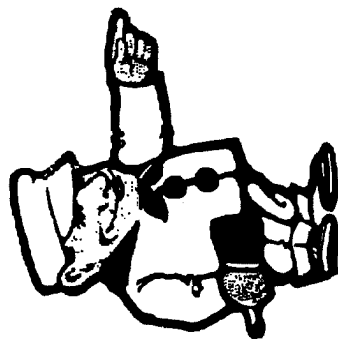




He was a carriage maker and lookin' sour as all git-out. "What's the matter?" says I. "Them automobiles are goin' to cut the buggy business all to pot." "Brighten Up," says I, "the rat-trap was specially designed to put the cat out of business, but it ain't done it yet, as I can see."

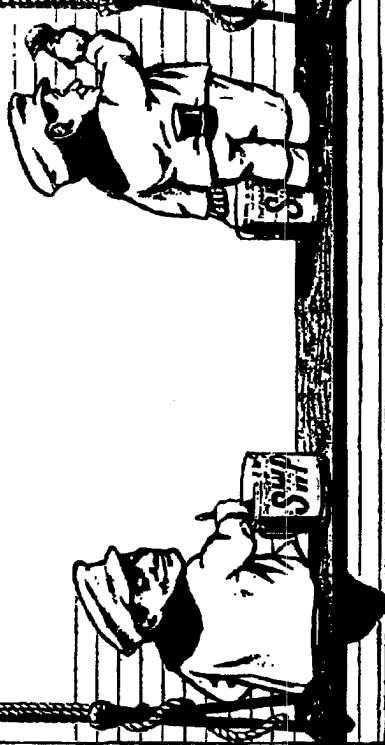
Ed. Diller's Criminal Minded

Brighten Up

SHERWIN-WILLIAMS PAINTS & VARNISHES

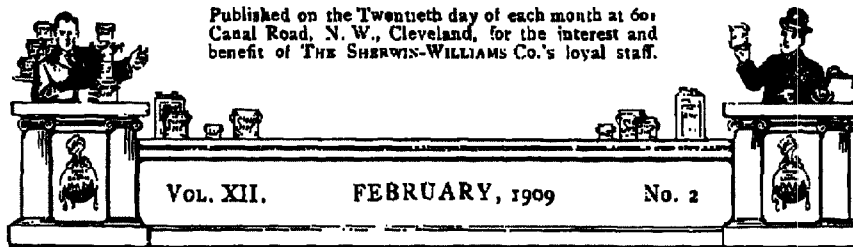
The Chameleon

February, 1909



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.



OUR SPRING CAMPAIGN.



WE HAVE all been so busy and so engrossed in the development of our business that it seems hard to realize that the time for another Spring Campaign is at hand. Our Fall Campaign was a splendid success and I desire to congratulate our entire staff on the fact that starting with the beginning of our fiscal year there has been no abatement of the spirit of enthusiasm which is bringing us new high records every day.

We have prepared a Spring Campaign which we know will appeal to every one of our enthusiastic representatives—our Spring Campaign Portfolio is one of the most complete and elaborate features that we have ever sent out and there is certainly something wrong with any representative who cannot get the finest kind of results by the intelligent use of the material which this portfolio places in his hands.

Our magnificent campaign of magazine advertising and farm journal advertising is followed up by a campaign of promoting work which is without doubt one of the most carefully prepared campaigns we have ever launched. Our inside staff and our outside staff are alike keenly alert for every opportunity of increasing our business. All of us have the utmost confidence in our ability to reach the estimates which have been assigned. March 1st will find us not only ahead of the figures for last year, but also well ahead of the high figures for our banner year of 1907.

Our organization was never so complete or so efficient. I believe that every representative now actively engaged in our work is a *real live representative*. I feel that we can depend upon every man doing "the little more" that will be necessary to make our Spring Campaign a better campaign than any that have gone before.

At headquarters we were never in such good shape to give you the best kind of assistance. Our factories are handling the output with greater celerity than ever before—our line was never so complete. If every individual member of our great staff will now put his whole soul into the fight we can make this year a record breaker in every particular.

I want to ask you to carefully read the splendid article by Mr. Ashby in this issue and then to make up your mind to get your share of this good insecticide business. I am looking forward to every representative getting the bulk of the insecticide business on his territory.

Don't forget that we are depending on you and give us the best you have in store. Make yourself realize the fact that you are bound to be a winner and you *will* win.

Adrian J. Hayes

Assistant General Manager.

Insecticides.



THE increased acreage devoted to orchards in this country, and the decreased area of forest land, and the killing off of the birds, indigenous to our country have caused a very large increase in the fungus and insect pests attacking fruit trees. This condition has demanded the development of an entirely new series of insecticide and fungicides by manufacturers.

Paris Green has been the standard poison for leaf eating insects, but the constant growth of the area to be sprayed by each individual orchardist, and the increased power and resistance of various pests, have developed the fact that Paris Green is not as satisfactory as it should be for the largest users.

An examination of Paris Green under the microscope will disclose the fact that it is composed of a number of small round globules or balls, which are a long way from being impalpable powder. If Paris Green is ground to its finest condition it loses its green color and becomes too soluble in water to be a safe material to use. The earlier experimenters along these lines found that Arsenate of Lead approached more nearly the ideal insecticide than any other material discovered.

This material, when examined under the microscope, shows a feathery, filmy structure like newly fallen snow. On account of this physical condition, and of the fact that under ordinary conditions it is very slightly soluble in water, and contains only a minute trace of free Arsenic, it is very generally taking the place of Paris Green for all the larger spraying operations.

The success of the Sherwin-Williams Co., in the manufacture of Paris Green led us to investigate very carefully the question of Arsenate of Lead. We refrained from putting our material on the market until we had investigated very carefully the various brands on the market, their failures and successes, and until we had worked out a product, which would in every way meet the most advanced requirements of the horticulturalist.

