting the orders.

Mr. T. M. Brude has been doing splendid work in South Dakota this month, and we will have three solid cars going into that state as a result.

Mr. O. Mannerud will soon have a car going forward to our agent at Duluth. The bulk of this car has already been sold to large buildings, institutions, hotels and Master Painters. He also sold 250 gallons of S. W. P. and 50 gallons of Mar-not.

Atlantic Coast District



Newark Sales Division.

Representative V. H. Collins now leads the Eastern Division in sales of Arsenate of Lead, Mr. A. D. Collins is second and Mr. R. S. Maddock third.

While in Newark recently, Mr. H. T. Sheldon paid us a pleasant visit.

As predicted, our "Handcraft System Finishes" are winning their way by leaps and bounds. Representative G. A. Spettigue leads the Eastern Division in Handcraft System specifications and orders.

We have just perfected for a large manufacturer of insulated wire a "Special Cable Varnish" which excludes moisture. On the strength of a sample which we submitted, our customer gave us a five gallon sample order which was quickly followed by two barrel orders. There is a large amount of electric cable on automobiles that is exposed to lubricating oils and moisture. Our representatives should find a ready market for our "Special Cable Varnish" to meet these conditions.

Mr. R. L. Graves, manager of our Manufacturers' Sales Department is aiming to assist the representatives in every possible way in matching goods, adjusting complaints and working up new lines of goods to meet new conditions.

Mr. L. D. Walker, our new cashier, has thoroughly reorganized his Department and everything is now in splendid working order.

Central Atlantic Sales Division.

The annual convention of "The Master House Painters and Decorators Association of the United States and Canada" was held February 23-26, at Baltimore. This Division was represented by Messrs. C. P. Jarden, W. H. Price and our Baltimore Agent, Mr. C. J. Murphy. Our display of Handcraft Stain and Flat-tone Panels attracted particular attention. The S-W. booth was visited by many Master Painters from all over the U. S. Mr. C. J. Murphy, who has been ably representing us for years in Baltimore, was so enthusiastic over the success of the convention that he ordered a solid car of paint and varnish, which included nearly two tons of First Quality Oil Colors.

We closed the month of February with a good gain over last year's figures, and everything points to a record for March.

Savannah Sales Division.

Assuante of Lead business is waiting for us in every city and town. Our work lies mainly with the Shade Tree Commissions, large nurseries, seedmen and jobbers. We have set a high mark for our sales on Insecticides and must hustle to make it.

There is renewed activity among the Cotton Mills. New plants and villages are springing up, and our representatives should find a splendid market for our "Muc, Mill and Factory Colors," "P. C. P." and "S. W. P."

Shipments of car-load orders are becoming a weekly occurrence in the Savannah Division. We have just sent one to Montgomery and another is now on the way to Greenville, S. C.



So. Western District

Mr. R. H. Horsburgh, cashier at Kansas City, has gone to Cleveland to succeed Mr. H. C. Nelson as cashier at that point. We feel very sorry to lose Mr. Horsburgh from our midst, but wish him great success in his new work. Mr. Murphy has taken up the duties of cashier at Kansas City and will, we feel sure, make a worthy successor.

Mr. E. K. Cannon recently made a record on Sheep Marking Liquid, selling 1500 gallons to one company.

During the past three weeks our Invoicing Department in addition to taking care of the heaviest lot of stock orders we have ever had, billed sixteen straight car-load shipments.

Mr. W. P. Clark has recently been selling our Medicinal Linseed Oil to some big coal mines in Arkansas and Oklahoma. These mines keep a supply on hand all the time in case of injuries from explosions, etc.



Pacific District

San Francisco Sales Division.

Mr. B. L. Rogers, who has been confined to his bed with pneumonia since the middle of December, has resumed his duties and is apparently making up for lost time. During the first week he succeeded in landing two new agents, two new dealers, and two new C. & M. accounts—pretty good for a starter.

Mr. E. T. Parsons sailed on the 14th of this month for the Hawaiian Islands. An order was recently received from the American Hawaiian

Sugar Company, which included something over 1000 gallons of S. W. P. The Sugar and Pineapple industries are the most important ones on the Islands and contribute much to the Hawaiian business.

Northern Pacific Sales Division.

Two new agents in one week is a good record for a large city representative. This was accomplished by Mr. C. P. Christiansen in the City of Spokane. We have now 17 live agencies in Spokane, but are not yet satisfied, as we wish to make it a strictly S-W. city.

Mr. Welch opened an agency at Potlatch, Ida., this month—the first order for which amounted to nearly \$1000. Good work Mr. Welch.

Los Angeles Sales Division.

