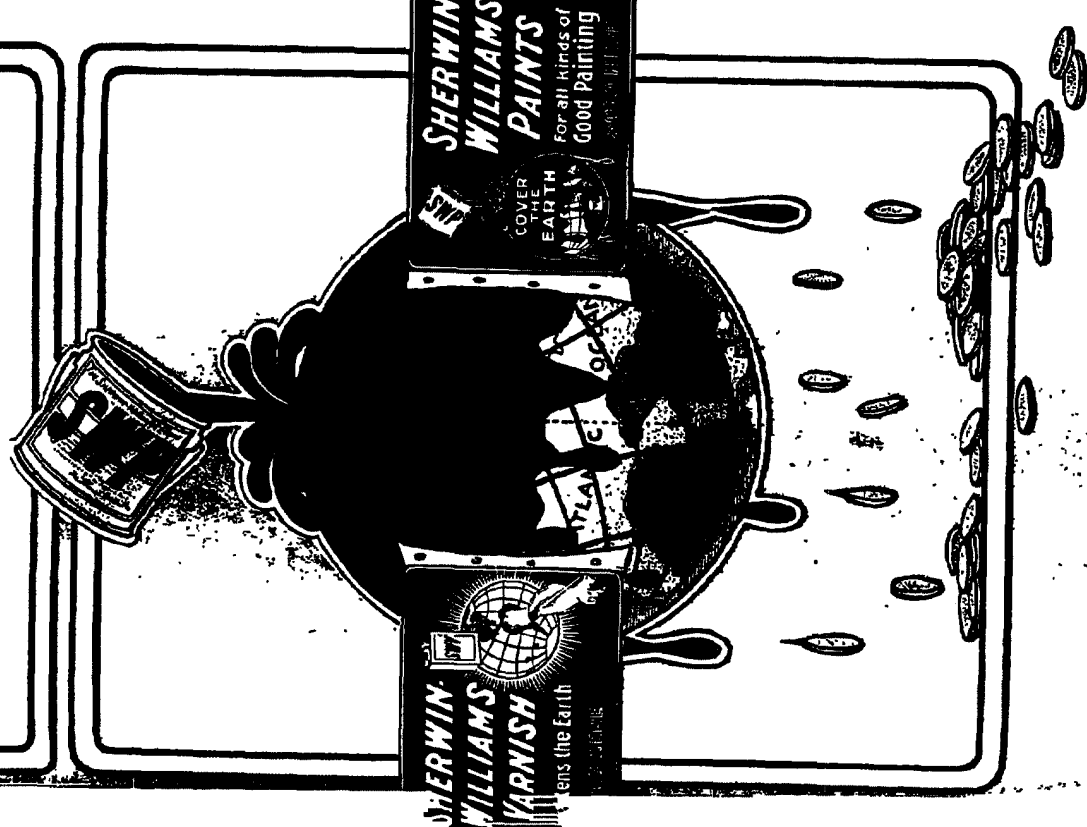


"The opportunity
that one man would
throw away as of
no value another
man will make the
basis of a fortune."

The Chameleon

MAY, 1905



The Chameleon.

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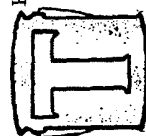
MAY, 1905

NO. 5

THE SUCCESSFUL PAINT SALESMAN.

WHAT QUALIFICATIONS HE NEEDS: WHAT HE MUST KNOW: AND HOW HE SHOULD APPLY HIS INFORMATION TO GET THE BEST RESULTS POSSIBLE.

By A. E. SCHAFER, in *Salemanship*, of March 1905.



HE general qualifications of a successful paint salesman are very little different from the general qualifications of a successful salesman in any line of goods.

To be sure there is a certain amount of technical knowledge which must be acquired by the paint and varnish salesman to enable him to present his proposition in the most intelligent manner, because much of quality cannot be seen and must be painted in a convincing word picture.

His argument must be born of truth. Ours is a line of business in which the imagination—the “vapor talk”—cuts but little figure.

In general, however, it may be said that a successful paint salesman would probably be successful in selling other lines. My article, therefore, need not necessarily be construed to apply to the paint salesman only, but to salesmen in general, whatever their line may be.

It used to be said that salesmen were born and not made, and in a certain sense it is true that natural tastes, ability, and temperament go very far in supplying those qualities which enable a salesman to influence others and to make them see his goods from his standpoint and through the glasses which he wears.

There are, to be sure, certain elements of persuasive power, in the glance of the eye, the touch of the hand and the general air of confident carriage which are far too subtle and delicate to inculcate or reproduce in an artificial way. On the other hand the broad general principles of selling goods are of easy definition and can be so mastered by any man of average intelligence, willing purpose and indomitable resolve as to leave no doubt of a good success.

