

The Chameleon

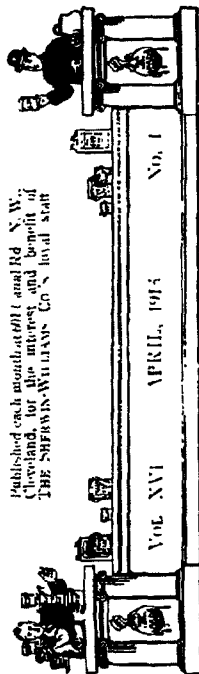
[illegible]

"First Blood"

0007-SWP-000130415

The Chameleon

Published each month at 1011 E. and 14th N. W.,
Cleveland, for the interest and benefit of
THE SHERMAN-WILLIAMS CO.'S READERS



Vol. XVI APRIL, 1914

No. 1

The Subtle Power of Discouragement

By J. M. Head, in "Paint, Oil and Drug Review"



THE most potent factor against success is discouragement. The man who becomes discouraged has already lost half of the battle of life. Discouragement is the most powerful and yet the most subtle of all forms of human frailty. It is insidious, because it is not usually recognized as a sin. Malice, hate, anger, dishonesty, all are disarmed, partially, because man recognizes that they are wrong. He fights them from the very knowledge that they are evils.

But he sees no evil in discouragement. He nurtures it and allows it to assume giant proportions, when he should strangle it at its first appearance. With its growth it saps vitality, destroys character, and converts the spine into a thing of jelly-like consistency. A man, made in the image of God, physically and mentally, becomes, in the latter state at least, a formless creature, under the baleful influence of discouragement.

The Germans have an old story that the devil once determined to sell his tools. So he took an invoice of them and set his price upon each one.

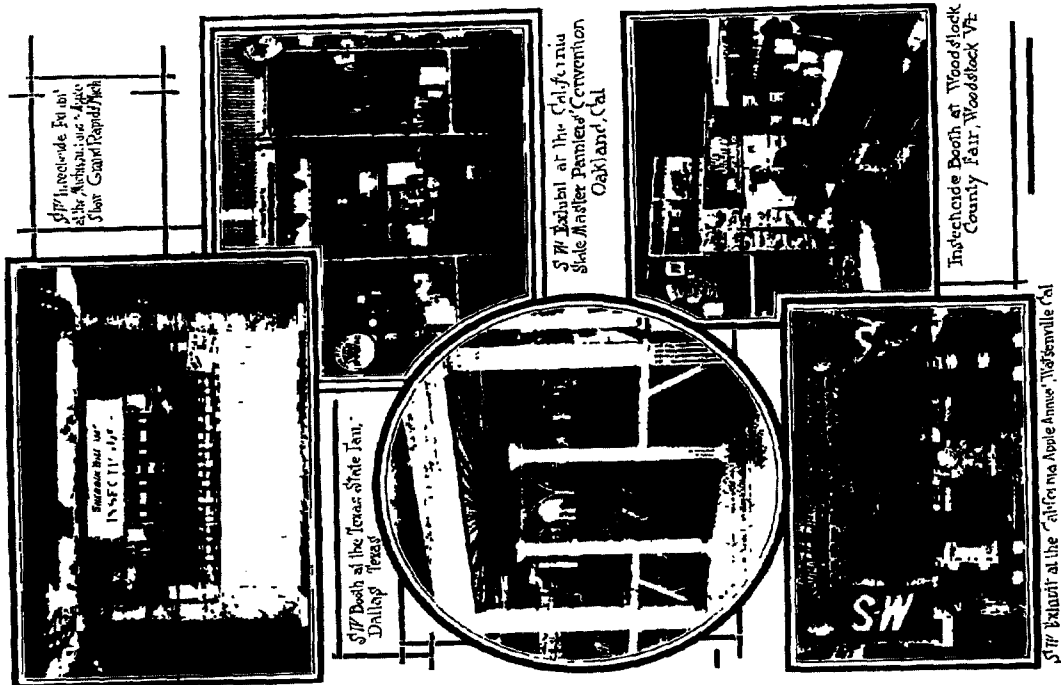
There was hate, distrust, malice, theft, murder, lust—all fearful and awesome tools, against which humanity has fought since man was driven from the garden, tools that have crushed the heart, and tortured the mind, and have spread sorrow and despair throughout the world.