Our first researches indicated that Arsenate of Lead could be precipitated in such a form as to get a granular structure very similar to Paris Green. It could also be precipitated in such a way that each particle was exceedingly light and flocculent. Each of these forms had exactly the same chemical composition and the difference was purely in their physical formation, due to the method in which the precipitation had been effected. In addition to this, changes can be made by varying the chemical nature of the precipitation so that quite a wide range of products can be marketed under the name of Arsenate of Lead. This is similar to the difference be-

tween various kinds of moisture precipitation. Certain conditions in the sky will cause a precipitation of water in the form of hailstones, while different conditions will cause the finest and softest snow flakes to be thrown down. There is no chemical difference between these two, and they both come from exactly the same kind of moisture, but the conditions under which they are precipitated determine their physical appearance.

Following out our investigations we find that the few manufacturers who were precipitating their Arsenate of Lead in the correct manner, were pressing it too stiffly. This not only made it hard for the grower to mix his paste with water, but it was impossible to restore the Lead to its original soft, flocculent condition. If you take a handful of newly fallen snow and squeeze it tightly, you have an exact duplicate of stiffly pressed Arsenate of Lead. You can never restore the snow ball to its original flaky condition, and neither can you mix the stiffly pressed Arsenate of Lead so as to give it back its soft, flaky condition.

We have experimented along all possible lines and having arrived at what seemed satisfactory results to us, we placed our product in the hands of various experimental stations and large growers throughout the country, and had our theories tried out and confirmed by practical results. We now place upon the market an Arsenate of Lead which is precipitated in such a way as to give the very softest, fluffiest particle that can possibly be obtained. We wash it so that there is hardly a perceptible trace of free Arsenic. We deliver it to the consumer in such a condition that it is in every way as good as if he had precipitated it himself in the most approved way.

In order to do this we make our Lead conform to the standard set by the new Federal Law, we place enough of our pulp in each package so that 50% of the *invoice* weight of the package will be dry Arsenate of Lead. In other words, if our product shows 40% dry Arsenate of Lead and 60% water, we place 125 pounds in the package and bill it as 100 pounds Arsenate of Lead. It would be much cheaper for us to press this to a paste containing 50% dry Arsenate of Lead, but the product would not be the most efficient for the grower to use. It is easy to press the water out, but impossible to put it back again and restore the Lead to its original condition. It is very easy to take a fresh apple and dry it, but when this dried apple is soaked in water again, we cannot restore it exactly to its original condition.

Our investigation also indicated to us that the ordinary package used by manufacturers of insecticides was not satisfactory. It is not good to press the water out of this material; neither is it good to allow it to dry out, therefore a better package should be used. We have developed a special package made of soft wood, but tightly joined together by machinery and treated inside with water proof oil and outside with water proof paint. We fill our packages through the bung hole and in that way are able to place the material in the hands of the consumer in such a condition that the very minimum of drying will result.

We also find that the ordinary large barrel is too big for anybody to handle in an orchard or on the usual mixing platform. We have therefore adopted a half barrel for our largest package and charge this at the same price as other manufacturers make for a 50 gallon barrel.

It has only been a few years that we have been interested in the manufacture of insecticides, but so rapid has been our progress in mastering the details of manufacture that we are today recognized as the leading manufacturers of high quality Paris Green and Arsenate of Lead. In our Paris Green business particularly our growth has been very rapid, our managers and representatives seem to have quickly realized the opportunity that this afforded to get a big volume of new business and they have made the most of the opportunity.

Last year we began the manufacture of Arsenate of Lead and made a judicious distribution of our product so that we could be sure to have the approval of the fruit growers and horticulturists in various sections of the country. The reports that we have received from the goods put out last year are, without exception, very satisfactory, and this year we are going out after the business in earnest. We believe there is a much larger opportunity for business in Arsenate of Lead than there ever was in Paris Green under the new conditions that confront us. Many of the States have appointed commissions to fight the ravages of the gypsy-moth and the brown-tail moth, and everywhere the people are being deluged with advice to use Arsenate of Lead as the only insecticide which will successfully destroy these pests. This means that there is going to be a universal demand for this product in all sections of the country this year, and our keen and wide-awake representatives will do well to keep in mind always, not only that there is a large output for Arsenate of Lead but that it is easy to sell and that we have the best proposition on the market. Directions for use and further information will be found in the Arsenate of Lead booklet recently published, P-243.

Yours very truly,

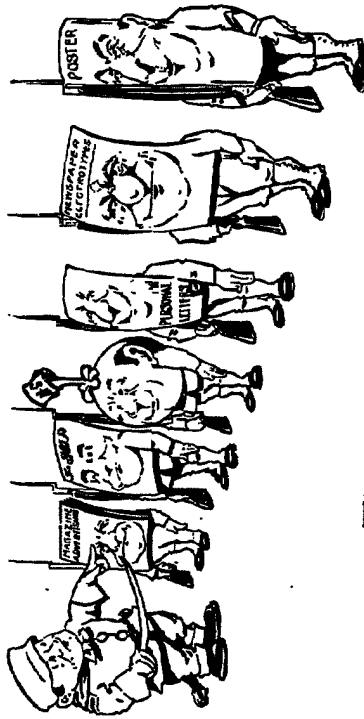
H. M. ASHLEY,

Manager Dry Color Dept.

Presentation to Mr. Schafer.