The willingness, the resolve must exist as an essential requisite to good results in any enterprise, but these are ten fold more necessary when the task is confined to the convincing of others and bringing them to our way of thinking in spite of natural opposition resulting from some old time prejudice or the honeyed words and promises of glittering competition.

In most cases the customer's first impression of any new proposition is one of indifference if not opposition, and it becomes from the start a battle of wills. If the will power of the salesman is indifferent or weak or vacillating the cause is lost at the outset.

Next to this resolve every true salesman must have knowledge.

1. Of himself.
2. Of men.
3. Of his own lines.
4. Of competing lines.

He must know himself first of all because a man can never influence others successfully until he appreciates his own abilities and limitations—knows what are his resources, how great his power to convince others and how thoroughly he is master of himself at all times. He must also know his own weaknesses and how to guard against them.

He must know how to take the fullest advantage of the whims and fancies of other men, so as to present his goods truthfully along the lines of least resistance. If he cannot buck the center he must be prepared to run the end, and if chance does not come his way he must go around and head it off while it is heading some other way.

He must know his goods and have confidence in them, know what they will do and why they will do it, and this confidence must beam from the eye as well as sound upon the tongue.

He must know the goods of competitors, not to abuse or decry them, but to appreciate and parry their strong points, take advantage of their weak ones, and bring out in a clean way the excellent qualities of his own product.

He must try not to *wire* competition, but to *beat* it—and look upon it not as a difficulty or a bugbear, but a healthful stimulant for large trade. The beating of competition does not necessarily mean making a better price, for the low priced well is often a hole without a bottom. The salesman must demonstrate that his goods are *worth* a better price. He must show his customer how to do more business, not only in the line he offers, but in his general business as well.

He must give his surplus thought and energy to his customer's needs and make the customer feel that the taking of an order is not the end, but the beginning of the helps he has to offer.

It pays to take a special interest in the small details of the customer's business, and help him along the line of suggestions which he appears to need the most, and it will be noticed that a decline in sales is almost sure to begin when the salesman ceases to urge his customer to a thoughtful, intelligent activity in general lines as well as his own.

The successful salesman should especially cultivate a jovial, happy disposition, and remember the maxim that "a cheerful spirit binds trade." There is nothing more contagious than happiness and good cheer. It is "Laugh and the world laughs with you," every time.

There is no question but that the demands upon the salesman of the future will be more far reaching and exacting than in the past. The call upon all men in every line of business is for closer concentration and harder work, and success is likely to depend not so much on brilliant ability or rare opportunity or lucky strikes as it will on steady, faithful, persistent plodding with closest attention to matters of small detail. It's a case of pulling every string, not letting a single pin get loose, and keeping everlastingly at it.

In short, the surpassing salesman of today is a high class business man.

Work on Large Buildings.

WE have more and more confidence in this line of promoting work. Some representatives are taking special interest in it, and returns are coming in favorably.

As an example, word has recently come to us that Mr. McLaren of our Pacific Division sold twenty-five gallons of Kopal to the new City Hall, Astoria, Oregon, through our S.W.P. agent at that place. He went after the mayor, the contractors, the painter, and finally landed the business with the permission of the architect against two other makes specified equally with our own.

As another instance, the Southwestern Division recently sold to the State Insane Asylum at Fulton, Mo., twenty-four gallons of Kopal, and to

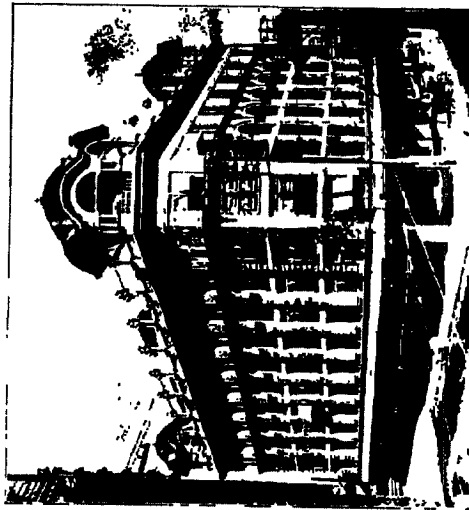
the State University of Columbia, Mo., a very nice order of S.W.P. and twelve gallons of Kopal.

These are simply trial lots, and if the goods prove satisfactory it is confidently expected that we will secure much larger business from these sources in the near future.

They are a few of many straws to show the frequency and value of such possibilities.

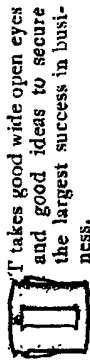
They are lying all around us in every territory, and there is no reason at all why we should not have this additional trade if we only locate it and go after it in a determined and thorough going way.