Then at last, he took down one tool. It was heavy and wedge-shaped, and the devil handled it with fondness.

When he set his price upon this tool, those who would buy the devil's outfit marveled. He had asked more for this one tool than for all the others combined.

"Why," asked one, "do you place so high a figure on this tool? What instrument is this that it can be more valuable than all the rest?"

"That," said his majesty, "is the tool which I use against man when all others have failed. It has brought success to me in my fight against man, when, had I not had it, he would inevitably have been



A lot of paint in this last fall and last winter

the victor. That is why I prize it so highly. This tool is discouragement. There is no tool like it," continued the devil. "Men are armed against the others, because they know they are my tools and they hate me. All the other tools are terrifying, and man has learned that he must have his shield ready against them. But this one has none of the appearance of being mine. It does not warn by its appearance. Note its wedge shape. Man is pierced by it, without knowing it. It enters where others cannot; and once it has entered, it slowly presses open the wound until man is vitiated and he surrenders to me without an effort."

Discouragement never should be permitted to enter. Satan knew its power, and the man who permits that tool to escape the shield of Confidence, has an uneven fight for existence.

Confidence, alone, can defeat discouragement. It is the weapon of God against that of the devil; nothing can pierce it.

Have you that confidence? If so keep it ever in view; ever ready to repel the enemy. Keep that shield so that Evil may know it is ready to protect.

Don't let the wedge of the devil's tool of discouragement get a start. Hold up the head, brace the shoulders, and face the fight, and all the powers of evil shall not prevail against you.

A Timely Topic



AD we a top-notch competitor for attendance, Miss Mae A. Ceeckler, of the Newark, N. J., office, whose photograph is reproduced, would doubtless have had many claims for the honor, as her record of attendance is doubtless the best in the Company.

Miss Ceeckler joined the Promoting Department Staff over nine years ago, and has a perfect record of attendance, in spite of the fact that our Newark offices are so located that three changes of cars with the consequent delays are necessary.

Through close application, she has advanced from form-letter clerk to the position of recording clerk, which in Newark carries with it many extra duties. This position she has successfully filled for the last five years, and her knowledge of conditions throughout the District is extremely helpful to the various heads of departments.

We congratulate Miss Ceeckler heartily on the splendid attendance record she has made.



By Force of Habit



ANY of the older representatives will remember the solid train load of Sherwin-Williams Products which came into Texas back in 1903, also how the work of the three representatives making up these "Texas Specials," as they were called, was heralded throughout the entire Company as one of the greatest achievements in our selling history.

One of the representatives who contributed to these train-load orders and was responsible largely for their success is with us still, and has never forgotten the early training which he received at that time and which was responsible for developing in him the habit for big business.

Mr. J. J. Twaddell is the representative to whom we refer, and while he does not make up any of these solid trains on account of the three warehouses which we maintain in the State, he never fails to land his full quota of car-load orders, and we are pleased to print the accompanying letter from him to bear out this statement:

Mr. J. J. Twaddell

Am enclosing a car for Nash, Robinson & Co., of Waco. Please see that it is routed as requested. This is my fifth car-load since January 5th. Just keep the record straight.

Yours,

TWADDELL.