R. A. B. SCHAFER, until his recent resignation General Sales Manager of the Company, was the guest of honor at a very enjoyable meeting at the Hollenden, Wednesday night, February 24th, tendered to him by a few of his old friends in the Company. Mr. Sohlinger introduced the speakers of the evening, Mr. Sherwin, Mr. Martin, Mr. Sims, Mr. Hasson and Mr. Greene. Mr. Beardlee wound up the very pleasant affair by presenting to Mr. Schafer a beautiful oil painting, "Autumn Woods," by John Simon, the well known artist and an old friend of Mr. Schafer. In making the presentation, Mr. Beardlee in a brief address expressed the regret of not only those present but of the many others unable to be on hand, at Mr. Schafer's leaving the Company and extended to him their best wishes for his future welfare and success. It is to be regretted that all who were interested in this presentation were not present to assist in the ceremony. Mr. Schafer wishes to take this opportunity to thank all his good friends for this substantial evidence of their good wishes.

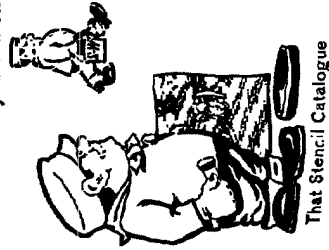


The Spring Campaign.

OUR Spring Campaign is now well under way and this is our last opportunity of discussing with our representatives through the columns of THE CHAMELEON our plans for carrying on what should be the greatest campaign we have ever undertaken. As each representative has a Brighten Up Portfolio, we are not going to waste time in details about the various features which we are using this year. These have been fully described in the portfolio. In place of this we are bringing to your notice some of the features which we consider to be the strongest trump cards that we have to play, but which need your assistance in order to make them highly efficient. We know this campaign will be a hummer and if all the representatives will give it their usual enthusiastic backing we feel certain that it will be the most successful we have ever had. In fact, with the generally favorable trade conditions throughout the country, our widespread publicity magazine advertising, the new features planned especially for this campaign, and a bustling bunch of representatives, there ought not to be the slightest doubt of results of which every S.W. man may well be proud.

First and foremost is the Decorative Department. It is something which no other competitor offers and for this reason should be pushed hard by every representative. Do not fail to keep your eye out for an opening where you can offer the services of this department, also see that agents in your territory are well supplied with the PC-79 and the S-461, so they can keep us posted on likely prospects. Your co-operation in this matter means double the amount of sales to many S.W. agents.

We have offered posters for wall and fence display to our agents for some years past, but this year they are better than ever. This is a mighty good advertising feature and is very popular. Push it hard, but be sure that the agent who gets these posters puts them all up. We cannot afford to send an agent posters



That Stencil Catalogue



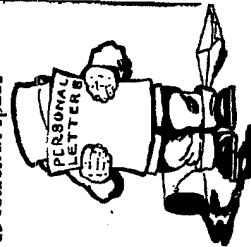
Fence and Wall Posters.

and then find that he only puts up one, or part of the lot. The efficiency of this feature lies almost wholly with the representative, for he alone can tell if they are being properly used.

Don't forget about our Spring Window Trim, it is by far the best we have ever offered our agents. These trims are being shipped to the agents with their stock orders and it remains with the S-W. representatives to see that they are put up. We are urging the agents to place them in their windows the last two weeks in March and the first part of April, because at that time all of the national magazines in which we are taking space will contain ads showing this very trim of the two Little Paint Men on the scaffold. By putting up their window displays at that time the agents will tie up their stores with our national magazine campaign. We have also prepared electros of this window trim for the use of our agents in their local papers. We hope the representatives will also urge the use of these very strongly among all S-W. agents. Don't forget that the success of this Spring trim depends largely on you, and whenever you find an agent who isn't using his, be sure and see that he promises to put it up later, if not now.

Another feature which has been most successful among our agents is our system of property owner letters. This feature can be made doubly efficient by the representative who follows it up and sees that every agent in his territory is supplied with one of our "Brighten Up" postal card hangers (the S-449). When you make a call, look around, and if the agent hasn't one in a suitable place, put one up for him, or if you haven't one with you, ask the house to include one for the agent with his next consignment of goods. This hanger is designed primarily to make it easy for the agents to send in the names of the property owners in their town who are going to paint or who ought to paint. Get one of these hangers in each agent's store and then see that it is put in a prominent place, where he will see it often and not forget its use.

Be on the lookout for the March number of THE S.W.P. and be sure and get a copy. It will be sent out on March 8th and will appear in newspaper form. Although this is an experiment we feel that it will give us a better chance to explain to our agents comprehensively all the details of the campaign as well as the different features. It also gives us sufficient space in which to display the advertisements which we are running in the leading national and farm periodicals instead of having them reduced to the regular size of THE S.W.P. If you do not get your copy of this newspaper write to your division office and get one. They will make an excellent feature for you to carry around with you to promote any B.P.A.'s, and we would suggest that you get an extra copy or two for this purpose. We are



Property Owner Letters.

planning to have several hundred extra copies printed up for use in this way by the Promoting Departments and the representatives.

And just a word more. The April number of THE S.W.P. will also be a special issue (regular size) and will contain a colored insert showing two interior and two exterior views of houses. This insert will be printed in four colors and the exterior views will show our fashionable shades for 1909. In fact, the whole edition of this number of THE S.W.P. will be devoted to house paints and fashionable shades. Here is an excellent chance of pushing these particular shades and getting the agent to stock them.

Every representative should have a copy of both the March and the April numbers of THE S.W.P., and if his regular copies fail to reach him through the mails, he can either get one from his own division office or by writing direct to the Advertising Department at Cleveland. We are sure that with these two numbers of THE S.W.P. the representatives will be well equipped for the hardest nut B. P. A. that they can find on their territories.



Hanger for Following Up Property Owners.

We have received the following telegram from
Mr. Cottingham:

New York, Feb. 28, 1909.

The S-W. Co.