We depend on you to respond and tell us of your successes to interest and encourage others.



The Bedell-Moore Building, San Antonio, Texas.
Coughlin & Ayres Architects, J. H. Savage, Contractor.
All standing woodwork finished with three coats Kopa and
Excellio floors, Mar-not, all wa's and ceilings, Special
Interior Colors; window s's, Galvanized Iron Primer and
three coats S.W.P. M. Herwick, S.W.P. Agent, San Antonio.

All Can Help!



We are spreading out more and more in our desire to cover the earth with S.W. Products, and almost every day some new avenue is suggested by which we should be able to reach a larger share of it.

Our representative selling force is always in the field, working every opportunity, following every pointer and pulling every string. Our dealers and agents are most of them active and alert, noting especially people who are about to paint or who ought to paint, and if they are not able to effect a prompt sale themselves, they send us the names to be followed up by our regular promoting work in personal letters, etc. The results from this correspondence have been most satisfactory.

Now why can't we go a little farther and enlist every employee in every one of our divisions and depots into so many individual scouting parties, each one on the active look out for chances to sell paints and varnishes.

You may hear of them as you talk with your friends, they may be suggested as you read the daily papers. They may occur to you as you happen to notice some new building or old one that needs repainting as you ramble in pleasure or pass to and fro from your daily work.

These are opportunities open alike to every one, of all ages, of either sex, and no matter in what department they may be employed. All it needs is the watchful eye, a little investigation, possibly a few words of inquiry if you have a chance for them.

We venture to say there is not a single one among all our many hundreds of employees who might not be able to offer good pointers of this kind and without trespassing to any extent on their hours of leisure.

The book-keeper, the clerk, the stenographer, the driver and teamster, the mechanic and engineer, the day laborer and the office boy, each one in his own way, have opportunities for observation which come to none of the rest of us, and with little effort on their part, except that of keeping the business ever present in their mind, could easily accustom themselves to notice the openings for the use of paint and varnish and give us the information we need to follow them up in the most effective way.

And this very effort will not only develop valuable habits of observation and inquiry, but help to educate an ability for trade building, which is one of the most valuable assets of a successful business man or business woman.

In some instances, especially to friends and acquaintances, sales could be made direct, but this of course should not be done without proper consultation with your Sales Department.

In nearly all cases it should be easy for you to find out the proper party in authority, and the business can then be pursued by our regular promoting methods.

We want to avail ourselves more and more of these eyes and ideas for your sake as well as our own, not only because it will help to more sales, but because it will interest all more and more in our regular work and add enthusiasm and loyalty to our individual daily service.

Now, who will use their eyes and ears and talk to the best effect in this manner?

It is an opportunity for every employee of The S.W. Co. in every division and depot outside of the regular selling force and the Division Managers.

Blanks will be furnished by your Promoting Departments on which you can hand in to them any information or particulars you may be able to obtain.

Figures Tell the Story.



WHEN a man has to have a house painted, gets an estimate on the whole work of \$75.00, and then goes and buys S.W.P. and hires a painter to do the work for just about half this amount, he is apt to be convinced of two things. First, that it is far better to insist on the use of a first class spreading and covering paint that you know is right; and second, that it is a wise precaution to buy your own paint, so that you know all about it, and hire your own painter at a fair return for the necessary time.

The following letter speaks for itself:

Trenton, N. J., April 17, 1905.
The Sherwin-Williams Co.,
Newark, N. J.

Gentlemen:—I take pleasure in advising you that I have put into effect the color scheme you sent me some short time ago for the property, 519 Perry Street, and I enclose herewith a memorandum of the materials purchased from your agent with which the work was done.

I am also sending you a comparison showing the saving effected over the estimate for the same job given me by a local painter.

Of course eight gallons is a small

Careful records will be kept for the months of May, June and July of any resulting business, and a full list of all who succeed in bringing in business will be published in THE CHAMELEON in the issues of June, July and August in the order of the amount of sales obtained.

We are indebted to Mr. F. C. Collins, manager of the Promoting Department of Central Division, for the suggestions which led to this article. Mr. Collins has already put this plan in execution, sending bulletins to all Cleveland employees.

order and like a drop in the bucket of the volume of your business. But as you were so good as to advise me, it is no more than proper to thank you as I do.

I want to say the job looks fine!

With best wishes for your continued success, I am very truly yours,

WILLIAM S. DARCY,

My original painter's estimate was \$75.00
My actual bill:

Trenton, N. J., April 3, '05.

Mr. Wm. S. Darcy, 514 Perry St.

To F. S. Katzenbach & Co., Dr.

5 gallons S.W.P. 499,	\$ 7.75
1 " " 486,	3.10
1 " " 484,	1.55
1 1/2 lbs. Raw Linseed Oil,	.60
1 Can, Putty,	.38
1 Can,	.10

Paid my painter 7 days' work \$13.48
(6) \$3.50,

24.50

I saved by using S.W.P., \$7.98

Note: Of course \$1.55 per gallon is much too low for an ordinary consumer price on regular shades S.W.P. Their may have been special considerations in this case with which we are not familiar—but even at an advance of 15 or 20 cents a gallon over this, the difference in favor of S.W.P. is emphasized as strongly.

Quick Drying Colors.

SOME OF THE ADVANTAGES OF THE Q. D. LINE.



Continuing our series of articles on the Q. D. Color line we propose to take up in the order of the price list the various groups of colors and explain their leading characteristics and the strong points of individual pieces of goods.

However, before doing so we want to recite a few facts which the salesman must know and think of when discussing Q. D. Colors with his trade.

First, that there are very few makes of such goods that are properly ground. Even the products of some who are classed as reputable makers being very coarse, and let it be remembered always that unless finely ground, Q. D. Color is of poor value for the good workman.

Again, the grinding liquids must possess all of the necessary quick drying, binding and flattening qualities and should in addition be selected with a view to overcoming any inherent faults or enhancing so far as possible any desirable features of the pigments with which they are used.

We use a character of grinding japan for this line which, so far as we know, is entirely different from what is employed by any others, and it is probably due more than anything else to the higher quality of that vehicle and to our very much finer grinding that we have shown such superiority upon comparison of quality with other makes.

Remember that some makes flat out all right, but don't possess the necessary binder and so rub up or smut in the subsequent coats of varnish, except oil or varnish is added by the painter before using.

Again some makes bind but are not

sufficiently elastic when dry and so check or crack.

Others again don't flat properly but instead dry with a partial egg shell gloss—a very hazardous surface over which to apply subsequent coats.

Also this class of goods must admit of being readily broken up with spirits turpentine and must also assimilate well with varnishes for the making of color varnishes.

Some makes handle fairly well but dry slowly and are found to lack seriously in color strength, which fact frequently accounts for a low price having been named.

The well posted salesman will readily be able to show the greater economy of our goods on account of their increased strength of color, admitting of greater thinning. Right here we might say that a color which has been badly adulterated in order to get price down must be applied very heavy to make it cover, and this not only reacts on the price, but such a coat is likely to go into the work, brush marking and also dry slow and mushy and in that way interfere with not only the initial appearance of the finished work, but with the holding up of the finishing varnish coats.

The covering capacity of good, strong Q. D. blacks and colors is so large that a cent or two or even 5 or 10 cents per lb. advance on some, really cuts no figure if the cheaper colors are lacking in any of the essentials we have related.

If the salesman will always bear in mind that it takes less than 1 lb. of green, say like Trojan, to color a color varnish an ordinary buggy gear, when as it requires from 1 1/2 to 2 lbs. of many of the cheaper so-called

Brewster Green on the market to do the same amount of work, he can find ample reason to talk quality strong and win out at it. Certainly if there is one thing that the intelligent sale of Q. D. Colors is not, it is not a price proposition.

Take our line of Drop Blacks of which we have 5 grades that enjoy a very large sale with a very satisfactory output for the balance. The blacks of other makes almost without exception will hear thinning, but little if any more than bulk for bulk, color and spirits turpentine. Goods of *even listed grade* of our make will bear from 20 to 33 1/4% more thinning and cover, and some of our strongest blacks can be thinned almost equal parts by weight (which is just about double bulk for bulk) and still cover solid over a white putty spot. In addition to greater body our blacks have greater density of color when bone hard than any others of even grade on the market.

In fact the listed *first grades* of other makes do not surpass and few equal the quality of our XX Black, so that any fair comparison of price should be made on not higher than that basis and in the case of the less worthy makes it should be made much lower. Don't forget this.

Remember that our blacks are much denser in color when bone hard than when first spread, whereas the opposite is true of some other brands. Every black in our list is a straight bone black without the addition of cheap vegetable blacks which are toned up with Prussian Blue to temporarily make them appear blacker, but as the Prussian Blue, which is fugitive, fades out, the finished job grows brown.

In our C. P. Lamp Black we offer

the very highest quality of recalcined black. It is not only lighter in gravity than other makes, but of better color and superior strength, so that it will be found more economical and satisfactory for staining purposes (almost its entire use) than cheaper grades. The salesmen should remember that Lamp Black is a natural non-dryer and for that reason its use is limited by the carriage painter so far as possible. However any indicated use for Lamp Black in a carriage shop can be better met with our Q. D. C. P. grade than with anything else for the reason that being stronger it takes less and on account of the strong drying japan in which it is ground the drying of the paint mixture is not retarded. Our C. P. Lamp Black possesses about 1 1/2 times more strength than the strongest Drop Blacks. Special Lamp Blacks No. 4416 and 4541 are for use as under color coats and similar situations where strong covering quality only are the considerations. They are not as high grade as C. P.