Another Good Time at The Foremen's Club

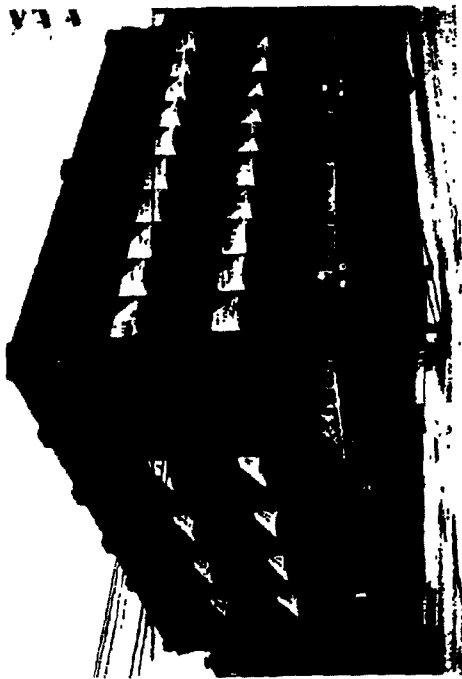


THE social meeting held Tuesday evening, February 18th, took the form of an entertainment to the wives and lady friends of the Foremen. The Amusement Committee had provided a very fine program which was entered into enthusiastically by all of those taking part.

Spate, alas, prevents us from giving a detailed account of all the good things that happened. There were piano solos, cornet solos, violin solos, clog solos, and all the other kinds of solos. There were recitations, comic talks and monologues. And by no means least of all there were dainty, tasteful refreshments.

During the latter half of the program, the Chairman of the Amusement Committee, Mr. Weber, called upon Messrs. Lutes, Box, Critchley, Caffney, Highley, Belmont, Hesse and Oldham for short talks and the gentlemen in question responded briefly.

The meeting closed with the singing of "Auld Lang Syne," and was voted the most enjoyable affair yet attempted by the Foremen's Club.



Over Forty Tons of Paint

NO WONDER Southern District is doing big things. Here's a stock order given them by The C. W. Greene Co., our progressive agents in Tampa, Fla. This concern has one of the largest and most attractive stores in Tampa and do a big paint business. This order ran over \$7000.

1066 Gallons SWP
134 Gallons SWV
420 Gallons Flat-tone
200 Gallons P. S. S.
84 Gallons Birch and Oak Paint
63 Gallons W. and L. Paint
78 Gallons Shellacine
33 Gallons Talcite
13000 Pounds P. W. P.
67.5 Pounds Oil Colors
2000 Pounds Decolint
1248 Packages Gas-Engine Finishes
864 Packages Family Paint
432 Packages Floorlac
432 Packages Brighten Up Stain
384 Packages Enamel Paint
326 Packages Handcraft Stains
120 Packages Floorwipe
132 Packages Aluminum Paint
288 Packages Buggy Paint
1 Gross Lustroline
206 Packages Brass-Brin

Not So Unenlightened After All

TRAVELING through Madama recently, I was impressed with the isolation of the "hones" of many of the colored people of the South. A strong feeling of commiseration came over me as I thought of the ignorance (as I supposed) in which so many of these people live. It was not long, however, before the feeling of commiseration gave place to a feeling of pleasant surprise, for close to the car as we passed over a "crossing" was a happy-faced old negro carrying a "Pail of SWP." I felt that my sympathy was lost—at least on him.

-G. H. Griffiths.

"Unaccustomed as I am to Public Speaking"

We don't for a minute mean to infer that Col. Holland, of Dallas used this backneyed phrase when he delivered an address to the Dallas Division Convention last Fall. Here is what he did say:



Having always been a buyer of paint, it is not so easy for me to make an instructive and interesting address to the sellers, as it would be to the consumers. My side of the paint business has been writing checks payable to your Dallas house for large sums for paints used on my house and selected by my wife. However, my publications have spent much time, energy and money in the encouragement of community co-operation, and promoting the demand for trade-marked advertised goods.

It is an established fact that the buyer of trade-marked advertised articles comes nearer getting full value for his money, and greater satisfaction from the use of article bearing the trademark of a well-known manufacturer than from the purchase of articles made even by responsible manufacturers whose lack of confidence in their merits makes them hesitate to place thereon a trade-mark and the firm's name and address.

Before I reformed and entered the publishing business, I was a "drummer"—mind you a drummer not a traveling man. My first efforts were devoted to drumming up sales for sewing-machines. Don't laugh—I sold sewing-machines all right—lots of them, and made money enough to tempt many a traveling salesman from his job and a big salary.

I made sales by "drumming" for prospective customers and educating them in the use of sewing-machines. I could operate a sewing-machine a little more expertly than most other men engaged in my business, and backed by a fair understanding of human nature, unbounded enthusiasm and a reasonable amount of energy, I seldom failed to make a sale when I had found a house where a sewing-machine was needed and its owner able to pay for it.

It is easy to find a demand for any legitimate article—human wants are largely in excess of the ability to supply them—it is the business of the salesman to find the demand and supply it where the pay is sure.

Taking orders is but a small part of a salesman's business. His greatest duty is to teach those who buy of him the best methods of selling the goods to the consumer.

Goods sold to a dealer are only half sold—the trade is completed only when the goods reach the consumer.

If the merchant to whom you sell goods depends solely upon his regular trade to the consumer, then you would find it more profitable for your firm to change to a dealer capable of holding the trade he has, and getting new customers from among those who have been "keeping store" only.

There are too many "storekeepers" and lamentably too few "merchants."

The sheriff is the "storekeeper's" final customer.

By a live salesman a "storekeeper" can often be converted into an up-to-date merchant.

A Mississippi Valley Story

Mr. C. D. Youngs, now on Territory No. 146, passed the word that no one should smile, but be very sober. When the story was finished, no one smiled and Mr. Tooker seemed dazed at the lack of appreciation. He looked from one to the other, and finally one traveling man asked: "Tooker, what did you say?" Then things blew up.

Schedule of Magazine and Farm Journal Advertising for May, 1913

In the National Magazine

In the Farm Papers

2d Inside Floor Paint
17th-SWP
2d Creosote Paint
10th-SWP
3d-Bugsy Paint
15th-SWP
1st-Creosote Paint
13th-SWP
2d Inside Floor Paint
14th-SWP
2d Inside Floor Paint
17th-SWP
1st-Mar-nut
16th-SWP
2d Inside Floor Paint
16th-SWP
1st Inside Floor Paint
14th-SWP
1st-SWP
2d Commonwealth Barn Red
10th-Creosote Paint
14th-SWP
2d-SWP
2nd Inside Floor Paint
21st-SWP
1st-SWP
2d Inside Floor Paint
16th-SWP
1st-Mar-nut
17th-SWP
1st-Commonwealth Barn Red
14th-SWP
2d Inside Floor Paint
17th-SWP
3d Inside Floor Paint
3d Commonwealth Barn Red
17th-Creosote Paint
1st-Commonwealth Barn Red
17th-Creosote Paint
3d Inside Floor Paint
17th-SWP
2d Inside Floor Paint
17th-SWP
1st Inside Floor Paint
17th-SWP

A Promise Fulfilled

FOURTY years ago there departed from the overcrowded shores of the "Vaterland" a young emigrant, Peter Luzius, bound for the great land of promise—the United States of America. In the forty years that he has spent in this country, Mr. Luzius has never regretted his step, for the land of promise has fulfilled its duty and Mr. Luzius has retired, respected and comfortably provided for, to reap the harvest of a golden old age.

Upon reaching America, "Peter" did not at once join the staff of The Sherwin-Williams Co. It was by a somewhat round-about course, and after eleven years had elapsed that Peter at last applied for a position with Messrs. Sherwin-Williams & Co. He was accepted by the late Mr. Edw. P. Williams, who was then in charge of the factory.

For twenty-nine years, Peter Luzius has labored faithfully and well in the Cleveland plant. And it is only before advancing old age that he has been forced to retire. Mr. Luzius was a friend of everybody who knew him and he retires amid the hearty good wishes of the Cleveland staff.

What the "Brighten Up Girls" are Doing

PERHAPS some of the girls in the other offices would like to hear something about what we are doing at Central. At the beginning of the Winter we reorganized with entirely new plans. We meet twice a month; the first evening we devote to sewing, and on the second evening we have a program.

First—about the sewing. We have made sixty pairs of night-shoes for the little sick children of the Fresh Air Camp, besides a large number of infants' outfits for the Associated Charities. The girls have come to look forward to these evenings of sewing, for there is much of the social interspersed with the work.

Now about the second meeting of the month. This is entirely different, but equally enjoyable. The entertainment committee plans a little program among our own girls, and we have a speaker

from the outside. Miss Belle Sherwin gave a talk one evening on "Equal Suffrage," and a few weeks ago Mrs. Hobart of the Cleveland Public Library gave us a delightful evening on "Books." On another evening, Dr. Fannie Hutchins gave us a very instructive hour on "New Features of Hygiene and Health." This month we anticipate hearing Miss Prudence Sherwin on the work being done in Cleveland to promote the interests of the blind, and are looking forward to a talk on "Fresh Air Work," and perhaps an evening on "Travel." When we tell you that our meetings average seventy girls you will know that we are interested.

Through the kindness of Mr. Sherwin and Mr. Cottingham our rest-room has been beautifully redecorated and refurnished. We take this opportunity to thank them as well as Mrs. Sherwin and Miss Sherwin for the interest they have shown. We are proud of our room.

Just one word more. We have each done a little, but there are a few without whose help we could not have accomplished these enjoyable evenings. We want to thank Miss Sherwin for her kind assistance in securing our speakers; our President, Miss A. McNamara for her tireless efforts to make the Club a success; Mr. Menz for his hearty co-operation, and Mrs. Higley for her splendid dinners. We are all working together and looking forward to better things.

A Good Day's Work

By F. W. Wanner



PERSONAL calls on possible paint consumers is a very satisfactory method of obtaining results, and keeping the agent enthusiastic and happy. The following is an example of what can be accomplished.

Wallace, Calaveras County, is a town of 100 scattered inhabitants. J. Dixon Estate Co. have had our agency less than one year. I had written Mr. Dixon a personal letter of my intended visit, urging him to have a list of prospects ready for me.

We engaged a rig and made a trip into the back country. The first stop resulted in a sale amounting to \$62, allowing a \$20 profit for our agent, this was paint for the outside of the house only, the order for interior material is to follow. We also closed a decorative prospect which had been holding fire a long time, and lined up several ranchers who will paint later in the season. A few hours thus spent resulted in the actual sale of the following materials:

38 gallons STVP	10 gallons Flat-tone
15 gallons Shingle Stain	5 gallons Porch and Deck
20 gallons Roof and Bridge	Assortment of Stencil Colors

These goods were all ordered for immediate shipment, and Mr. Dixon was so enthused with the result that he freely augmented the order so as to have an adequate stock on hand.



From Our Associate Editors

L. F. Callister
J. H. Herche
R. G. Billingsley

J. A. Boneman
L. M. Jacobs
Royal Clifton

CLEVELAND

We thought we had traveled at a warm clip during the first quarter but it seemed like a snail's pace after we got fairly started on the second lap. Not only have we piled up a record-breaking sale for the first half, but all records for new business, particularly new agents, have been eclipsed, and we are gaining momentum each day.

Our figures show that we averaged two new agencies every day for the second quarter, among which were several which passed the thousand-dollar mark, and over a score which amounted to five or six hundred dollars each. It has been a battle royal between Messrs. Spangler, Carruth, Schell, Farlow, McKay, Menefee, Hall, Hill, Hambaugh and Mason. At the last reckoning, Mr. Mason led by a nose, with thirteen agents to his credit. Every one of these men has at least eight new agencies to his credit, and the balance of our representatives are close behind.

Among some of the large orders landed was a contract which we estimate will reach from ten to fifteen thousand dollars from our good friend, Mr. W. S. Stewart, together with a two car-load order for one of his good agents; a thirty-barrel order for structural paints from Mr. W. A. Mason, of whom we have heard before; two new agency orders of over a thousand dollars each from Mr. Schell; a three car-load order of Lime-Sulfur Solution from Mr. H. S. Hill, one of our newest men; and a twenty-barrel order of fence paint, and a contract for two thousand gallons of bronzing liquid from Mr. W. S. Harshbarger. "Everybody's doing it now."

Mr. E. L. Hess, who carried off the Top-Notcher honors in Central District last year, has earned the sobriquet "Oil King," by sales aggregating over 1500 barrels of linseed oil. Even John D. Rockefeller tips his hat to Earl now when he passes him on the street.

Mr. Swineford is fighting desperately to hold his lead in the top-notch race, while Mr. J. T. Menefee is grooming himself as the "dark horse," and is drawing up closer to the lime-light. Keep your eye on Territory No. 19. It certainly is a merry race, and so closely are they bunched at the half, that every man still has a fair chance to capture the prize. 'Rah, 'Rah, 'Rah, Central!

KANSAS CITY

Our Slogan: "SEE SOUTHWEST SOAR."

And we are still soaring, too! Our Sales Report still continues to show nice gains each week, and we are starting this the first day of March with a determination to show an increase over last year's figures for this month also.

We have become so used to taking care of car-load insecticide orders, that if two or three days go by without our receiving at least one or two, we begin to get lonesome and feel like writing our Mr. R. E. Graham, Mr. C. G. Porter, Mr. K. Miller, Mr. E. H. Nolte or Mr. C. I. Berg, asking why they have not sent in another car-load order.

Just to break the monotony of the Insecticide business, Mr. E. H. Nolte went down to Berryville, Ark., and sold the Walker Hardware Co. a car-load of paint.

Mr. C. A. Dorwart who has no car-load Insecticide prospects in his territory made up for his lack of Insecticide business by selling his jobber, The C. E. Forts Drug Co., Wichita, Kans., the biggest car-load of Paints and Varnishes ever shipped into the Southwestern District. The order in fact was really a two car-load order, as it totaled something like 60,000 pounds.

We have read carefully Mr. Horton's bulletins and letters regarding the Brighton Up Club Campaign, also the Brighton Up Club issue of *The S W P*; and it is hard to understand how an agent after having this Campaign outlined for him can turn it down, or can consider even for a moment discarding our agency, and going over to some of our competitors.

NEWARK

Every effort should now be made to secure new dealers, stock orders on most territories having been secured from the majority of agents. Don't forget new dealers on Brighton Up Finishes. The most successful territories under this caption are those making a drive in this respect.

One of the most important matters in connection with your call on the agents at the present time is to secure a good "E" list. You have been provided with the names of those agents who have not responded to the call for lists. Insist upon securing them.

We congratulate Messrs. Spettigue, Spencer, Heckel, Peyton and Minetree on the new agents secured during the last 60 days. Keep up the good work. Other representatives, please note the showing of these gentlemen on the last pages of *The Chameleon*.

Our good agents, The Ryder Hardware Store, at Harrisburg, Pa., have adopted the name "Brighten Up Store" for their place of business; and hereafter all stationery, wrapping-paper, bill-heads, store-front signs, delivery-wagons, will be shown as the "Brighten Up

Store." This shows how old agents may still be enthused to a greater extent with our proposition. Mr. Ryder of this concern has been an enthusiastic S-W man for many years, but he still enthuses to a greater extent from year to year.

CHICAGO

A Few Western District "Brightened Up Orders"

Territory 130 H. C. Lau Car Paris Green
110 Otto Mannerud Car Paint and Varnish
126—F. A. Spoon—Car Paris Green
121—G. J. Manassa—Car Paint and Varnish
106—C. C. Hullinger—New Agency order, total \$1000
134 P. L. Munger New Agency order, total \$1000
132 R. W. Western -10,000 pounds Paris Green New Jobbing Account
103—H. R. Johnson 180-gallon new Varnish order, more to follow
111—C. F. Bennett—Contract for new M. S. D. Account year's purchases will total \$6000

In addition, Mr. L. B. Quinn, our live M. S. D. Sales Manager, put over several car-load orders of Paste Goods, etc. Mr. Quinn has been actively supporting the Trade Sales Representatives with the result that nearly all territories show a big increase under the M. S. D. Capitation. The Trade Sales Representatives appreciate the improved service, and are doing fine work.

All Records Broken

Mr. Quinn, by the way, is the proud father of twins, a boy and a girl.

Another Benedict

Mr. Jim Ward's host of friends are congratulating him on account of his recent marriage.

A Red-Jetter Day

Tuesday, February 25th, saw the good old S-W Flag flying over the General Office as a welcome to our President, Mr. