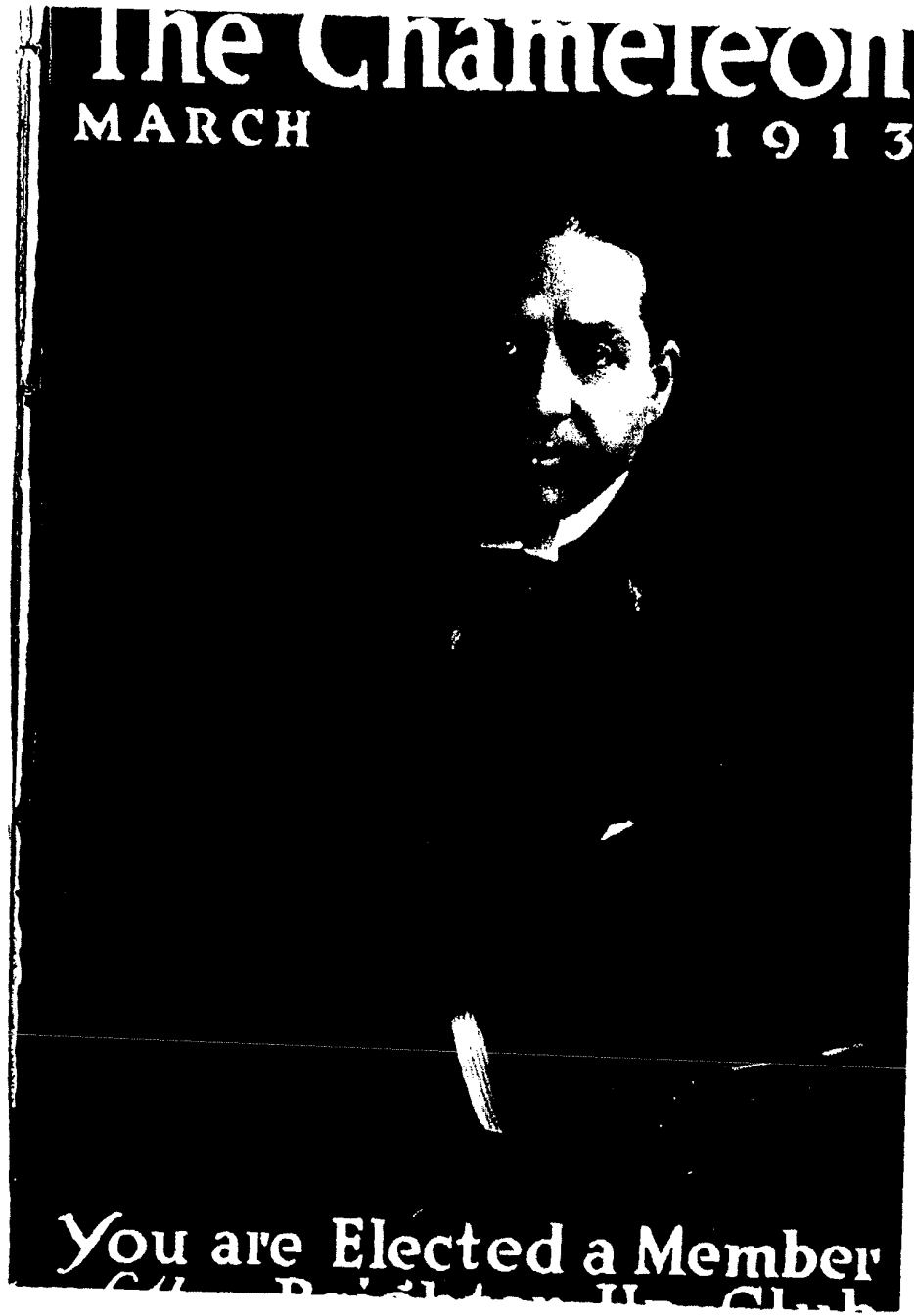
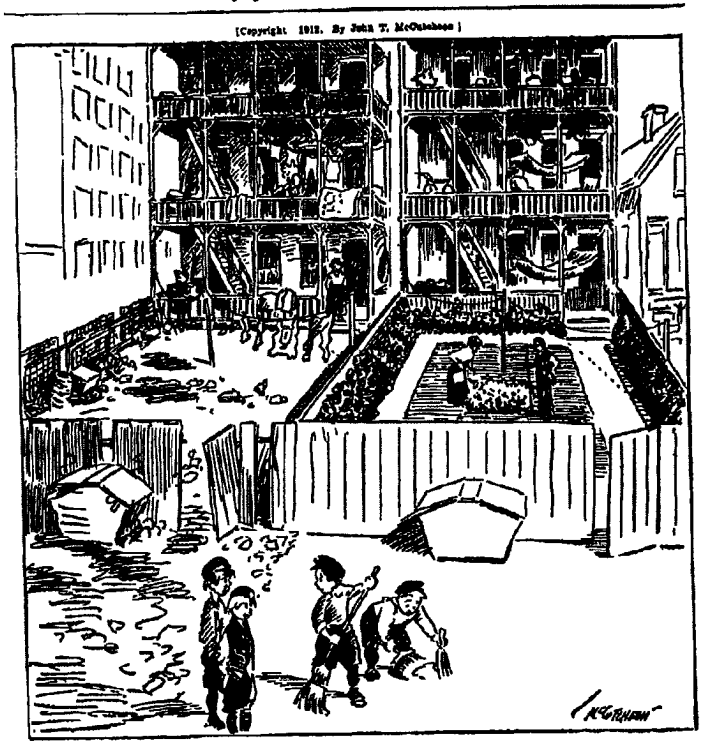
TAKE advantage of opportunities when and where you find them and make opportunities when and where you do not find them.