Mr. Thomas Madill, Manager Railway Sales Department, West of Chicago, paid us a visit in early March. Mr. Madill is spending the winter in Southern California.

Times are certainly looking up. We have received from Mr. G. E. Wise an order for 14 bbls. S. W. P., sold the American Beet Sugar Company at Orndorf, Cal. We were also successful in securing an order from the U. S. Reclamation Service at Yuma, Ariz., including 200 gals. Slate Creosote Paint.

Since January 1st we have received some very large orders from the railway trade. Things seem to be bracing up along this line.

SALES DEPARTMENT NOTES.

Competition Report.

There were only a few changes among the leaders in the Sales Department competition during the past month. Under the caption, Leaders in New Other Accounts, Newark displaced Chicago for first honors, while under the caption, Total New Agents, New Dealers, etc., Cleveland wrested first place from Kansas City. Montreal also came to the front by taking first position under Floor Finishes. Otherwise the changes were slight, with none of the sensational spurts which were seen during the month of January.

Leaders in New S. W. P. Agents.

St. Louis Division.

L. A. Seger.....16
H. P. Neede.....16

Kansas City Division.

E. J. Clare.....28
W. P. Clark.....16 each
R. H. Wolford.....16 each

Texas Division.

J. J. Teasdale.....13
G. K. Cannon.....13
D. L. Price.....10 each

Winnipeg Division.

W. J. Miller.....17
B. J. Ross.....12

Montreal Division.

D. Crevier.....16 each
R. Archibald.....9
J. F. Ryan.....9

Northwestern Division.

T. M. Brude.....12
V. P. Bennett.....17

Chicago Division,
C. S. Wheeler,
W. F. Gallinger.

Savannah Division,
I. D. Wilson,
A. D. Kiser.

Omaha Division,
F. E. Byron,
C. M. Atwood.

Northwestern Division,
V. P. Bennett,
O. Mannerud.

St. Louis Division,
G. L. Dyson,
M. S. Krimbill.

Cleveland Division,
W. N. Choe,
I. M. Benedict.

Central Atlantic Division,
J. P. Minette,
G. E. Elliott.

Divisions appear in the order of sale.

Leaders in Shelf Goods Sales.

Newark Division,
F. C. Donaison,
H. T. Sheldon.

Kansas City Division,
R. B. Wofford,
H. B. Sevier.

Montreal Division,
C. A. Thomas,
A. E. Cowley.

Los Angeles Division,
G. E. Wise,
S. G. Harless.

Cleveland Division,
I. M. Benedict,
E. L. Hess.

Cincinnati Division,
B. L. Reynolds,
S. H. Robinson.

Texas Division,
S. S. Burris,
J. J. Twaddell.

Chicago Division,
C. S. Wheeler,
W. F. Gallinger.

St. Louis Division,
G. L. Dyson,
W. V. Hammond.

Winnipeg Division,
B. D. Ross,
W. J. Miller.

New England Division,
A. J. Horton,
I. B. Wells.

Omaha Division,
C. M. Atwood,
F. E. Byron.

Savannah Division,
F. D. Spencer,
I. D. Wilson.

San Francisco Division,
B. I. Rogers,
W. E. Carter.

Central Atlantic Division,
G. E. Elliott,
W. H. Jarden, Jr.

Northern Pacific Division,
R. A. Curder,
L. B. McDade.

Northwestern Division,
F. W. Denton,
O. Mannerud.

Divisions appear in the order of sale.

Leaders in Brighten-up Finishes.

Montreal Division,
A. E. Cowley,
C. A. Thomas.

Winnipeg Division,
B. D. Ross,
W. J. Miller.

Cincinnati Division,
B. L. Reynolds,
F. H. Bogrand.

Kansas City Division,
R. B. Wofford,
H. B. Sevier.

St. Louis Division,
R. W. Jay,
G. K. Leis.

Northern Pacific Division,
L. B. McDade,
R. A. Curder,
W. H. Lilley.

Northwestern Division,
T. M. Brude,
C. F. Bennett.

Cleveland Division,
F. A. Levenhagen,
J. T. Austin.

New England Division,
I. B. Wells,
H. W. Putnam.

Los Angeles Division,
S. G. Harless,
G. E. Wise.

Savannah Division,
F. D. Spencer,
I. D. Wilson.

Chicago Division,
W. F. Gallinger,
P. L. Munger.

San Francisco Division,
B. I. Rogers,
H. S. Thompson.

Newark Division,
G. S. Spettigue,
R. S. Maddock,
F. L. Foy.

Central Atlantic Division,
C. G. Fisher.

Omaha and Texas not represented.

Divisions appear in the order of sale.