*Arrived. Both well. Very stormy voyage.
Home Wednesday. Kind regards to all.*

W. H. Cottingham.

Death of Mr. W. L. Bender.



Mr. Willis L. Bender.

IT IS with a deep sense of regret that we advise you of the death of Mr. Willis L. Bender, which occurred at Indianapolis, Ind., Saturday morning, January 30th, 1909. Mr. Bender was a comparatively new representative, taking up his duties on Territory No. 102, Chicago, under the date of August 17th, 1908, where he remained until his death. During this short space of time Mr. Bender demonstrated unusual selling ability, and was successful in increasing the sales up to the time he was taken sick. However, he was a sufferer from rheumatism, and early in December it was necessary for him to cease active work. His condition did not improve materially, and he was taken to the State College Hospital January 11th. The trouble developed into an inflammation of the lining of the heart, which resulted fatally on the above date.

We feel that we have sustained in his death the loss of a particularly bright and aggressive representative, as well as a member of our family whose genial disposition bade fair to make him a general favorite. His family and friends have our deepest sympathy. The body was interred at Earlville, Iowa.

Promotions.

IN the following pages we take pleasure in presenting the photographs of some of the good men in our organization who have received promotions during the present fiscal year. All of these men have earned the promotions that have come to them by earnest and conscientious work.



The splendid history of our President, Mr. Walter H. Cottingham, is so well known to all of you that it is not necessary for us to make any mention in this number of his rapid progress.

Mr. S. P. Fenn, who was recently elected Vice President of our Company, has been connected with us almost since we started in business. Mr. Fenn is the type of man of whom we are all proud and is certainly deserving of the additional honors that have come to him.

Mr. A. W. Frank, who was recently elected Secretary of the Company, has climbed from the ranks, having started with our Accounting Department in the Central District and being promoted successively to the position of Cashier of Central District and then Assistant Treasurer.

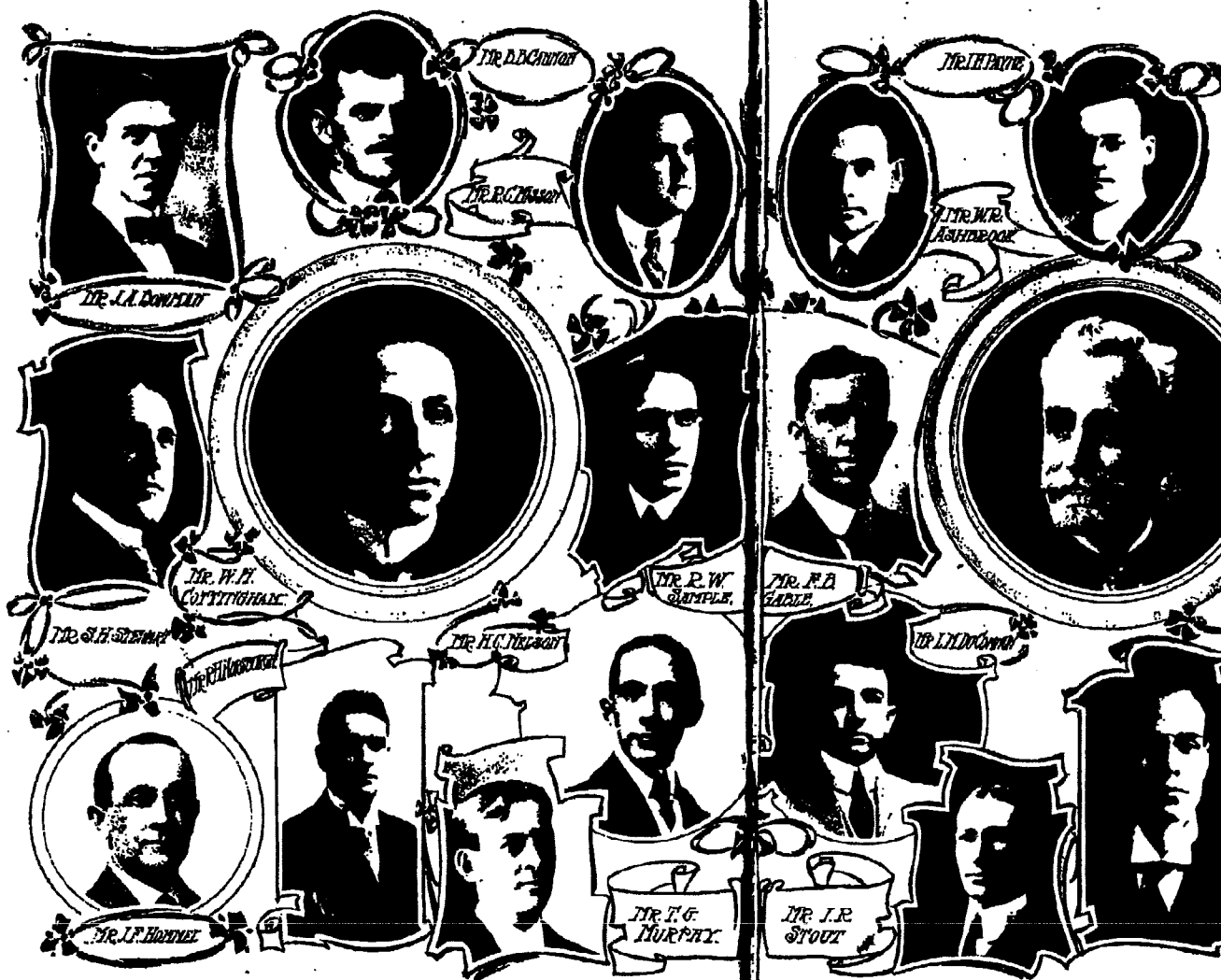
Mr. R. L. Graves, Manager of the Manufacturers Sales Department of the Atlantic Coast District, Mr. W. R. Ashbrook, Sales Manager of the Kansas City Division, Mr. S. H. Stewart, Sales Manager of Chicago Sales Division, Mr. L. M. DuCommun, Assistant Manager Varnish Sales Department, Mr. F. B. Gable, District Manager of the Southwestern District, Mr. J. F. Hommel, Sales Manager of the Cincinnati Sales Division, Mr. B. B. Cannon, Manager of Promoting Department for S.-W. District, and Mr. R. C. Misson, Manager of the Manufacturers' Sales Department for the Canadian District, all started their work with our Company as representatives on Trade Sales territories.

Mr. R. W. Sample, Manager of the Western District, as was noted in a recent issue, started his career with our Company as an office boy.

Mr. H. C. Nelson, recently promoted to the Sales Department at Cleveland, commenced with us as a clerk in the Accounting Department in Chicago and was afterwards Top-Notcher Cashier of the Southwestern District, and was then promoted to the position of Cashier of Central District. Mr. Nelson has made an exceptional record as Cashier and we predict a fine record for him in the Sales Organization.

Mr. L. D. Walker, Cashier of the Atlantic Coast District, Mr. J. R. Stout, Manager of the Promoting Department for the Eastern Division, Mr. J. A. Bowman, Sales Manager at Savannah, Mr. T. G. Murphy, Cashier of the Southwestern District, Mr. R. H. Horsburgh, Cashier of the Central District, Mr. J. H. Payne, Manager of the Promoting Department of the Central District, and Mr. C. E. Horton, Assistant Advertising Manager, started with this Company in minor clerical positions and have won their successive promotions by honest and assiduous work. It should be an inspiration to every member of our great staff of employees to mark the number of promotions which have been made during the past year. It simply proves what an abundance of splendid opportunities we have in our organization for the right kind of men—men that believe in themselves and who can do things. In our organization there is nothing that can bring success so quickly as hard work, close application and the using of every possible talent in the development of the particular work assigned. We are constantly striving for new and larger records. We are continually increasing our lines and new opportunities are being opened up every day. We need more men who are ambitious to get along and who can accept larger responsibilities. We are just as anxious to be able to lay our hands on such men as such men are anxious to have us find them. All the men whose photographs are shown in this issue have grown up from positions of minor importance and we believe that every one of them believes firmly that there are new and larger opportunities ahead for him. They are *winners all*, and we predict for them careers of constantly increasing usefulness to themselves and to the Company.

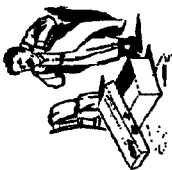




MEN WHO WON PROMOTIONS DURING THE PAST YEAR.

How to Order Advertising.

"Do not neglect to enter your advertising orders separately. Quite a good many representatives mark across the face of their orders, 'Send them a full supply of advertising and color cards.' Now, if this is written up on the regular order blank intended for this purpose, we can take care of it much better than if it is written on the back of the order blank."



This matter of ordering advertising is indeed an important one and should have the consideration of every salesman. It is just as sensible to order advertising in the way mentioned above as it would be for you to write to a tailor who had never seen you and ask him to send you a suit of clothes to fit you. The fact is that every agent's advertising wants are in a way peculiar, and it is just as important to make up a careful advertising order for him as it is to go carefully over his paint stock with him and help him to make up a satisfactory full line order to fit the demands of his particular locality.

It is important to remember that every item of advertising sent out is an expenditure and that the orders should be very carefully made out so that the agent will get only what he will use and not simply a stock, part of which will be wasted. Of course this is not the case in making out an order for goods, for if you overstock an agent on a certain line of goods you always have the consolation to know that this will not be a dead loss to the Company, as it is in the case of overstocking advertising.

During the past year many of our representatives have done some splendid work in sending in carefully made up advertising orders. They have studied the agent's needs and found out exactly what advertising and the order has been entered in such a way that that agent was well taken care of and had plenty of advertising to go out after business aggressively, but was not given anything that would be wasted.

We have also got to take into consideration the attitude of the agent towards advertising. Many of them are enthusiastic and will make good use of a very liberal supply, while others will not use advertising to good advantage and any liberality to them is simply wasted, as the booklets, color cards, etc., are laid away in dark corners and never see the light of day or tell their story to the consumer.

We ask every representative to study his advertising list carefully, that he may know all the features listed and how they are intended to be used. Use your order blanks in making up an advertising order each time you call on an agent or dealer—make up your order conservatively, item by item, and yet be sure that the agent has a sufficient amount of advertising to take care of his needs.

**The Sherwin-Williams Order of Top-Notchers,
December 1st, 1908.**

WE PRESENT below the standing in the Top-Notcher race for the first quarter, to December 31st, 1908. Notwithstanding that the second quarter is now practically finished, these figures for the first three months are extremely interesting to all concerned, especially so as the race this year is such a close one.

Top-Notcher Manager,
Mr. E. A. Bradley, T.N., Los Angeles Sales Div.
Top-Notcher Salesman,
Mr. C. L. Dyson, T.N., Middle West Dist.
Top-Notcher Superintendent,
Mr. A. Sims, Chicago Factory.
Top-Notcher Promoting Dept. Manager,
Mr. L. P. Collier, Pacific Coast Dist.
Top-Notcher Cashier,
Mr. H. C. Nelson, T.N., Central Dist.
Top-Notcher Railway Representative,
Mr. Thos. Madill, T.N., Middle West Dist.
Top-Notcher C. & M. Representative,
Mr. L. B. Quinn, Middle West Dist.

General Standing Managers' Top-Notcher Competition. December 1st, 1908.

DIVISION	SALES MANAGER	PLACE	DIVISION	SALES MANAGER	PLACE
Los Angeles,	Mr. E. A. Brudley, T.N.,	1	Savannah,	Mr. J. A. Bowman, T.N.,	9
Kansas City,	Mr. F. B. Gable, T.N.,	2	St. Louis,	Mr. F. F. Myers, T.N.,	10
Dallas,	Mr. I. F. Watkins, T.N.,	3	Philadelphia,	Mr. C. P. Jordan, T.N.,	11
Houston,	Mr. W. H. Porter, T.N.,	4	Newark,	Mr. A. E. Kyzd, T.N.,	12
Cincinnati,	Mr. J. F. Hommel,	5	Omaha,	Mr. W. W. Hayes, T.N.,	13
Chicago,	Mr. R. W. Sampli,	6	San Francisco,	Mr. L. W. Wolcott, T.N.,	14
Montreal,	Mr. E. C. Hudge,	7	Winnipeg,	Mr. W. S. Fallis, T.N.,	15
Cleveland,	Mr. R. W. Levenhagen, T.N.,	8	Minneapolis,	Mr. J. P. Coleman, T.N.,	16
			DIVISION	SALES MANAGER	PLACE
			Portland,	Mr. W. J. Bland, T.N.,	17

Zip-Notcher Traveling Representatives. December 1st, 1906.

TRADE SALES DEPT.—CLIN'Y.

Central Division,
1—J. A. Magill,
2—L. W. Rabb,
3—H. C. Jacobus.

Middle West District,
1—W. L. Tyson, T.N.,
2—W. F. Gellinger, T.N.,
3—M. S. Krimbill.

Southwestern District,
1—W. P. Clark,
2—E. S. Donnelly, T.N.,
3—F. E. Hyron.

Central Pacific Division,
1—B. J. Rogers,
2—J. H. Kuntz.

Southern Pacific Division,
1—S. G. Hades,
2—J. O. Knighten, T.N.

TRADE SALES DEPT.—CLIN'Y.

Eastern Division,
1—F. Suler,
2—L. D. Wilson,
3—F. S. Slater.

New England Division,
1—A. J. Horton, T.N.,
2—A. I. Berry.

Canadian District,
1—B. D. Ross,
2—J. E. Ryan, T.N.,
3—R. Archibald.

MANUFACTURERS' SALES DEPARTMENT

1—L. B. Quinn, Middle West District,
2—Thos. Madill, Middle West Dist., T.N.

WAREHOUSE SALES DEPARTMENT

1—Thos. Madill, Middle West Dist., T.N.

Cleveland Factory Top-Notcher Competition. December 1st, 1908.

—Stores and Receiving Department,
3—Tin Can Department.

3—Varnish Manufacturing Department.

AGAIN

we are going to ask you to read THE S. W. P. Supplement carefully. We think it should prove popular among our agents. Be sure that they all use the Brighten Up Window Trim and the Free Electrotypes we are offering, in this way tying up their stores with our national magazine campaign.



Central District Cleveland Sales Division.

Mr. J. A. Magill returned to his territory February 1st, and immediately struck his old stride, going after new agents and dealers with his usual vigor and enthusiasm.

Mr. W. N. Cline placed a fine carload order with his Saginaw, Mich., account regardless of the fact that the agent at first thought he only wanted a small stock order. He could not resist the strength of our 1909 advertising proposition, however.

Mr. H. C. Nelson has taken up his new duties in the Sales Department. Owing to Mr. Nelson's great thoroughness, he will be of exceptional help in scrutinizing reports.

Mr. H. C. Jacobus has done some excellent work with fruit growers and other consumers of Arsenate of Lead and Paris Green, and has landed several large orders for these insecticides.

Mr. H. P. Torrance and Mr. Levenhagen spent some time in Toledo and as a result we are shipping a fine full line stock of S-W. Paints, Varnishes, and Shell Goods to the most important and desirable account in that city.

Cincinnati Sales Division.

Mr. J. H. Ashner, formerly Chief Clerk at Dallas, has joined us in the same capacity, and will be of great assistance in keeping all office records and clerical work in the proper shape.

Mr. B. L. Reynolds has set the pace in linseed oil sales by selling a straight carload to his Birmingham account.

Mr. L. W. Rabb has just entered the hardest part of his territory, the mountain district, and as a starter sold a new agency stock that is to be followed by a carload when the season opens. The first order was placed now in order to induce Mr. Rabb to hold the agency for them.

Mr. S. H. Robinson has just sold a new agency assortment to the man who sent in the first inquiry to our campaign last fall.

Mr. F. H. Bogrand is turning in orders regularly, and the careful way in which he is working his territory is bound to show splendid results at the end of the year.

Western District Northwestern Sales Division.



During the past month we closed contracts with two of the largest wagon manufacturers in the Northwest. We also secured a contract for Insulating Varnishes from a street railway concern after a number of exhaustive tests.

Received the following from Representative Mannerud: "Competitors must certainly take their hats off to S.W.P. and the Little Man in Wendell, Minn., a town of 400 inhabitants, where we have two agents." The stock orders for these two agents recently taken by Mr. Mannerud aggregated 212 gallons of S.W.P., 82 gallons of I.F.P., 123 packages of Floorlac and 43 gallons of varnish, besides a nice assortment of other goods.

Atlantic Coast District New England Sales Division.



Mr. E. T. Porter has taken over territory 409, formerly covered by Mr. Rainsford, and has already landed two new agents.

During the early part of January the master painters of Massachusetts held a convention at the American House in Boston in which we were represented with a very attractive booth. We are sure that our exhibit did a great deal towards furthering the interests of our Company. Some of the most prominent master painters in New England spent considerable time there, thereby enabling us to get in much closer touch with them than heretofore.

Our marine magazine advertising, although in its infancy, is apparently making a big hit. An order has just been received from a naval architect and boat builder for two cases of Marine Spar Varnish, making a new ac-

count, and we are receiving orders almost daily for Copper Paint and Gas Engine Finishes. At the recent National Motor Boat Show, held in Mechanic's Building, Boston, some of the finest boats exhibited were finished with our Varishes and Corinthian Green.

Newark Sales Division.

Mr. V. H. Collins, who has just taken up work in Territory No. 201, has started off with a rush by landing a car load order in Elmitra. In addition he has another pretty well lined up.

The Motor Boat Show is in progress in New York City, and we are well represented by a display of several very large yachts and motor boats, made by prominent manufacturers in the East, and finished entirely with our Bottom Composition, Corinthian Green, etc.

Savannah Sales Division.

Every territory in the Southeastern Division shows a gain for January business, and each man is making a strong bid to finish February with even a larger proportion of gain than that enjoyed last month.

Paris Green possibilities are being located right along in places where we had an idea there was no market. One of the territories has already sold more Paris Green so far than was sold in the entire division last year.



Pacific District

San Francisco Sales Division.

The recent rains and floods in California, washing out bridges, causing landslides, etc., have made the matter of railroad transportation for our representatives extremely difficult.

Northern Pacific Sales Division.

Our good representatives in this division have been making a special campaign on Arsenate of Lead.

Mr. R. A. Carder, on territory No. 501, leads in total sales of this insecticide thus far, having sold a straight car-load of 40,000 lbs. to our customers at North Yakima, Wash.

Mr. C. P. Christensen, on territory No. 506, comes next with an order for 21,365 lbs. This is mighty good work on Mr. Christensen's part considering the small territory he has in which to work.

Mr. H. N. Welch comes third with actual sales of 18,605 lbs.

Our other good representatives are all selling more or less Arsenate of Lead and we are determined to lead the entire company on total volume of sales on this product.

Mr. Louis B. McDade has begun work on Territory No. 511. From all reports Mr. McDade is the kind who makes things hum.

Southern Pacific Sales Division.

At this writing the Southern part of California is having the heaviest rain of the season and painting is at a standstill. Mr. G. E. Wise, who travels the garden section of the state, reports that this rain is worth several million dollars to the farmers, a share of which will surely be expended in paint this Spring.

A new industry which is furnishing some splendid business for the S-W. Co. in Los Angeles is the portable cottage concern. We are selling two of these companies S-W. goods exclusively.

Mr. L. W. Wolcott, District Manager of the Pacific Coast, paid us a very welcome visit during the first week of February.

Mr. S. G. Harless, who has been looking after the Sherwin-Williams interests in Arizona and New Mexico, reports that owing to renewed prosperity these two states are in line for still greater results for the S-W. Products this year.

SALES DEPARTMENT NOTES.

Competition Report.

The following figures are for the first five months of the fiscal year. The feature of the month was the great spurt made by the Cincinnati Sales Division in Floor Finishes, Shelf Goods and Brighten Up Finishes. They improved their standing under the first caption from 16th to 6th place; under the second caption from 15th to 4th place and under the last caption from 16th to 3rd place. Other divisions that made good gains in their relative positions in the competition were the St. Louis Sales Division from 7th to 2nd place in New Agents and the Chicago Sales Division from 5th to 1st place in New Other Accounts.

Leaders in New S. W. P. Agents.

Kansas City Division.		San Francisco Division.	
R. J. Clark.	24	H. E. Rogers.	10
W. P. Clark.	16	H. E. Rogers.	4 each
		W. E. Carter.	4 each
St. Louis Division.		Northwestern Division.	
L. A. Seger.	13	T. M. Hyde.	0 each
H. P. Reeds.	8	C. F. Bennett.	7
		F. A. Randall.	7
Texas Division.		New England Division.	
J. E. Twaddell.	12	A. L. Herry.	9
J. E. Price.	7 each	H. W. Putnam.	9
G. E. Cawson.	7 each	Chicago Division.	
		P. L. Manger.	8
Winnipeg Division.		F. A. Bush.	5
W. Miller.	12	Cleveland Division.	
B. D. Ross.	7	I. A. Magill.	7
Montreal Division.		W. N. Cline.	7
D. Crevier.	7	I. M. Brindley.	2 each
R. Archibald.	8	F. A. Levenhagen.	2 each
		R. Baker.	2 each
		J. T. Austin.	2 each

Los Angeles Division, C. E. Wise..... S. G. Harless..... J. O. Knighten.....	5 each 1 4
Savannah Division, H. T. Hinch..... L. T. Hinch.....	5 4
Central Atlantic Division, J. P. Minette..... H. F. Rouse.....	5 4
Newark Division, G. S. Wallick..... W. S. Crook.....	5 3 each
Omaha Division, F. E. Byrum..... C. N. Atwood..... E. K. Cannon.....	4 3 each 3
Northern Pacific Division, R. A. Carter..... C. R. Mathiasen..... H. N. Walsh..... W. H. Talley..... J. B. Kurtz.....	3 each 3 each 2 each 1 each
Cincinnati Division, L. W. Rabb..... R. E. Reynolds..... R. K. Rabb..... F. J. Todd..... W. D. Moore.....	2 each 2 each 1 each
Chicago Division, W. Ward..... M. M. Miller.....	54 40
Kansas City Division, H. B. Sever..... E. J. Clark.....	38 28
Texas Division, L. I. Twaddell..... C. S. Bagland.....	24 15
Northwestern Division, C. F. Bennett..... W. C. Fischer.....	33 22
Cleveland Division, K. Magill..... K. Baker.....	20 19
Newark Division, F. Siler..... F. L. Foy.....	20 19
Central Atlantic Division, H. F. Rouse..... J. P. Minette.....	19 15
St. Louis Division, R. H. Steppard..... I. A. Steger.....	18 13
Savannah Division, F. D. Spencer..... H. T. Hinch..... M. B. Wallace.....	16 11 each
Winnipeg Division, B. D. Ross..... W. J. Miller.....	15 10

Winnipeg Division, H. H. Eager..... B. D. Ross..... W. J. Miller.....	17 1 each 23 each
San Francisco Division, S. W. Smith..... W. L. Carter.....	16 4
Texas Division, B. S. Donnelly..... D. L. Price.....	15 10
Northwestern Division, T. M. Brude..... W. C. Fischer.....	10 5
Montreal Division, J. E. Anger..... R. Archibald.....	9 7
Cincinnati Division, H. Ketchum..... J. L. Pendery..... F. J. Todd.....	8 each 4
Los Angeles Division, H. H. Eager..... B. D. Ross..... W. J. Miller.....	30 23 each
Los Angeles Division, G. E. Wise..... J. O. Knighten..... G. W. Burrill.....	26 each 24
Montreal Division, D. Cravie..... W. P. Dewising..... R. Archibald.....	24 21 each
San Francisco Division, S. W. Smith..... B. L. Rogers.....	19 18
Cincinnati Division, B. Ketchum..... L. W. Rabb..... F. J. Todd..... J. L. Pendery.....	19 each 19 each 19 each

Leaders in Total New Agents, New Dealers and New Other Accounts.

Kansas City Division, E. J. Clark..... W. R. Ashbrook.....	60 59
Chicago Division, I. W. Ward..... M. M. Miller.....	56 52
Newark Division, F. L. Foy..... R. S. Madlock.....	53 38
Cleveland Division, H. A. Magill..... H. C. Jacobus.....	48 47
Central Atlantic Division, J. P. Minette..... H. F. Rouse.....	46 39
Texas Division, C. S. Bagland..... G. E. Wise..... K. Magill..... D. L. Price.....	42 25 each
Northern Pacific Division, J. E. Kurtz..... C. E. Feich.....	42 23
Northwestern Division, T. M. Brude..... W. C. Fischer.....	40 29
Savannah Division, F. D. Spencer..... H. T. Hinch.....	38 33
St. Louis Division, R. A. Steger..... A. D. Kiser.....	32 22
New England Division, W. T. Kelly..... H. W. Funnam.....	37 31
Omaha Division, R. I. Lott..... C. M. Atwood.....	30 28

Leaders in Floor Finish Sales.

Los Angeles Division, G. E. Wise..... G. W. Burrill.....	19 18
New England Division, H. W. Putnam..... I. R. Wells.....	19 18
Newark Division, H. T. Sheldon..... F. C. Dautman.....	19 18
Montreal Division, C. A. Thomas..... D. Crevier.....	19 18
Kansas City Division, W. P. Clark..... R. B. Wofford.....	19 18
Cincinnati Division, B. L. Reynolds..... L. W. Rabb.....	19 18
San Francisco Division, S. W. Smith..... B. L. Rogers.....	19 18
Texas Division, G. E. Canosa..... S. S. Burris.....	19 18
Northern Pacific Division, J. E. Kurtz..... W. H. Luley.....	19 18
Winnipeg Division, B. D. Ross..... W. J. Miller.....	19 18
Savannah Division, I. D. Wilton..... A. D. Kiser.....	19 18
St. Louis Division, G. L. Dyma..... W. V. Hammond.....	19 18
Omaha Division, F. E. Byrum..... C. M. Atwood.....	19 18

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

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

Cleveland Division,
J. A. Magill,
I. M. Benedict.

Central Atlantic Division,
J. P. Minetree,
W. H. Price.

Divisions appear in the order of sale.

Leaders in Shelf Goods Sales.

Newark Division,
F. C. Donnison,
F. Soler.

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

Montreal Division,
C. A. Thomas,
J. A. Derouin.

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

Kansas City Division,
H. B. Sevier,
W. P. Clark.

Cleveland Division,
I. M. Benedict,
J. A. Magill.

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

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

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

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

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

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

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

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

Central Atlantic Division,
J. P. Minetree,
W. H. Price.

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

Northwestern Division,
F. W. Denton,
F. A. Randall.

Divisions appear in the order of sale.

Leaders in Brighten-up Assortments.

Montreal Division,
C. A. Thomas.....48
J. A. Derouin.....34

Kansas City Division,
R. B. Wofford.....45
H. B. Sevier.....39

Cincinnati Division,
B. L. Reynolds.....42
F. H. Bogrand.....22

St. Louis Division,
R. W. Jay.....22
G. K. Leib.....20

Winnipeg Division,
B. D. Ross.....22
W. J. Miller.....19

Northern Pacific Division,
L. B. McDade.....21
W. H. Lilley.....4

Northwestern Division,
T. M. Brude.....17
C. F. Bennett.....14

Texas Division,
S. S. Burris.....15
J. J. Twaddell.....14

New England Division,
I. B. Wells.....13
H. W. Putnam.....5 each
W. I. Kelley.....5 each

Omaha Division,
C. M. Atwood.....12
F. E. Byron.....9

Savannah Division,
F. D. Spencer.....11
I. D. Wilson.....8

Cleveland Division,
F. A. Levenhagen.....10
J. A. Magill.....9

Los Angeles Division,
S. G. Harless.....10
G. E. Wise.....8

Chicago Division,
W. F. Gallinger.....8
P. L. Munger.....6

Newark Division,
G. S. Spettigue.....7 each
R. S. Maddock.....4
F. L. Foy.....4

San Francisco Division,
B. L. Rogers.....5 each
H. S. Thompson.....3
W. E. Carter.....3

Central Atlantic Division,
C. G. Fisher.....7