NOTE.—In our next issue we will take up the discussion of Kells, Whites, etc.

Al. S. S. S.
5
Mgr. General Sales Dept.

What Can You Do?

This old world hasn't time to stop
That it may learn your name;
It doesn't care a rap about
Your blue blood or your fame;
The only thing this old world cares
About concerning you
Is simply this one thing, to-wit:
"Well, sir! What can you do?"

—Progress.

"Strong Points of The Sherwin-Williams Agency Proposition."

SECOND OF A SERIES OF ARTICLES BY MANAGERS AND OTHERS, ON SALESMANSHIP AS APPLIED TO THE SHERWIN-WILLIAMS COMPANY



"I must of course be the desire of every S-W. representative to present our Agency Proposition in the most forcible and convincing manner. In my opinion our strongest points may be summarized as follows: Unquestionable quality; completeness of line; superiority in labels and packages; most extensive and helpful advertising, and our numerous distributing points.

As to quality, The Sherwin-Williams Products have always made good our strongest claims for them, and they hold a far stronger position today than ever before. The common effort of competitors in presenting their lines is to try to prove their goods equal to ours, thereby admitting that we are the standard.

In completeness of line we have paint and varnish for any demand and every purpose. We have no need to stretch a few kinds to apply them for a lot of work to which they are not adapted, and an agent or dealer can always depend on getting his full line wants filled by The S-W. Co.

Our labels and packages have an individuality of their own, are especially neat and tasteful, and make a handsome appearance on the shelves.

In advertising we have outclassed all competitors in quantity and effective methods. We have proved to be leaders, and not imitators. Doubtless our direct advertising through the "E", calendars and personal letters through the mail appeals most forcibly to the agent.

Our factories, divisions and depots are most conveniently located throughout the length and breadth of this land, thereby facilitating prompt service, quick shipments and a large saving in freight. I consider this one of the strongest arguments in landing an agent, and there is no other company who can talk it as we can. Some others, it is true, distribute through their jobbers as well as they can, but the vital touch with the manufacturer is wholly lacking.

It seems to me that to any prospective buyer who will carefully compare the features of The Sherwin-Williams line with any of our competitors, must be forced to one conclusion:



Mr. L. W. Wolcott

Our labels and packages have an individuality of their own, are especially neat and tasteful, and make a handsome appearance on the shelves.

"That we lead in all essential points, that we are the best known of any competing line, that we offer the most inducements, give the best help and do more than any other manufacturer in enabling the dealer or agent to lead

the van of a paint prosperity.

[Handwritten signature]

Mgr. Southern Pacific Division.

Good Words From the Road.

Aluminum Paint—Pipe and Gasket Compound.

The S-W. Co., Newark, N. J.

Gentlemen:—Our new agents, Cole & Andrus, of Castle, N. Y., have been using our Aluminum Paint on two or three large heating contracts. They tell me that heretofore they have not been able to get good results except with bronze powder and bronze liquid. Now they not only like A.P. better, but the convenience in using is a great saving in time.

While I was taking their order today their plumber came in with a 5 lb. can of our Pipe and Gasket Compound partly used and said, "Mr. Cole, don't forget to order more of this, it is the best we have ever used. and when you put a pipe together with it, it is steam tight every time, and you don't have to run chances of cracking a joint to get it so." This is the first I have heard regarding this line on my territory and I am pleased to be able to report it to you, and I shall do my best to push it in the future.

Cole & Andrus do a lot of business with the Castle Sanitarium and other well fixed property owners about Castle, so you can see I expect a good sale of A. P. and P. & G. Compound from them in the future.

Yours truly,

W. H. PORTER.

Good Name—Good Paint.

A couple of years ago, before I ever expected to be in the employ of The Sherwin-Williams Co., I chanced to read an article in THE S. W. P., explaining the endeavor to make the name a household word in general—to make a person think of S. W. P. whenever paint was mentioned or thought of. I believe that day came long ago. For instance, while traveling I have made it a point, when anyone asked me what I was selling, to merely answer "paint". To see what they would say. Nine times out of ten they will ask if it is Sherwin-Williams.

For instance, I recently had a seven hour ride on a fast freight and the train men invited me up in the cupola to view the passing scenery. After getting fairly well acquainted, the brakeman asked me what I sold. Upon answering "paint", he immediately asked if it was "Sherwin-Williams".

Now this is only one instance that I could give. out of a good many, in proof of my statement. Even a few minutes ago a "kid" in the baggage room said, "Fellow, what's you selling?" Upon answering as usual, he immediately asked if it was Sherwin-Williams.

JOHN B. KIRBY.

"Don't let your work end with thinking and talking. Act. If you get an idea, try it out to a conclusion."



Residence Col. John T. McGraw, Grafton, W. Va.

Col. McGraw was induced by our agents, Messrs. R. E. Blaney & Co., to use S. W. P. on the Webster Springs Hotel, as illustrated in the February Chameleon, and decided at 50 to put it on his own house. Body, 389; Trimmer, Gloss White Sash, Black; Base, 475. The signs indicate that Messrs. Blaney & Co. intend to keep the public in touch with what they are doing.

DIVISION NOTES.

Central Division.

With more favorable weather our boys are warming up well to the possibilities of this splendid campaign, but it is going to need the tallest kind of work all around to reach the mark we have set.

A two-carload order from our Buffalo agency comes as a pleasant expression of Mr. A. N. Merrill's work on his new territory, and we take this opportunity to extend to him our hearty congratulations.

Mr. Fred Burke has been engaged to take territory No. 2, to fill Mr. Merrill's former position.

Mr. C. Z. Martin takes No. 10, vice Mr. G. C. Branham transferred to C. & M. work.

Mr. Clarence Romeis has been assigned to territory No. 42 for special work in Detroit and Toledo. Mr. Romeis is the son of Mr. John Romeis of Toledo, one of the oldest and most successful master painters in Northern Ohio, and brings to his work a knowledge, experience and acquaintance which should be a good guarantee of success.

The showing on S. W. V. and new accounts will need most close and

urgent attention from representatives during these closing weeks.

Now for the long pull to victory.

All representatives should be impressed with the importance of accompanying every order from a new customer, especially those just starting in business, with a property statement or full information as a basis for

credit. This can be secured by you promptly, but takes 10 to 15 days through an agency, and mean time the customer is restless and impatient.

Always have property statements with you, and a little tact will usually secure one. They seem to come easier every season.

Co-operation here will help much all around.

Middle West Division.

We are pleased to announce the re-engagement of Mr. John P. Greene, who will take territory 107, left vacant by the resignation of Mr. O. C. Gerry. All our boys will be pleased to know that Mr. Greene is once more one of their number.

We have beaten last year's record on per cent. of "E" lists received to May first, although there are quite a number of agents on our lists who did not avail themselves of this opportunity. We want a list from every agent next year, and hope each man will immediately take up a campaign of education with his delinquent agencies and see that they immediately commence the preparation of a good list for use next year.

Almost all of our agencies are rapidly coming into the fold with the rest of the "full-line varnish" agencies, but there are still some who need lining up. Keep this in mind and let the office help you at every opportunity in promoting varnishes which are not found in the stocks of those not belonging to the "full-line" class.

All we need to make this the banner year in the history of the Middle-West

Division is a continuation of the splendid, persistent work we have been doing and plenty of good painting weather. We are sure of the former, and if present indications continue will have enough of the latter, so there can be little doubt over the outcome.

The P. O. letters are not being used as freely as they ought. This subject should be taken up with every agent in a vigorous manner to insure the use of this splendid feature in every locality.

We want to thank every representative on our staff for his very kind co-operation in securing "E" lists from delinquent agents. As stated elsewhere, we have made a very satisfactory record in this respect, and can attribute greater part of it through the persistent work of our men in the field.

Another good month has been added to the year 1905, April making a gain of 20 per cent. in out-bound shipments from Minneapolis over corresponding month of last year. Here's hoping May will be the greatest ever.

Canadian Division.

The early spring, from one end of Canada to the other, has given an

Repeat orders are coming in from all directions.

Our representatives have returned to their territories on the second round of the campaign, and the finishing touches to spring trips will be given, with the assurance of speedy and liberal returns.

One result of work on a large in-

South-Western Division.

We are pleased to see the increasing demand for Floorlac. One of the reasons for this is that the trade are beginning to know the vital difference between Floorlac and similar goods on the market. They find Floorlac a quick repeater. If we will take greater pains to show each dealer this difference before leaving his store we are sure to get the volume of business that we have a right to expect.

New England Division.

The warm spring sunshine brightens the earth and makes us glad we are living. So do The Sherwin-Williams Varnishes. The more sun the brighter we appear; the more Sherwin-Williams Varnishes used, the brighter everything appears. Our salesmen are trying to keep at the head of the varnish competition. The more sunlight they show in their disposition, the larger the varnish sales to their credit.

The reports on large mills and factories are coming in very satisfactorily. We were pleased to receive a fifty gallon order for S. W. P. recently from a large mill in Vermont, on our Mr. Joy's territory. This shows that good results are inevitable from good work.

Remember Floorlac whenever a good varnish stain is demanded. Per-

stitution was an order for three hundred gallons of hard oil and four barrels of surfacer, which reminds us that they all use paints and varnishes. The order to our agent in the town is just the same to us so long as we are assured of it.

A new locomotive concern has built about fifty cottages for its employees, and S. W. P. and our shingle stains have been used on them.

The result of the extra efforts in securing good "ly" lists has already started to swell the sales in each territory considerably.

Mr. I. F. Watkins has been transferred from Oklahoma No. 604 to Southwest Texas No. 612. We wish Mr. Watkins every success in his new territory.

him that you are interested in his well-fare, and he will repay you two-fold by selling more of The Sherwin-Williams Products.

Southern Pacific Division.

We are not able to report train load orders, but last week we filled from stock an \$8,000.00 order to our agent, W. A. MacDonald. This was a full line order in a strict sense of the word. We also secured an order for over 1,000 gallons of S. W. P. and 186 gallons of I. F. P.

We have been kept very busy the past two weeks moving our stock and office into larger and more convenient quarters. With this extra work shipments went out as usual. We are now

We have enjoyed quite an extended visit from Mr. Alex Schlater, who has been with us during the past two weeks.

DEPARTMENT NOTES.

Trade Sales Department.

The campaign for new agents is getting more interesting every minute. The first four divisions are certainly "in a bunch," with Middle West close behind. They have not changed places since last month, but Southwestern Division is displaying her speed, and Canadian Division too, closing up the gap, until there is only a nose between them. Eastern Division is also showing that she has to be reckoned with. We wouldn't even guess who will be first next month.

In other new accounts Eastern Division has taken first place away from Middle West by the narrowest of margins.

In total new agents Eastern and Western Divisions are tie for first place. Central has moved ahead of Canadian, and Central Pacific has changed places with New England Division.

Record of New S. W. P. Agents.

Central Division,	1 W. Benedict	26 New Agents
Southwestern Division,	C. E. Summ.	24 New Agents
Canadian Division,	B. D. Ross	20 New Agents
Eastern Division,	W. H. Feltz	21 New Agents
Middle West Division,	C. H. Haugh	10 New Agents
Central Pacific Division,	L. A. McLaughlin	14 New Agents
New England Division,	R. K. Resch	10 New Agents
Southern Pacific Division,	G. E. Wm.	8 New Agents

Leaders in Other New Accounts.

Eastern Division,	W. H. Jordan, Jr.	70
Middle West Division,	H. M. McCabe	69
Southern Pacific Division,	O. J. Keighen	53
Central Division,	H. P. Tenney	39
Southwestern Division,	S. S. Burns	37
Central Pacific Division,	C. E. W. H.	34
Canadian Division,	G. E. Roemer	30
New England Division,	H. P. Mansfield	23

Leaders in Total New Agents and New Accounts.

Middle West Division, H. M. McLeod,	80
Eastern Division, W. H. Jordan, Jr.,	80
Southern Pacific Division, Q. J. Kitchener,	86
Southwestern Division, C. E. Nunn,	62
Central Division, H. P. Torrance,	46
Canadian Division, G. F. Beamer,	42
Central Pacific Division, C. K. Peck,	36
New England Division, R. F. Ketchum,	20

Leaders in Floor Finish Sales.

The Canadian Division still holds first place in Floor Finish Sales, with

Varnish Sales Department.

There are some interesting changes this month in the general varnish competition. The contest among the leaders is very close, but 15 points separating the first and fourth on the list, with few more between the first and last Divisions. New England still holds first place but with Mr. Wells instead of Mr. Horton as last month. South Pacific jumps to second place and Central Pacific remains third under leadership of Mr. Bland.

In C. & M. Varnishes there are no changes from last month.

In varnish sales Eastern still heads the list and Southern Pacific taking third place from Canada.

In Kopal Middle West ties Eastern for first place and Southwestern comes second with Central Pacific and Central making a very good showing.

In Excello Eastern still leads with Middle West in third place.

Middle West takes first place from New England in Mar-not.

Eastern Division not far behind. New England Division has gone ahead of Middle West Division. Difference in amounts in leading and last divisions are so small that many changes can easily take place next month.

Canadian Division, J. J. Hennessey
Eastern Division, H. F. Sheldon
New England Division, R. F. Ketchum
Middle West Division, W. H. Kane
Central Pacific Division, G. F. Beamer
Southern Pacific Division, G. E. Wise
Central Division, C. A. Opperman
Southwestern Division, W. W. Wynn

The leaders to May 1st are:

Leaders in General Varnish Competition.

New England Division, J. B. Wells
Southern Pacific Division, G. E. Wise
Central Pacific Division, W. H. Bland
Southwestern Division, W. W. Wynn
Canadian Division, J. J. Hennessey
Eastern Division, H. F. Sheldon
Central Division, C. A. Opperman
Middle West Division, W. H. Kane

Leaders in C. & M. Varnish Competition.

Central Division, L. B. Quinn
New England Division, R. W. Brown
Eastern Division, J. R. Rogers
Canadian Division, K. C. Mason

Leaders in Varnish Sales.

Eastern Division, Chas. Tucker
Central Pacific Division, C. A. Opperman
Southern Pacific Division, J. R. Kane
Canadian Division, J. J. Hennessey
Southwestern Division, W. W. Wynn
Middle West Division, W. H. Kane
New England Division, R. F. Ketchum
Central Pacific Division, W. H. Bland

Leaders in Mar-not.

Middle West Division, A. W. Bland
Eastern Division, W. H. Kane
New England Division, R. F. Ketchum
Southwestern Division, W. W. Wynn
Central Division, C. A. Opperman
Central Pacific Division, G. E. Wise
Canadian Division, J. J. Hennessey

Leaders in New Varnish Accounts.

Middle West Division, W. W. Wynn
Eastern Division, W. H. Kane
Central Division, C. A. Opperman

Railway Sales Department.

May 1st we had an order from a car builder for 15,000 gallons Red Freight Car Paint. He added that they would call for black as soon as they knew quantity required and would advise later about the brown.

Total gallons in R. R. sales entered since September 1st equals last year's record to July 20th. We expect to work on velvet after June 15th. Gain to date about 35 per cent. Thanks to all who have contributed. Why do some Trade Sales territories fail to

appreciate the wonderful opportunities of present R. R. prosperity?

This is especially the season for depot and bridge painting. Every general manager, purchasing agent, chief engineer and superintendent of bridges and buildings should have his attention called to Acheson Graphite Paint and Metalastic.

Also, don't overlook Target Paint. Plant good seeds of information and watch the flowers grow and bloom.

Canadian Division, R. D. Ross
Southern Pacific Division, J. J. Kitchener
Southwestern Division, W. W. Wynn
Central Pacific Division, G. E. Wise
New England Division, R. F. Ketchum

Leaders in Kopal.

Eastern Division, W. H. Kane
Middle West Division, A. W. Bland
Southwestern Division, W. W. Wynn
Central Pacific Division, G. E. Wise
Central Division, C. A. Opperman
New England Division, R. F. Ketchum

Leaders in Excello.

Eastern Division, H. F. Sheldon
Southwestern Division, W. W. Wynn
Middle West Division, W. H. Kane
Central Pacific Division, G. E. Wise
Central Division, C. A. Opperman
Canadian Division, J. J. Hennessey

Many words of praise are heard on all sides for the new edition of our Railway Catalogue. The following is from the manager of one of the leading railway journals:

Chicago, April 24, 1905.
The S-W, Co.,
Dear Sirs:—I am in receipt this morning of your new Railway Paint and Varnish

Catalogue. It is certainly a good publication for railroad officers. We are sure it will be a valuable addition to the office of many railroad men.

We will be pleased to give the publication good mention in the next issue of the *Railroad Gazette*.

Yours very truly,
L. B. SHERMAN,
Western Manager.

Street Railway and Marine Sales Departments.

Any one skeptical about the opportunities in street railway parks should hear Mr. I. M. Benedict tell about the eight barrels of Shingle Stain recently sold by him to a small road.

The "White Flyers," those magnificent steamers of the Great Lakes, belonging to the Northern Steam Ship Co., have placed their usual spring orders. You can give no better reference for our Marine Paint to anyone.

Manufacturing Department.

Plant Number One, Cleveland.

The Foremen's Club will hold the second meeting in May, on Tuesday evening, the 16th. A special program for the evening has been prepared by Mr. Lutes, who will give an address on the subject "The Panama Canal." This will undoubtedly prove very interesting, and we expect a large attendance.

During the past month the upper dining room has been closed for nearly two weeks and thoroughly renovated. We have gone to considerable expense equipping the pantry and kitchen with an outfit to take better care of our necessities. We have put in an extra large ice chest and an additional gas stove.

The dining room has now been in operation for the past nine years, and

during that period the Company has furnished one dish, such as soup or stew, also tea or coffee, entirely free. In opening up the dining room again the committee in charge have decided that no free dishes will in future be given in the upper dining room. A special menu has been prepared, which will be changed every day, and no one is to know what the changes are to be until they arrive at the dining room.

This has been started merely as an experiment and the dining room committee are open to suggestions. They do not care to have complaints or suggestions made verbally, but would very much prefer to have them in writing, when they will be given due consideration. The committee expect to make such changes as may be decided upon when occasion arises.

