

Sellosophy

It wouldn't be very strange if a fellow did get a crusty reception in a bakeshop (joke).

The other day I saw a lot of those crates in front of a bakeshop that they use for shipping bread to restaurants and "beaneries" 'round town. I went in and sold the boss some "Special Lustral Enamel" to brighten up the boxes with. These boxes mostly abound (did you get that?) in cities.

It's almost a shame to take orders like this—they're so easy.

N23498

The Chameleon

JUNE—JULY 1925



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

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OPPORTUNITY.



SINGLE word, yet full of significance and inspiration to everyone that is ambitious.

Lacking that, the great prosperity of this splendid country would soon fall back into the same class with the worked out, worn out countries of the old world, where life is humdrum and genius lies unattracted and unused.

However, opportunity alone is not enough, for co-existent with it must be the ability to see opportunity and again ability to properly take advantage of it.

Last fall, when the financial stringency dropped over business like a wet blanket, many a management shortened sail and laid up their craft until they practically retired for the time from business. Not so with us, for it was early seen that notwithstanding "tight money," still this vast country could not stop buying over night, and with our competitors' forces withdrawn from the field it seemed after all our opportunities were in some ways increased, and so with determination and confidence we all went out to do battle and get the lion's share of what was going.

How well we have succeeded nearly all know from the General Manager's bulletin issued just before leaving for his trip abroad, and we all have a just right to feel proud of what has been accomplished by both the inside and outside staff in all branches of the business.

To the various departments of the business this so-called panic has not been an unmixed evil, but rather in many respects a blessing in disguise, because it afforded opportunities to the factory for investigating new and improved ways of manufacture and of making savings theretofore unthought of, or if thought of, found them too busy to put them into effect.

To the Executive, Sales and Advertising Departments was given an opportunity for better studying their propositions, with the result that leaks have been stopped, new methods devised and forces made more effective in competition than ever before.

Our keen and alert salesmen have also had their innings and through the force of recent circumstances have found many a good opportunity for new business on their territories which they did not know existed.

This is exemplified perhaps more forcefully than any other way by the record of about 8,000 new accounts of all kinds which have been placed on the books for the fiscal year to June 1st.

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Have you ever thought of the almost boundless opportunities of the paint and varnish business? Why, nearly everything we use outside of food and clothing uses something in our line, and it might interest the force to know that thousands of yards of some kinds of cloth are stained with pigment dry colors and that some candies are shellaced before they are coated with their chocolate or other dips.

The more we study our proposition the more the horizon extends, until we feel that we have only scratched the surface in our own little door yard, so to speak, and can continue for years to come to grow and grow.

Swift said in his Gulliver's Travels: "Whoever can make two ears of corn or two blades of grass grow where only one grew before deserves better of mankind and does more service to his country than the whole race of politicians put together."

Many of our salesmen have been cultivating their territories along the line of the above quotation, and the progress they have made and will still make with the Company is an evidence of what can be done through seizing opportunities.

A vast and hitherto practically unworked field for us lies in the direction of architects, contractors, master painters, large buildings and institutions, together with the thousands of accounts, both dealer and consumer, where we are not now represented, to whom we can sell varnishes and our big line of *non-agency goods*.

What we need is not larger fields but closer cultivation, which will not only secure added sources of outlet for us direct, but also for the goods we place on our agents' and dealers' shelves.

Figure to get that extra ear of corn and blade of grass in every position you occupy. It's *the* increase that counts big.

Mgr. Gen'l Sales Dept.



The Conversion of Augustus.

Picture and Verses by G. L. Ramsford, Bard of New England Division.

Augustus Jones one morning
Met an enterprising man
Who talked about paint agencies
On the Sherwin-Williams plan
But Jones explained with fervor
To that enterprising gent
That he wasn't interested
If it only cost a cent.

The undiscouraged salesman
Let Augustus have his say,
And after Jones had made it clear
It really wouldn't pay
To argue with him longer
On the Sherwin-Williams game,
This enterprising salesman
Kept on talking just the same

Said Jones: "I have no use for paint,
And I want to make it clear—
You couldn't make me buy it
If you argued for a year."

"I see," the salesman answered
And to show he saw it plain
He simply drew another breath
And talked along again
But to shorten up the story
And bring it to a close—
Augustus is an agent now,
As everybody knows

Mr. Cottingham's Bulletin of May Results.

The following bulletin issued by Mr. Cottingham on June 1st to all managers will be read with interest, we believe, by all members of the staff. It is printed here at Mr. Cottingham's suggestion, in order that those who made such a favorable statement possible may be reminded of their success

I take much pleasure in giving you herewith the results of the great work done in May, and in announcing that we have made another top-notcher record in Trade Sales.