WITH EQUAL OPPORTUNITIES

By John T. McCutcheon



First Little Boy: "Why don't you help clean up? Don't you know this is Clean Up Week?"
Second Little Boy: "Aw, my paw don't believe in these reform movements. He says these fads make him tired!"

Courtesy "The Chicago Tribune."

0007-SWP-00013040

The Chameleon

Published each month at 601 Canal Rd., N. W., Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff.

Vol. XVI. MARCH, 1913 No. 3

Fellow Member, We Salute You



ALL unbeknownst to yourself, you have been elected a member of the Brighten Up Club. Of course that's only half the operation; now you've got to initiate yourself in the regular manner. Here's the process. Put yourself at once into a happy mood, rub off that worried look, totally exterminate that grouchy feeling, then go outside into the sunshine and where everything is clean, bright and happy, and while the first robins are warbling their little heads off, put on a broad smile, and with a shout of joy, remove that button from the front cover and pin it on your lapel. Then get out and boost. Boost and BOOST!

For this is Spring, and for this season at least we are all to be boys—and girls -again. Furthermore, we're going to make this grouchy, selfish, dingy old world of ours sit right up and take notice, and before we're through, he's going to wear, a big, broad grin and a fresh coat of shining, handsome, good old SWP.

Now get busy and learn the code of principles –one of the creeds is enclosed in this issue –and then get a bunch of buttons and creeds and sally forth making your sole aim in life to Brighten Up your surroundings, be they human, vegetable or mineral. Go home tonight and Brighten Up your family. Hustle over to your club or fraternity and get the members to Brighten Up. Pass around those buttons and codes liberally, but be sure that those who get them will help the good work along. Next Saturday afternoon go home and rake the front yard, dig the garden and get some seeds planted as soon as possible. And don't forget to fix the front gate and sweep the front steps.

Let us make the Brighten Up Club idea a whirlwind success. Let us make it the greatest advertising stunt ever pulled off by a commercial establishment. There are wonderful possibilities in it. Let us Brighten Up our spirits, our morals, ourselves. Let us Brighten Up our families, our friends, our associates. Let us Brighten Up our homes, our streets, our communities. Let us Brighten Up the world.

"Fellow members of the Brighten Up Club, BOOST!"

Our Insecticide Business in 1913

By O A Hasse, Manager Insecticide Sales Department



HEN this issue of *The Chameleon* reaches our representatives, spraying will have commenced in some sections of the country, and preparations everywhere will be in full swing for Spring business. In view of our policy of establishing an outlet for our insecticides through regularly established agents and dealers, it is imperative that our representatives take the promptest kind of action towards getting their stock orders for this material. If you have not already made a definite set for insecticide business in your territory, it will be necessary for you to take immediate action to insure your being well represented in your sales on this class of material. In approaching prospective insecticide agents and dealers on our proposition, I would suggest that your initial effort be put forth on our Neutral New Process Arsenate of Lead.

The splendid arguments you have on this material cannot help but convince a customer of the advantages in handling a product of this character as compared with competitive material, and it will be a simple matter to gradually turn his attention to Lime-Sulfur Solution, Bordeaux Mixture and the balance of the line and secure his order for a complete stock. You are already more or less familiar with the arguments you have at your disposal in talking a Neutral Arsenate of Lead such as our New Process material, as against the acid materials universally marketed by your competitors. However, in order to refresh your memory and enable you to use the arguments to best advantage, I am giving you a brief summary of the talking points on our New Process material.

In manufacturing Arsenates of Lead it is possible, as you know, to produce from virtually the same raw materials several different forms or kinds of Arsenates of Lead which embody entirely different characteristics. Chief among these variations are varying degrees of fluffiness, finely divided conditions of these particles, adhesive qualities and most important of all, degrees of thorough combination of the arsenic and lead in the finished product.

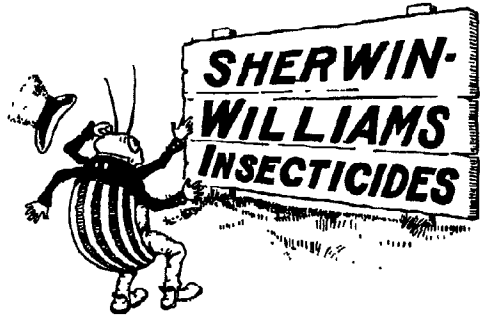
It is a well-known fact that lead will hold thoroughly in combination only a certain percentage of arsenic. That percentage has been definitely proven to be from 12½ to 13 per cent. If more arsenic is forced into combination with the lead, the lead will take it up, but there is danger and, in fact, almost certainty, of later liberation of the loosely combined arsenic, which becomes free arsenic when exposed to the atmosphere and action of moisture, and consequently burning of the foliage and fruit results. Twelve and one-half or thirteen per cent of arsenic will do all the killing that is required of an arsenical poison, and forcing 15 or 16 or 20 per cent of arsenic into combination

simply amounts to applying an overdose, which as you know is useless, and not only that, but absolutely dangerous.