We beat out our April record by a splendid margin, and made a gain over May Trade Sales of last year. This is certainly great work, and I cannot tell you how pleased and encouraged we all are with the continued splendid progress of our hard fight to make good in spite of anything and everything. Here are the results:

Trade Sales—Gains.

Central Division . . .	Gain for Month,	22.7 per cent.
Middle West Division . .	" " "	12.9 " "
New England Division .	" " "	5.2 " "
Central Pacific Division .	" " "	4.0 " "
Omaha Division . . .	" " "	16.5 " "

The Southern Pacific Division has come in with a gain in Railway sales of 6.4 per cent. The other divisions of the Company show some losses in Trade Sales, but notwithstanding these losses our total gains over losses for the month are 2.9 per cent. The Railway and Manufacturers Sales Departments for the month continue to show some losses, but taking the gain in the Trade Sales and the losses in the Railway and Manufacturers' sales together, we are within 6.6 per cent. of the total sales of last May, which was the top-notcher month of that top-notcher year. We are now only 1.5 per cent. behind last year in Trade Sales.

I had indulged the fond hope that we would overtake last year by June 1st, and we have almost done it. We have three more months of strenuous work ahead of us, and big figures of last year to go against. I have looked up the record of sales for the last quarter of 1907, and find we made gains during that time averaging over 25 per cent.; so our work is cut out for us to beat these high figures, but I believe with the head of steam we have on in all departments we can do it, and am sure you need no urging from me to keep up the fight until the bell rings August 31st.

I am glad to tell you that it is not only in sales that we are doing well, but that *all* our reports for May show splendid improvement over previous months in the matter of expense.

I take this opportunity of advising you that I sail for England by the S. S. Mauretania, June 24th, to take up once more the important work we are doing on the other side of the water. It is likely I will be gone until some time in September, but I can assure you I will keep closely in touch with the progress of our work at home, and I only regret I cannot be on the ground and in the thick of the fight until the last day of August. but there is nothing more that I can do. The fight is in the hands of you gentlemen, and I am backing you with all my faith and confidence to win.

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I am particularly anxious that nothing shall suffer during my absence, and I ask that you co-operate with the Assistant General Manager in carrying on the work while I am away. I am leaving in the very best of health and spirits, and never has my confidence in the business, in the Company, in the managers and in the staff been so great as now. Nothing can stop us on our onward march; that we have proved; and with the steady approach of prosperity we can look with confidence to new achievements, new records and greater things.

With very kindest regards and good wishes, I remain

Yours very truly,

Vice Pres. & Gen'l Mgr.



Floods at Kansas City. The Missouri River Completely Surrounds our Kansas City Offices.

HONOR R

Representatives Whose Sales Are
Last Year on June 1st, 190

Central District

W. N. Cline — H. McCallum
H. M. King — J. T. Austin
H. P. Torrance — G. G. Mowat
S. H. Robinson — C. Z. Martin
H. L. Reynolds — W. D. Moore
J. L. Pendery

Western District

CHICAGO SALES DIVISION

W. F. Gallinger — P. E. Hinkson
G. J. Liebich — H. J. Moreland
R. Claxton — J. W. Ward
A. W. Bullard — O. J. Wanness
F. K. Gray — W. M. Roberts
F. O. Sullivan

NORTHWESTERN SALES DIVISION

P. H. O'Neill — T. M. Brude
O. Mannerud — C. F. Bennett
F. A. Randall — F. W. Denton

ST. LOUIS SALES DIVISION

W. V. Hammond — H. P. Beede
H. H. Richardson — M. S. Krimbill
F. A. Bush — M. M. Miller

Southwestern District

KANSAS CITY SALES DIVISION

H. H. Cannon — H. D. Sayler
E. J. Clare — W. H. Barber
C. G. Porter — W. E. Ashbrook
C. M. Atwood

OMAHA SALES DIVISION

G. M. Worthington — F. E. Heron

Atlantic Coast District

NEWARK SALES DIVISION

G. S. Spettigue — E. R. Fox
M. B. Millspaugh — W. S. Crook
R. L. Longshaw — A. C. Bunnell
W. S. Woodruw — P. S. Slater
F. C. Dunnigan — F. A. Elmquist

PHILADELPHIA SA

C. G. Fisher — A.
C. W. Burgess — M.
G. E. Elliott — W.
F. E. D

SAVANNAH SALE

A. D. K

NEW ENGLAND

R. F. Ketchum
J. D. Pillsbury
G. L. Rainsford

Pacific Coas

SAN FRANCISCO S

W. H. Idlley
C. F. Felch

PORTLAND SALE

C. P. Christiansen
E. E. Stannard

LOS ANGELES SAL

G. E. W

Canadian

MONTREAL SALE

H. Johnson

WINNIPEG SALE

A. H. Mel

General

C. A. Jacobs

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Reminiscences From the Road.

We have obtained from some of our Representatives stories of experiences on the road for The S-W Co Each tells in a different way of overcoming prejudice, competition and adverse circumstances They are full of action, and interesting

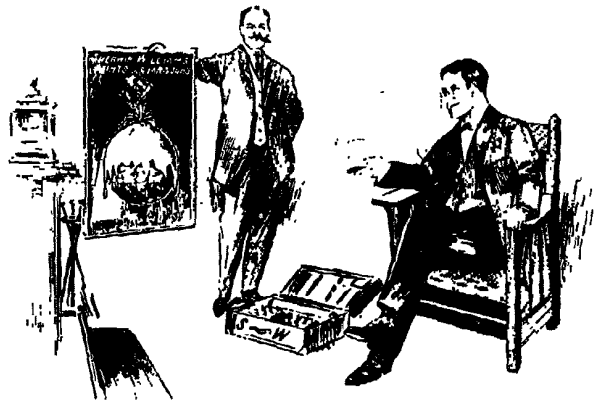


Mr. Geo. C Schell, The Author.

SOME years ago, I remember my old territory was changed to one embracing central New York, and Mr. Cottingham and Mr. Whittlesey both thought it would be a good idea for me to take a trip over the new territory with my predecessor and have him point out to me the hard nuts to crack When visiting Oswego, N. Y., we called on all the stores selling paint, and he informed me that The S-W. Co. had never been able to sell any paint in this city and that the territory had been covered by two or three other salesmen for a period of fifteen years. I at once jotted this town down as one I would visit immediately after the Convention.

I well remember arriving there on the fourth of January, with the thermometer fourteen below zero. I called on every good possibilitiy I could find, but without success, for a sale in that day's work. Left that night for Syracuse, feeling pretty blue, but on my way there I overheard a conversation between two traveling men. One was telling the other of the wonderful sale he had made to a man by the name of Smith who was going to open a hardware store in the city of Oswego. I said to myself, "This is my opportunity." I did not sleep much that night, thinking how I should land this customer. The 4:55 a. m. train found me a passenger, and on my arrival I went to a hotel, engaged the warmest and pleasantest room the house afforded, located my man and started out. I found the store locked and at least a half inch of frost on the windows. I pounded diligently on the door and was finally admitted, found Mr. Smith and presented my card. He looked at it and, with a peculiar smile, said, "I shall have to tell you, my friend, as I have told about ten other paint salesmen who have called on me during the past week, that I have placed my order for paint, and it is probably on the way now." "Well," I said, "that saves me the trouble of writing out a big order." Just then he reached for his pipe, and while he was filling it I sort of had a mental vision that he was a pretty good fellow, and that if I could get him away from the store to look at my samples and advertising I could do something with him. As he was about to smoke I invited him to have a cigar with me, which he accepted, and after they were lighted I complimented him on the fine appearance of his store and especially on the quality of the goods he was putting into it I told him I was always pleased to see a man, when going into business, try to obtain the best goods the market afforded, and was glad to note that he had purchased the Sargent line of hardware, Atkins saws and Phillips and Clark stoves, the latter being made in my home town, Geneva, N. Y. "Yes," he said, "I have handled these lines for a number of years and know they are the best on the market." I asked him if he had ever had any experience in the paint line. He had handled paint for eight or

ten years. I asked him what brand, and he named one of a very cheap grade. I asked if his store had much of a sale and he replied, "Oh, just ordinary." Here I said to him, "Mr. Smith, I know you have bought your paint, and that's all right; but I wish you would go over to the hotel with me and see my samples and advertising matter. It's a cold morning and you are not likely to have many customers, and I believe I can give you some pointers on selling paint that will be of advantage to you." He hesitated a moment and then picked up his hat and went with me. Upon entering my room at the hotel (which was a very pleasant one with a fine grate fire) he remarked, "This is the most comfortable place I have struck." "Yes," said I, "The S-W. Co. always make their customers comfortable, and happy, too." I placed him an easy chair by the fire, opened up my advertising case, and the first thing I took out was a big "Cover the Earth" poster, then a new feature. "That's a dandy," was his comment. "I