It will be evident to you from this explanation that it is not sufficient that an Arsenate of Lead contain a minimum of *free arsenic*, but it must not contain any appreciable percentage of *loosely combined arsenic*. Consequently, an Arsenate of Lead which possesses sufficient arsenic—viz.: 12½ or 13 per cent to effectively control leaf-eating insects, but not too much to make it an unstaple compound, and consequently liable to disintegration, is the ideal Arsenate of Lead.

There is no question but that a Neutral Arsenate of Lead such as we manufacture is a little higher in cost than the Acid Arsenates of Lead containing higher percentages of arsenic. Yet if the grower will figure the actual cost of spraying an orchard of a given size and consider the ultimate returns in perfect fruit, he will without question find that Neutral Arsenate of Lead is by far the most economical and satisfactory.

Use such arguments as the above coupled with the advantage you have in the new steel package, our distributing facilities, advertising and promoting helps, national magazine campaigns, and in short, the endless arguments which you can present to the prospective dealer.



"Making Over Maybridge"



COPY of this little story is enclosed in every March number of *The Chameleon*. We need say little further as the moral of the story is brought out clearly. The booklet is being used this Spring as part of our campaign in an endeavor to promote the spread of the Brighten Up or Clean Up Time idea, and to bring out the importance of keeping our communities clean and attractive. This question has been too long neglected and its important connection with the prosperity of our community ignored. Let us get out and spread the gospel of "Brighten Up" and civic improvement.

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A Snap-Shot



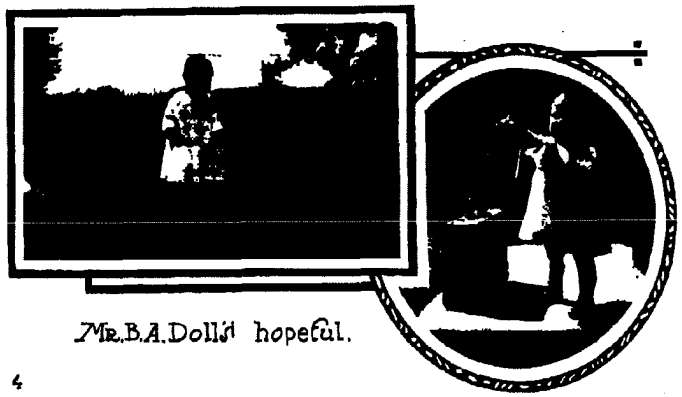
MR. A. D. COLLINS, our genial representative of the Newark Sales Division, had just stepped out of a Liggetts Drug Store in Syracuse, N. Y., and as he stopped to light his cigar there was a slight click and "The Camera-man" with a chuckle of triumph dodged back into the store. The deed was done, the picture was "took."

And so we have the pleasure of presenting this interesting view of Mr. Collins in his native haunts. It was through his strenuous efforts and convincing arguments that Mr. R. A. Weld, manager of the Liggetts Drug Store, in Syracuse, was induced to take the Sherwin-Williams Agency, and it is through his close co-operation that they have been able to handle the line so successfully, in spite of much keen competition. We are indebted to Mr. R. A. Weld for the photograph. Thank you, Mr. Weld!

♣ ♣ ♣

"When you are tempted to follow the other fellow, remember there are exceptions to all rules." —*Seth Brown.*

A Mississippi Valley Booster



Mr. B. A. Doll's hopeful.

M. S. D. Business for the Trade Sales Representative

By F C Kenower



THE greatest opportunity for the trade sales representative to make increases in his yearly sales, lies in the M. S. D. business of his territory. I think there is not a territory but what has opportunities to open up a nice line of business of this kind, and the Sherwin-Williams representative holds almost an exclusive position in dealing with this class of trade—our line being so complete, our name so familiar and the strong argument we present of furnishing the leading and well-known manufacturing concerns of the country their materials, gives us attention at once.

In each territory there are foundries, steel tank manufacturers, incubator concerns, carriage and repair-shops, furniture repair-shops, planing-mills, creamery companies, etc., and all use paint of some description or other. A few minutes and a word with the elevator man or the miller may land a nice order, or if not today, he can tell you when—jot it down, and let the promoting department help you.

It is a good plan to keep in close touch with the small fellow just starting, and note his progress. I have in mind a small foundry to whom I sold their first black dipping paint—five gallons of No. 5 Black Japan, a little over three years ago. Last week I made a contract with this same firm, now greatly enlarged, for their year's supply of painting materials, which will run over $1,000 in A. I. P. goods, Roof and Bridge Paint, and like sundries. By cultivating these people when they are small we strengthen ourselves, so that when their growth attracts the attention of our competitors, we have such a start on them that they are lost.

Personally, I enjoy this line of work more than any other, something new is coming up continually, questions are being asked that never were thought of before, and have to be worked out, all of which goes to help round us out as real, thorough, out and out Sherwin-Williams representatives—the kind who know.

♣ ♣ ♣

"More fresh air and sunlight would help keep many a pay-roll down and many an output up."—*Business Builder.*

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A good many thousand American citizens are going to see the "Cover-the-Earth" trade-mark this Spring when they read their magazines and farm journals. Here is the schedule of advertisements for the months of March and April.

In the National Magazines:

Publications	March	April
The Saturday Evening Post.	¼ Page on SWP top the 8th ¼ Page on SWP top the 22d	1 Page top the 5th SWP ¼ Page top the 19th Porch F. P.
Ladies' Home Journal *Woman's Home Companion*	One col. ad on Flat-tone One col. ad on Mar-not	9-inch double column ad on SWP One Page ad in color on SWP
Butterick Trio.	One col. ad on Flat-tone	Single Stain, Porch Floor Paint, Kopal Flat-tone and Mar-not 9-inch double column ad on SWP
Good Housekeeping *American* *Munsey's* *World's Work* *Country Life* *Craftsman* *Suburban Life* *Garden Magazine* *House Beautiful*	Back cover (General) Single column on Flat-tone One Page ad. on Porch Floor Paint Back cover in color top the 15th One Page ad on Mar-not One Page in Color ½ Page ad on Mar-not 3-inch single col. ad on Portfolio and Decorative Department	Same as the Ladies' Home Journal One Page ad on Mar-not One Page ad (General) One Page ad on SWP One Page ad on SWP ½ Page ad on SWP One Page ad on SWP 8-inch single col. ad. on Flat-tone ½ Page ad. on SWP 8-inch single column ad on Flat-tone
Keith's *Studio* *Arts and Decoration* *House and Garden* *School Arts* *Woman's World*	One Page ad. on Mar-not One Page ad on Portfolio One Page ad on Portfolio Back cover in Color ½ Page ad on Portfolio	One Page ad. on Portfolio One Page ad. on New York Store One Page ad. on New York Store 3-inch single col. ad on Flat-tone ½ Page ad. on Portfolio 9-inch double col. ad. on Brighten Up Stain
Ladies' World.		9-inch double column ad on Brighten Up Stain

In the Farm Journals:

The size on all our advertisements is 6-inch Double Column

Rural New Yorker	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Hoard's Dairyman	7th—Roof and Bridge Paint 21st—Buggy Paint	8th—SWP 18th—Commonwealth Barn Red
Country Gentleman	1st—Roof and Bridge Paint 15th—SWP	5th—Commonwealth Barn Red 19th—SWP
National Stockman and Farmer	6th—Roof and Bridge Paint 20th—Buggy Paint	8d—SWP 17th—Commonwealth Barn Red
Ohio Farmer	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Farmer's Guide	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Prairie Farmer	1st—Roof and Bridge Paint 15th—Buggy Paint	1st—SWP 15th—Commonwealth Barn Red
Wallace's Farmer	7th—Roof and Bridge Paint 21st—Buggy Paint	4th—SWP 18th—Commonwealth Barn Red
Iowa Homestead	8th—Roof and Bridge Paint 30th—Buggy Paint	6th—SWP 17th—Commonwealth Barn Red

Publications	March	April
The Grower	1st—SWP	1st—Roof and Bridge Paint
The Farmer (St. Paul)	1st—Wagon and Implement Paint 15th—Roof and Bridge Paint	5th—Buggy Paint 19th—SWP
Southern Ruralist	1st—Buggy Paint 15th—SWP	5th—Creosote Paint 19th—Roof and Bridge Paint
Nebraska Farmer	5th—Roof and Bridge Paint 19th—Buggy Paint	2d—SWP 16th—Commonwealth Barn Red
California Country Journal	1st—Buggy Paint 15th—SWP	1st—Creosote Paint 15th—Roof and Bridge Paint
Kansas Farmer.	7th—Roof and Bridge Paint 21st—Buggy Paint.	16th—SWP 18th—Commonwealth Barn Red
Farmers Mail and Breeze	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Dakota Farmer.	1st—Wagon and Implement Paint 15th—Roof and Bridge Paint	1st—Buggy Paint 15th—SWP
Orange Judd Farmer	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
New England Homestead	1st—Wagon and Implement Paint 15th—Roof and Bridge Paint	5th—Buggy Paint 18th—SWP
Northwest Farmstead	1st—Wagon and Implement Paint 15th—Roof and Bridge Paint	5th—Buggy Paint 19th—SWP
American Agriculturist	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Indiana Farmer	1st—Roof and Bridge Paint 11th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Twentieth Century Farmer.	1st—Roof and Bridge Paint 15th—Buggy Paint	5th—SWP 19th—Commonwealth Barn Red
Farm and Ranch	1st—SWP 15th—Creosote Paint	1st—Buggy Paint 19th—SWP
Progressive Farmer.	1st—Buggy Paint 15th—SWP	5th—Creosote Paint 19th—Roof and Bridge Paint

Foremen's Club Elects Officers

At the meeting of the Foremen's Club held January 7th, the following officers and committees were elected for the ensuing year:

President—Mr. L. Belmont *Vice-President*—Mr. C. Patterson
Secretary-Treasurer—Mr. A. E. Oldham

Amusement Committee
Mr. F. M. Weber, Chairman

Mr. J. P. Gibbons Mr. E. F. Highley Mr. John Stollsteimer
Mr. A. P. Russell Mr. Leo Sebring Mr. A. E. Oldham

Fire Committee
Mr. W. J. Critchley, Chairman
Mr. F. F. Hesse Mr. Phil Steyer

At this meeting the Foremen's Club also sprang a surprise on the Secretary by presenting him with a Gillette Safety Razor Set.

* * *

It takes a rich man to draw a check;
A pretty girl to draw attention;
A horse to draw a cart;
A porous plaster to draw the skin;
The Advertising Department to draw the inquiry:
An S-W Salesman to land the order. *R. C.*

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The Optimist

By J. H. Williams, Chicago City Sales Department

Did you ever feel so bleak and blue,
That this lovely world seemed dark to you?
If ever you did, or if ever you do,
Just make up your mind to change the hue -
BRIGHTEN UP.

It's all in yourself, the tone you know,
You carry your color wherever you go,
So cheer up, and make it a beautiful glow,
And feel like a winner wherever you go—
BRIGHTEN UP.

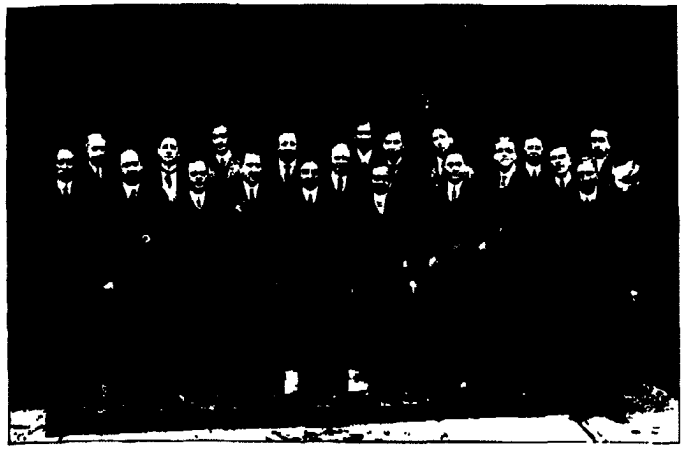
Has your last adventure gone awry?
Does it seem quite hopeless again to try?
Is the cost of living now so high
That the glooms attack the cerulean sky?
BRIGHTEN UP

Are you tired of pulling against the stream?
Are things not what they seemingly seem?
Are you waking, just from your dreamy dream,
To find dull drabs in life's color-scheme?
BRIGHTEN UP.

Is somebody "kickin' your dawg aroun'?"
Have you got in the habit of wearing a frown?
While you're really up, do you think you're down?
Are you sure you're wearing a thorny crown?
BRIGHTEN UP.

Just remember Paul Jones, in a deadly plight,
When he said, "I haven't begun to fight,"
It's a million chances to one, you're right,
When you think there's another chance in sight.
BRIGHTEN UP.

So clear up the wreckage and strip for the fray,
And remember, there's many and many a day,
That will bring up the courage, that in you lay,
To fight for the honor of winning a way.
BRIGHTEN UP.



The Superintendents' Meeting



A MEETING of the superintendents was held in Cleveland from January 15th to 18th. It was attended by Messrs. Brown, Bigelow, Goodell and Schafer from Chicago; Mr. Lawson from Newark; Mr. Bell from Detroit; and Mr. Barker from Montreal, in addition to all associated with the Manufacturing Department in Cleveland.

Mr. Cottingham and other general officers of the Company attended many of the sessions.

During the course of the meeting, every phase of the manufacture was taken up in detail and fully discussed. A large number of facts were brought out and good suggestions made which are being put into action. These are all along the line of improvement in quality, efficiency in service and economy in operation.

About fifty members of the Cleveland branch of the American Chemical Society were the guests of the superintendents at dinner in the lunch-room one evening, and held their regular meeting in the Company's club-room.

Another evening all attending the meetings enjoyed a very pleasant banquet at the Cleveland Athletic Club, which was followed by many clever after-dinner speeches, and later by remarkable records at billiards and bowling.

The accompanying photograph will give some idea of the growth attained by the Manufacturing Department organization. With all of these men applying their best energies to efficiency, the factories are producing results better than ever before.

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From Our Associate Editors

Royal Claxton — *R. G. Billingsley* — *R. B. Cogswell*
L. F. Collister — *H. W. Nessel* — *A. J. Kulhanek*
I. H. Hershe — *L. A. Bowman* — *I. M. Jacobs*
E. K. Cannon

KANSAS CITY

Our Slogan:
"SEE SOUTHWEST SOAR"

Still soaring!! Kansas City showed a gain of 125 per cent last week over the corresponding week a year ago, and the Omaha Division also made a dandy gain.

Kansas City Division

Mr. E. J. Clare, our Oklahoma "Cyclone," is leading the Division so far for the month (January), in the number of new agents. However, there are several other representatives running him a pretty close race, and we will be unable to decide who is the leader under this caption until the reports for the month are closed.

Our hustling city representative, Mr. A. M. Bollman, better known as "Bo," has been doing some mighty good work. He came into the office the other morning with a smile on his face and two dandy orders in his pocket. One was a new agency order, and the other was for a barrel of Bridge Paint for the Blodget Construction Co., a railway account on which we have been working several years.

Mr. G. A. Dorwart is one of the representatives who is pushing Mr. Clare hard for first place in the total number of new agents landed for the month. He started out on a special new agency campaign a few weeks ago and brought in four dandy new agents. He did not sell these new agents just enough to bring them across the line, either, the orders ran from $250 to $500 each.

Omaha Division

Mr. C. I. Berg of the Division has demonstrated more clearly than ever that C. I. B. not only stands for C. I. Berg but also for "Carload Insecticide Booster." He is just in with two more orders, each calling for a car-load of Lime-Sulfur Solution. Mr. Berg is not overlooking the paint business either while taking these little Insecticide orders, as he recently turned in an order from our jobbers, The Salt Lake Hardware Co., Salt Lake City, Utah for a full car-load of Paint.

Mr. F. A. Brown of the "Sunny Jim" smile is a Top-Notcher and no mistake, here is his record for one week's work: One new agency

order containing a 100-gallon Commonwealth Barn Red Assortment, and a Blue Label Varnish order; a new dealer order calling for a 50-gallon Roof and Bridge Assortment; two full line stock orders, one of which includes a 100-gallon Roof and Bridge Assortment, and the other a 36-gallon Blue Label Varnish order. Mr. Brown has sold more 100-gallon assortments of Commonwealth Barn Red than any other representative in the Southwestern District to date.

Mr. H. W. Lahr, who held the record last year on Flat-tone sales, is evidently after the same record this year as nearly every one of his stock orders calls for at least a 25-gallon assortment of Flat-tone. A letter written by Mr. Lahr to one of his agents will give you a pretty good idea as to why Mr. Lahr sells Flat-tone:

We attribute our great success in getting the initial business on flat wall paints to the fact that we show, clearly and distinctly, just how the color will look on the wall, and the additional fact that we have the services of artists in getting up the suggestions.

Mr. Harry Dalton is another "Omaha Booster," who is alive to the advantage of pushing our various quantity assortments. This is clearly demonstrated by the number of 25-gallon Flat-tone assortments, Blue Label Varnish orders, and 100-gallon Barn Red assortments included on his stock orders.

BIRMINGHAM

Since the dawn of the New Year we have had the pleasure of entertaining two royal guests, Mr. E. K. Cannon, Superintendent Promoting Departments, and Mr. George H. Griffiths, Traveling Auditor. Their visits were very pleasant and we have greatly profited by having them with us.

Business is looming up big this month and the district will show an approximate gain of 100 per cent over last year. Our sales for the last six months of the previous fiscal year will show 45 per cent gain. Since the first of December, we have landed 200 new accounts.

Mr. Allen Steger, the veteran on Territory No. 703, just landed Park & Robertson, Tuscaloosa, Ala., for a straight car-load, including 1200 gallons SWP, 135 gallons SWV, and a full line of shelf goods.

Mr. C. E. Shaw, our new representative, traveling in South Carolina, is to be congratulated on the splendid showing he has made on new accounts. He has landed fifty accounts, including eight new agents, sixteen new dealers and twenty-six new other accounts.

Mr. M. D. Palmer and Mr. D. W. Hoge recently joined our mighty field force and have already shown their ability to sell SWP against all kinds of competition.

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Mr. J. H. Ashner, our hustling Florida representative, landed the C. W. Greene Company, Tampa, Fla., for an assorted 90,000-pound car-load order, amounting to $7,000. This is certainly knocking the ball over the fence for a home run.

Mr. Brooks Hodges, on Territory No. 724, followed up a live B. P. A. inquiry and landed him for an assorted new agency order amounting to $450. "Get 'em while they are hot" is a good plan.

Mr. George G. Menefee, our Birmingham representative, recently secured a P. C. P. order for painting 200 houses. This order will go through our Birmingham agents, The Byrum Hardware Company. Mr. Menefee has several other big prospects in view, and we hope he will be successful in selling every one of them.

CHICAGO

The Western District plunged into the New Year with a determination to roll up a splendid volume of business by strengthening the old trade and adding new accounts, and the fine spirit of co-operation existing between sales force office and factory, has resulted in substantial increase in both Trade Sales and M. S. D.

Chicago and Northwestern Divisions are confident of outdoing each other for sales and division honors, and the enthusiasm is made more keen by the fine work that the M. S. D. salesmen are doing.

It is a lively pace ably abetted by the office force, shipping department and factory.

The following comment appears under Sales Department Notes in January *Chameleon:*

Gee Whiz! Mr. Lathrop, Minneapolis Representative, "cut loose," and when the dust had cleared away he was in front with a big load —48 New Dealers up to December 1st.

Considerable activity is apparent on "all territories" in the good old Western District, and the end of the second quarter shows that a few more have "cut loose."

A short time ago we were favored with a visit from the Senior Class of Architectural Students of the University of Illinois, in charge of Professor White. After inspecting both the Dry Color, Paint Plant and White Lead Works, all hands repaired to the lunch-room and partook of a very appetizing lunch. There were twenty-two students, all told.

The stork brought great rejoicing and made January 8, 1913, a red-letter day for Si Fraser, Chief Clerk of the M. S. Department. It's a boy.

BOSTON

It is a pleasure to read over the very complete reports sent in by our men in connection with stock orders. There is hardly a report received which does not mention the fact that the agent has stocked from one to six new lines and that the stock order is larger than the previous year.

Mr. L. W. Barney has been unusually successful in using the regular Decorative Department Grip in interesting the big manufacturer in plant standardization. An order for 300 gallons of Flat-tone, besides the "Trimmings" is the direct result of being able to show the purchasing agent the complete color-scheme, not only for one room but for the entire plant.

Our stockkeeper reports that for the first four months this year he received forty car-loads of stock from Cleveland, Chicago, and Newark, and at the present time our stock is up to full limits, and practically every square foot of available floor space is covered with stock for the New England trade.

The new town report has come in for much favorable comment by our salesmen, and it is without question the most satisfactory report blank we have ever prepared.

We have recently had the pleasure of visits from Mr. Joyce, Mr. Whittlesey and Mr. Hasse.

DALLAS

It has just leaked out that the Texas representatives included in their New Year's resolutions, a determination to go after car-load business. This is evidenced by the car-load orders which have been received during the month from the following representatives: S. M. Shelton, G. C. Conger, C. S. Ragland, W. L. Morgan and J. J. Twaddell. Secret information just received tells us that there are two other representatives who will qualify for the car-load class by the time *The Chameleon* goes to press.

That Texas is now in a most flourishing condition, and will experience the most profitable paint trade ever, is clearly shown by the fine gain in sales over previous years' figures. For the first three weeks of the New Year, these gains have been: First week,

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16 per cent, second week, 50 per cent, third week, 101 per cent.

So successful has been our Mr. Welmaker in his campaign of insecticides in the great fruit district of the Pecos Valley, that he has been pointed out at every turn in that section as an expert on fruit culture. Just recently we received a copy of one of the leading papers of Roswell, N. M., in which an entire column is devoted to Mr. Welmaker and his advice for securing perfect crops.

The unusually attractive painters' business cards which are sent out at the request of the representatives, seem to be one of the most appreciated gifts which we have to offer the painter. Many letters of thanks have been received in acknowledgment of these cards, and recently we were informed that, through their use, one of our painter friends was able to secure two large jobs.

One of our representatives has found a new use for our small Brighten Up stickers, as reports from his territory are to the effect that all catsup used in the hotels there, is known by its Brighten Up label. This representative, it seems, sticks one of these labels on the catsup bottle in the dining-room of every hotel at each place he stops.

SAN FRANCISCO

During the Christmas holidays, representative, Mr. E. D. Taylor, of the Northern Pacific Division, became a benedict. This puts the unmarried contingent of that division in the minority.

W. H. Lilley did a splendid piece of work when he landed the Ashland Preserving Co., Ashland, Oregon, for a car-load of Arsenate of Lead. He worked hard on it as there were many obstacles to overcome, but his achievement is appreciated all the more for it.

We have planted the S-W flag in another Alaskan town. This time it is Wrangell with two thousand inhabitants. The Promoting Department had been working on this account for several months and felt quite gratified to get an opening order of $500.

Within a month after the Sweet-Teller Hardware Co., our newly established jobber in Boise, Idaho, received their opening order they ordered another car-load of stock. The Sweet-Teller Hardware Co., is an aggressive concern that will make things "hum" in Central Idaho. It was through the efforts of representative H. W. Gerber that this account was established.

G. P. Rogers, who represents us in the City of Portland, leads all other representatives in this District in the sale of Tire-Coat. When asked how he did it George modestly replied that "It's easy to sell Tire-Coat if you will only demonstrate it and let people see how far ahead it is of anything else on the market."

Where the Wheels Go Round



Cleveland

The Cleveland factory established a speed record a few days ago, shipping on a Friday an order for 20 barrels of Black Varnish Paint received at noon, Thursday. This order was very urgent and a battery of six mills was turned loose on it very shortly after it was received.

The stock of manufactured goods is being kept up to the limits in spite of the many shipments being made, the factory working at full capacity. The output has been very good during the past month, showing an increase of 40 per cent over the corresponding month of last year.

Chicago

Business conditions are very active with the entire plant running to full capacity with stock holding at the proper point for the Spring trade. The output during the past month was 36 per cent over the same month last year.

The Insecticide Department has been especially busy.

The Tin Can Department is running more smoothly and now getting a very fair output.

Mr. A. M. Simonsen, formerly in the General Accounting Department at Cleveland, has just been transferred to Chicago factory office. His familiarity with the details of the General Accounting Department should be of great assistance in handling efficiently the factory office work.

Newark

The new storage and shipping building mentioned in the previous issue is now in course of construction, and it is expected will be available for use in the course of thirty days.

The month of February opened with a rush, a single order calling for approximately 7500 gallons of liquid paint from one concern having been received, together with numerous other orders for bulk goods.

The factory has been very busy during the past month, and we had an output increase of 47 per cent over the same month last year.

Mr. A. P. Johnstone is now well established in his new department, giving his attention to the testing of varnishes and insulating materials.

Messrs. Hain, Lutes, George and Bull made us a visit during the first week of the month.

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Representatives' Competition to February 1, 1913

The little typographical error in our lists last month didn't in the least confuse Mr. Duncan out there on the Pacific Coast. This gentleman continues to land new agents right and left and his good work keeps his division well up in first place. Mr. Spettigue of Newark tried his hand at landing new agents, and while he was doing well before, those six added last month certainly show him a leader when it comes to landing new agencies. Mr. Wansner keeps up his good work and San Francisco takes third place as a result.

It was only one short month ago that Texas was fighting it out for third place. Then Mr. Conger made a few New Year's Resolutions and went out and landed 45 new dealers and other accounts. That certainly is "going some." It was this kind of work that brought him Top-Notcher honors last year.

Mr. Lathrop of Minneapolis continues to gather a goodly crop in his division. His splendid work places Minneapolis in second place. Mr. Albarran of Newark is another gentleman with the new-dealer-and-other-account habit. His fine work placed his division second last month and third this month. Keep it up, gentlemen!

Leaders in New SWP Agents

Portland
- J. W. Duncan 16
- E. D. Taylor 11
- B. R. Rogers 7

Newark
- G. S. Spettigue 13
- A. D. Collins .. 4
- W. H. Porter. 3

San Francisco
- F. W. Wansner. 12
- M. M. Wolcott 4
- W. E. Carter . 3

Kansas City
- E. J. Clare... 10
- R. E. Graham 9
- K. Miller.. . 8

Philadelphia
- F. D. Spencer . 10
- J. J. MacDonald, P. Minetree, W. D. Peyton . . each 6 5

Omaha
- C. L. Berg. 9
- F. C. Steele 5
- H. W. Lahr, H. Dalton each 4

Cleveland
- W. A. Mason 8
- W. S. Farlow 7
- R. G. McKay, J. H. Hall, H. S. Hill.. each 6

Savannah
- C. E. Shaw 6
- J. H. Ashner. 5
- R. N. Ballow. 4

St. Louis
- W. V. Hammond 7
- H. P. Reeds.. 6
- J. L. Keefe . G. K. Leis each 4

Cincinnati
- W. P. Hambaugh. 7
- W. M. Hoey, A. R. Cannon, J. T. Menefee each 5 4

New Orleans
- R. P. Bennett 7
- T. Affleck 5
- B. Hodges 2

Chicago
- C. F. Bennett, F. V. Spoon, H. O. Allen, W. F. Gallinger, R. H. Fleming, J. W. Ward each 5 4 3

Texas
- F. H. Markley 5
- C. S. Ragland, E. Gross, G. C. Conger each 4 3

Minneapolis
- P. H. O'Neill ... 5
- H. C. Lau, O. J. Brude each 4
- O. Mannerud 3

Birmingham
- D. W. Hoge. 5
- I. A. Steger .. 4

Boston
- W. L. Hessey, D. H. Thompson, F. H. Ripley each 4 3
- V. D. Campbell 2

Los Angeles
- G. W. Burrill 2
- S. G. Harless each 2
- L. B. McDade . . each 1
- G. E. Cannon

Leaders in New Dealers and New Other Accounts

Texas
- G. C. Conger 91
- C. S. Ragland 23
- H. A. Welmaker 22

Minneapolis
- G. L. Lathrop 57
- F. D. Randall 26
- O. Mannerud 20

Newark
- G. Albarran 53
- H. F. Hunish 39
- A. Fuentes, W. S. Crook each 31

Omaha
- J. Barker 51
- C. L. Berg 36
- F. C. Steele . 20

Savannah
- C. E. Shaw 42
- R. N. Ballow 35
- J. H. Ashner 23

Cleveland
- E. L. Hess 41
- W. A. Mason 8
- J. C. Birdsall, G. Dube each 20
- F. R. Carruth each 19

Philadelphia
- J. P. Minetree 39
- A. Larkins, J. J. MacDonald each 32
- W. H. Jarden, Jr 27
- E. W. Heckel each 27

San Francisco
- H. B. Lawrence 39
- F. W. Wansner 25
- M. M. Wolcott 22

Kansas City
- V. M. Bollman 33
- C. G. Porter 23
- G. A. Dorwart 21

Minneapolis
- P. H. O'Neill ... 5
- H. C. Lau, O. J. Brude each 4
- O. Mannerud 3

Birmingham
- D. W. Hoge, I. A. Steger 5 4

Boston
- W. L. Hessey, D. H. Thompson, F. H. Ripley each 4 3
- V. D. Campbell 2

Los Angeles
- G. W. Burrill 2
- S. G. Harless each 2
- L. B. McDade . . each 1
- G. E. Cannon

Birmingham
- G. G. Menefee 30
- I. A. Steger 27
- D. W. Hoge 25

New Orleans
- M. D. Palmer 28
- B. Hodges 25
- T. Affleck 15

Portland
- J. W. Duncan 28
- A. V. Higgins 21
- G. P. Rogers, F. W. Hewes each 20

St. Louis
- W. D. Nichols. 26
- G. K. Leis 21
- J. K. Kennedy, G. E. L. Dyson each 19

Cincinnati
- W. P. Hambaugh ... 26
- J. T. Menefee 17
- W. J. Peters 13

Boston
- J. H. Haynes 25
- W. B. DeWolfe.. 20
- D. H. Thompson, F. H. Ripley each 14

Chicago
- R. W. Western 25
- C. F. Bennett, W. P. Hayes, P. L. Munger each 19
- J. H. Williams 16

New York
- L. D. Walker.. 24
- W. S. Woodrow, L. M. Shine..., F. S. Slater. each 12

Los Angeles
- E. L. Culver 23
- L. B. McDaile .. 11
- G. W. Burrill 10

0007-SWP-00013041