"I placed him in any easy chair by the fire."

am going to hang it up so you won't forget the name," said I. Then I showed him a "C" color card, told him what the goods were composed of and gave him a strong talk, especially on quality. He said, "You fellows all tell the same story." "Yes," I said, "but The S-W. Co. originate and the other fellows follow—and that's as far as the other fellows get. Now, you have bought your paint and it's up to you and your clerks to sell it. I am going to show you how The S-W. Co. help their agents sell not only S. W. P. but all their other products as well." I took up an "E" and showed him the great benefits derived from this scheme when thoroughly and systematically followed out, called his attention to the letters we sent out to prospective customers and the work done with painters, contractors, architects and consumers, and found, as I had hoped, that he was intensely interested. I at once turned to him with my order book and pencil and said, "Mr. Smith, you have in your store goods of national reputation for

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high quality, and in your own mind you know you want your paint to be first quality, too. S. W. P. is that paint. Now, I have a proposition to make you. I will write you an order for between two and three hundred gallons, and if at the end of the season you are not satisfied with your sales I will personally take all the paint you have left on your shelves and give you my own check for it." To shorten up a long story, he accepted the proposition; and when fall came he had sold nearly nine hundred gallons and had almost our entire line on his shelves.

I asked him if he wanted to dispose of his paint business, and he said, "Not on your life! The S-W. paint is the strongest advertised and the best paying line I have ever had in my store, and I have no wish to give it up. I feel obligated to you for making your first call."

This sale, which I consider practically a brand plucked from the burning, was made within an hour and a half, and in another hour the order was mailed and on its way to the factory.

GEO. C. SCHELL.

The Merchant With the Assorted Stock of Varnish is Your Man.

THE wisdom of persuading a dealer who has a motley array of varnishes on his shelves to discard them and "plug" for Sherwin-Williams is well told and exemplified in the following extract from Mr. W. W. Havnes' bulletin of June 5th. Your opportunity to displace an "assorted" stock is much greater than when you encounter a solid array of opposition varnish. The merchant, in his endeavor to please everybody by having a little of each varnish made, is liable to fall down between two stools—please nobody. He can put up a much stronger talk when standing in front of a full line-up of standard make (S-W.) than when he has a can or two of practically every make on the market—good, bad and indifferent. So when you come across a prospect of this sort make up your mind at once that he is your man.

One of the writer's old customers told him a short while ago, "You did me the biggest favor you ever did in your life when you sold me the big quantity of varnish recently." He further said he had eight or ten brands of varnish, selling a little of all of them, and "you sold us such a large quantity that every time we came down in the morning, whatever we did we saw Sherwin-Williams Varnish; so if anyone said anything to us about varnish we gave them Sherwin-Williams and stood behind the goods; filled our shelves full of them, and told the other salesmen who came around, 'look here at this quantity of Sherwin-Williams Varnishes we have on hand—we cannot buy from you; we have to sell *these* goods.'" As a result they discarded other lines and are well pleased.

They say the quantity they bought stimulated their efforts, and today they cannot sell any other varnish in their town but Sherwin-Williams and they are glad of it and proud of it. They found it is a bad idea to carry too many lines all mixed up together.

This is a good pointer for you. It taught me a good lesson and my customers write me that their firm has been taught a lesson; that they are better customers for us and are doing better business for themselves, instead of carrying their money in five or ten different varnishes and then not be able to supply any quantity. They now have all their investment in one good, big, broad line. You can see it is a good thing.

Executive Department Changes.



Mr A D Joyce.
Appointed Asst. Gen'l Manager.

The following bulletin was issued June 1st by Mr. Cottingham:

It is with much regret I advise you that Mr. Alex. Sclater has resigned his position with the Company. He leaves for an extended trip abroad and I am sure carries with him the best wishes of all and the sincere hope that the much needed rest and change will completely restore his health. We look forward to his rejoining the organization when he feels able and inclined to take up a position with us again.

I take great pleasure in announcing that Mr. A. D. Joyce has been appointed Assistant General Manager. He will have direct charge of our district organization and will be the executive head of the Advertising Department. In addition to these specific duties he will assist me generally in carrying on the heavy work of my office, and I ask that all departments co-operate with him in carrying out his duties.

Yours very truly,
WALTER H. COTTINGHAM,
Vice Pres. & Gen'l Mgr.

For over a year Mr. Sclater has not been enjoying his usual good health. Last winter he was obliged to stay at home for several weeks to undergo treatment, which confined him to his bed. As the improvement has been slow Mr. Sclater decided that a complete rest and change was necessary. In order that he might go away without a thought of business he deemed it best to resign his position as General District Manager. Mr. Sclater, accompanied by Mrs. Sclater, sailed on the 6th of June for England and Scotland. He will be gone for an indefinite period. Mr. Sclater was one of Mr. Cottingham's early associates in the Walter H. Cottingham Co. He came with Mr. Cottingham into The Sherwin-Williams Co. in 1895 when the Walter H. Cottingham Co. became the Canadian branch of The Sherwin-Williams Co. He was first a representative traveling in Canada; later he became Manager of the Toronto warehouse, then Sales Manager of the San Francisco house and finally the District Manager of the Pacific Coast, where he built up a splendid business and organization. Mr. Sclater is entitled to a well earned rest. It is hoped that he will regain his health and be able to take up work with us later with renewed vigor.

Mr. A. D. Joyce, Manager of the Southwestern District, took up his duties as assistant General Manager a few days after the Managers' Spring meeting. His promotion came as a well earned recognition of the good work he has done in various capacities with the Company. Mr. Joyce is a man who does things. He sees and acts. Every step in his career has been one of advancement. He began work with The Sherwin-Williams Co. in 1902 as a representative in Central Division. He left the Company for a short time but returned to take charge of large city sales work. He was later given a large C. & M. territory and in 1905 was appointed Manager of the Southwestern Division. He did such good work that the Southwestern District was created and he was made District Manager. South-

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western won the Top Notcher trophy for a second and a third time under his leadership. Mr. Joyce has great enthusiasm and the happy faculty of imparting it to others. It is safe to say that in his new position he will give splendid account of himself.

Southwestern's Farewell to Mr. Joyce.

ON the evening of May 29th the following managers and heads of departments of Southwestern District tendered Mr. A. D Joyce a farewell banquet at the Hotel Baltimore, Kansas City, on the event of his departure to Clevelend to assume the duties of Assistant General Manager: Messrs. F. B. Gable, W. W. Haynes, R. H. Horsburgh, G. E. Cole, R. I. Lott, F. A. Welsh, L. J. Free.

Sincere expressions of regret were made by the assembly at the loss of Mr. Joyce as head of the District, though they in no wise regret the change brought about by Mr. Joyce's advancement. Mr. Joyce assured those present that his removal from Kansas City would not diminish the sympathy he had always felt for the Southwest, and he would watch her further progress with the keenest interest.

Scheme to Save the Supply of Color Cards.

MR. J. B. Kurtz, on moving to Seattle recently found a "stunt" in vogue there which, if generally applied, would effect a great saving in color cards for all Divisions. It would, we think, be a good plan to bring the arrangement to the attention of your customers, laying particular emphasis not on the saving of cards to us, but on the greater convenience of the new over the old arrangement.

Here is the scheme as outlined by Mr. Kurtz:

In the front part of the store there is a table, the top of which is covered with plate glass, and beneath this is displayed all the color cards. The customer, or prospective customer, is taken to the table and enabled to make his or her selection with perfect satisfaction without carrying a card away, which is otherwise invariably the case. Of course, a certain number of color cards will always be required for counter distribution, particularly where they are taken home for the selection of colors, etc., yet a great saving can be effected by adoption of the scheme outlined above.

The cost of color cards is high enough to warrant the matter being given some attention by representatives. We have heard of no better way of keeping down the consumption of these cards without detracting from their selling power.

The next issue of THE CHAMELEON on Aug. 5th will be the Fall Campaign number and will contain full particulars of the Brighten Up line, methods of advertising and all details in connection. Watch for this issue.



Mr. Sherwin Entertains the Managers at Winden Farm.

ON Wednesday afternoon and evening, May 27th, Mr. and Mrs. H. A. Sherwin entertained the Managers and others in attendance at the Spring meeting, at Winden Farm, their country home near Willoughby, Ohio. The invitation which Mr. Sherwin extended on Tuesday morning was received with enthusiasm. Those who had not visited Winden Farm before were glad to see the work which Mr. Sherwin has been carrying on for a number of years; others were anxious to see the "late improvements" and the new house erected last year. "Late improvements" are to be seen every year, although only the owner could tell what is further desired to make the country home more complete. Every one of the invited who could arrange to leave business affairs was ready at 1.30 o'clock Wednesday afternoon when the special car arrived at the top of the hill above the offices on Canal Road. The farm lies about three miles south of Willoughby, a distance of 23 miles from Cleveland. After a ride of an hour and a half the party alighted at the second stop beyond Willoughby, where Mr. Sherwin was waiting with a tally-ho, a democrat wagon and a surrey. Winden Farm is about a mile and a half from the car line, upon a highland which commands a beautiful view of the surrounding country. On a clear day one can see the lake to the north in the hazy distance, and on the three sides a wealth of hills and valleys—as fertile and picturesque a country as is found in the Western Reserve. The ascent from the valley is so gradual and the roads so smooth that the climb to the highest point in the vicinity is scarcely noticeable. From the highway a broad roadway leads past the high water tower to the east entrance to the house. Mrs. Sherwin welcomed the party in a way that made everyone feel at home. As the visitors filed out to the terrace the first exclamations were in admiration of the panorama spread out before them. Mr. Sherwin later in the afternoon told of his first journey to the spot where the house now stands. He came on foot to see the view which is known by all the country 'round. He was looking for a place in the country. This outlook decided the matter and, although the owner did not care to sell, yet, as is customary, Mr. Sherwin won his point and the property became his. He has acquired several small tracts since then but does not aspire to be a large land owner. To realize the transformation Mr. Sherwin has made in the land it is necessary to say that when purchased the humble buildings were in a bad state

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of repair. the land was overworked and worn out and the immediate surroundings anything but attractive. The picture at the head of this article shows the new house completed last year. Everything about the place is characteristic of Mr. Sherwin—in perfect good taste and without ostentation. One is impressed with the whole rather than any part of it.

Immediately upon arrival the guests assembled on the steps leading from the terrace, where the photograph shown here was taken. They appear more serious than they were, either before or after taking. Grape juice and old fashioned cookies were served on the porch, after which Mr. Sherwin led a tour of inspection over the farm. The flower gardens and pergola lay in a semi circle on a lower terrace in front of the house. Here Mrs Sherwin has an encircling border of flowers, the colors running from light to dark, giving a rainbow effect. The plants are selected with a view of having flowers in blossom the entire summer. A threatening rain now broke into a downpour which lasted but a short time and in no measure dampened the spirits of the crowd or stopped the tour. The party then inspected the lighting plant, cow barns, chicken yards and various other farm buildings. The cow stable especially interested everyone. It is built according to the most modern ideas of perfect light, ventilation, etc., with place for grooming the cows, weighing, separating and cooling the milk. The lighting plant is equipped with engines, dynamos, etc., including



The Visitors at Winden Farm.

a large number of storage batteries which supply the house and other buildings with electricity.

A tramp along a wooded point which runs abruptly to a deep valley disclosed some of the beauties which nature had lavished on the spot. After returning to the house games were played until seven o'clock, when a splendid dinner was served in the dining room, S-W. songs interspersing the courses. After cigars were lighted Mr. Cottingham, as toastmaster, congratulated Mr. Sherwin upon the success with which he had builded his country home. Mr. Sherwin responded with a very happy talk upon his labors, the natural beauties of the place, and the pleasure which he experienced in seeing younger shoulders carry successfully the business of The Sherwin-Williams Co. Mr. Ballantyne, Mr. Whittlesey and others gave brief talks until 9 o'clock, at which time the start home was made.

Every one thoroughly enjoyed this outing. Every one felt happy in the thought that Mr. Sherwin is now enjoying some of the real pleasures which come from a strenuous business life where sound business principles prevail.



Western District

Chicago Sales Division.

Things are looking up for Chicago and the "We're It" of our Convention song has already become more than a fond hope. The breaking of past records no longer satisfies our "fighting blood." We must make good on the "It."

District Supervisor, Mr. S. H. Stewart, has been spending a few weeks with us. Messrs. Gallinger, Wheeler, Cluxton, Hoen, Manassa and Gray have had the benefit of his visit.

The Varnish Assortment idea has taken root. The race is a pretty one, with Messrs. Craig, Gallinger and Gray leading. Some of our agents have also caught the spirit and are helping out by ordering a "D" or "C" by mail.

The vacation plans seem to meet with general approval. The feeling prevails that lots of paint will be used during July, and with our men after the business a fair share will be S. W. P.

Mr. G. J. Liebich is fast developing into a Top Notcher salesman. The standing on the second quarter showed him second, and by the way he has been sending in business since, his standing has been materially improved.

St. Louis Sales Division.

Supervisor S. H. Stewart is now assisting the representatives of the St. Louis Division. We have already seen some of the commendable work done by Mr. Stewart and regret that space will not permit relating it.

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A carload shipment to Shreveport will help boost sales of the St. Louis Division for June.

Mr. T. S. Bradley suceeeded in lining up a large mining and smelting company, with headquarters in this city, on our Metalastic No. 4 for their corrugated steel buildings at their mines.

Northwestern Sales Division.

May was not only larger than the same month a year ago, but it was the biggest month ever experienced in the Northwest. It has set us a high mark for the balance of the months that is going to be hard to beat. We, however, started out the first week in June with a 50 per cent. increase, and although we are having a great deal of rain in the Northwest, business is good and continues to keep up in a manner that is surprising. The crop outlook is very good and with a little sunshine the Northwest Division expects to break all previous records.



So. Western District

Kansas City Sales Division.

Everyone expressed keen regret to see Mr. Joyce leave the great Southwest, but his leadership was so able and good that we did not want to be selfish, and were willing to share him with others. To say that we were proud of his promotion to Assistant General Manager does not express our full sentiment.

Our offices and warehouse in Kansas City are surrounded by two feet of water, which is caused by a rise of the Missouri and Kaw rivers. While the basement is entirely filled, there is no damage to our goods, as they had already been removed. We expect to be doing business in the regular way very soon.

We have received letters from quite a good many of the representatives, stating that they are unable to move on account of railroad tracks and bridges being washed out, as the entire Southwest is flooded. This does not prevent them from doing business, and one representative has written us that this is his banner day from a point of the largest number of orders taken. He states that he is going to continue to sell paint right along if he has to wear a life preserver.

Our agent at Perry, Okla., writes us that he painted his house with S. W. P. eight years ago and it still looks good and is in perfect condition. His wife states that it must be painted again, because she is getting tired of looking at the color and wants it changed. His only reason for doing this is "to obey orders and keep peace in the family." He asks us to recommend the colors that are most up-to-date.

Omaha Sales Division.

The representatives under this Division are wearing the broad smile that won't come off. We are pleased to say that with their splendid, enthusiastic and determined efforts we are able to show for May, 1908, 20 per cent. increase over May, 1907.

We are continuing to make new accounts, new dealers and new agents right along. Mail business is showing up splendidly.

We started out to make June a "hummer" and the sepresentatives assure us that it will be a *genuine* "hummer."

SALES DEPARTMENT NOTES.

Competition Report.

THE following list shows representatives who are ahead in the different competitions to June 1st. Adverse conditions to the contrary notwithstanding, this year's figures stack up favorably beside those of last year and under many captions exceed the high figures of 1907.

Leaders in New S.W.P. Agents.

Kansas City Sales Division.
1st E. J. Clare ... 43
2nd—H. B. Sevier ... 38

Chicago Sales Division,
1st D. G. Craig ... 26
2nd—F. K. Gray ... 17

San Francisco and Portland Sales Divs.,
1st—W. H. Lilley ... 26
2nd—C. P. Christiansen ... 14

Northwestern Sales Division,
1st—T. M. Brude ... 20
2nd—F. A. Randall, P. H. O'Neill ... 12 each

Texas Sales Division,
1st—K. Miller ... 18
2nd—J. J. Twaddell ... 17

Central District,
1st—I. M. Benedict ... 13
2nd—B. Ketchum, H. McCallum, S. H. Robinson ... 11 each

New England Sales Division,
1st—H. W. Putnam ... 12
2nd—H. C. Stratton ... 10

Omaha Sales Division,
1st—F. E. Byron ... 10
2nd—A. H. Rich, E. E. Shepherd ... 8 each

St. Louis Sales Division,
1st—R. W. Jay, F. A. Bush ... 8 each
2nd—H. P. Reeds, M. M. Miller ... 7 each

Southern Pacific Sales Division
1st—G. E. Wise ... 6
2nd—S. G. Harless ... 5

Leaders in New Dealers.

Chicago Sales Division,
1st—G. J. Lielach ... 114
2nd—D. G. Craig ... 94

Northwestern Sales Division,
1st—C. F. Bennett ... 63
2nd—O. Mannerud ... 33

Central District,
1st—H. M. Kipp ... 61
2nd—W. N. Cline ... 41

Kansas City Sales Division,
1st—W. R. Ashbrook ... 55
2nd—W. H. Barber ... 46

Texas Sales Division,
1st—J. H. Payne ... 35
2nd—S. S. Burris, G. E. Cannon ... 21 each

New England Division,
1st—H. W. Putnam ... 30
2nd—D. H. Thompson ... 27

Omaha Sales Division,
1st—G. M. Worthington ... 26
2nd—F. E. Byron ... 20

St. Louis Sales Division,
1st—M. M. Miller ... 21
2nd—W. V. Hammond, C. T. Haigh, F. A. Bush ... 20 each

San Francisco and Portland Sales Divs.,
1st—L. B. Murphy ... 21
2nd—W. H. Lilley, R. A. Carder ... 11 each

Southern Pacific Sales Division,
1st—G. W. Burrill ... 10
2nd—G. E. Wise ... 9

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Leaders in Other New Accounts.

New England Division,
1st—A. J. Gillespie . . . 70
2nd—J. D. Pillsbury 50

Central District,
1st—Jno. J. Gill 68
2nd—H. M. Kipp. 64

Kansas City Sales Division,
1st—W. G. Wiley. . . . 62
2nd—D. C. Jordan. 46

Chicago Sales Division,
1st—F. C. Sullivan. 64
2nd—D. G. Craig 37

Omaha Sales Division,
1st—G. M. Worthington 43
2nd—C. M. Atwood. 31

San Francisco and Portland Sales Divs.,
1st—J. B. Kurtz. 32
2nd—J. Thomson. 26

Texas Sales Division,
1st—E. S. Donnelly 32
2nd—J. H. Payne. . . . . 22 each
2nd—S. S. Burns. . . . . 22 each

Southern Pacific Sales Division,
1st—J. O. Knighten 31
2nd—G. E. Wise. 16

Northwestern Sales Division,
1st—E. F. Comstock. 22
2nd—P. H. O'Neill. 20

St. Louis Sales Division,
1st—H. P. Reeds 20
2nd—T. S. Bradley 18

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

Chicago Sales Division,
1st—D. G. Craig. 157
2nd—G. J. Lachich. 136

Central District,
1st—H. M. Kipp. 119
2nd—I. M. Benedict. 79

Kansas City Sales Division,
1st—W. R. Ashbrook. 113
2nd—H. B. Sevier 104

New England Division,
1st—A. J. Gillespie 89
2nd—J. D. Pillsbury. 74

Northwestern Sales Division,
1st—C. F. Bennett. 91
2nd—F. A. Randall. 62

Omaha Sales Division,
1st—G. M. Worthington 74
2nd—C. M. Atwood. 43

Texas Sales Division,
1st—J. H. Payne. 67
2nd—J. J. Twaddell. 53

San Francisco and Portland Sales Divs.,
1st—L. B. Murphy 46
2nd—J. B. Kurtz. . . . . 42 each
2nd—W. H. Lilley . . . . . 42 each

St. Louis Sales Division,
1st—H. P. Reeds 45
2nd—C. T. Haugh. . . . . 32 each
2nd—F. A. Bush . . . . . 32 each

Southern Pacific Sales Division,
1st—J. O. Knighten. 86
2nd—G. E. Wise. 31

Leaders in Floor Finishes.

Southern Pacific Sales Division,
1st—G. E. Wise,
2nd—G. W. Burrill

Chicago Sales Division,
1st—C. S. Wheeler,
2nd—F. A. Gray.

Texas Sales Division,
1st—S. S. Burns,
2nd—K. Miller

New England Division,
1st—H. W. Putnam,
2nd—A. H. Thompson.

Northwestern Sales Division,
1st—O. Mannerud,
2nd—V. P. Bennett

San Francisco and Portland Sales Divisions,
1st—R. A. Carder,
2nd—W. H. Lilley

Kansas City Sales Division,
1st—F. J. Clare
2nd—F. L. Britton.

Omaha Sales Division,
1st—C. M. Atwood,
2nd—F. E. Byron.

St. Louis Sales Division,
1st—H. P. Reeds,
2nd—W. V. Hammond.

Central District,
1st—D. E. Fisher,
2nd—H. M. Kipp.

Leaders in Shelf Goods Sales.

Chicago Sales Division,
1st—C. S. Wheeler,
2nd—D. G. Craig

Texas Sales Division,
1st—S. S. Burns,
2nd—K. Miller

Central District,
1st—D. E. Fisher,
2nd—H. M. Kipp.

Kansas City Sales Division,
1st—H. B. Sevier,
2nd—F. J. Clare.

Omaha Sales Division,
1st—C. M. Atwood,
2nd—F. E. Byron.

Southern Pacific Sales Division,
1st—G. E. Wise,
2nd—G. W. Burrill

New England Division,
1st—A. J. Burton,
2nd—R. F. Ketchum.

San Francisco and Portland Sales Divisions,
1st—W. H. Lilley.
2nd—R. A. Carder,

St. Louis Sales Division,
1st—W. V. Hammond.
2nd—H. H. Richardson

Northwestern Sales Division,
1st—O. Mannerud,
2nd—T. M. Brude.

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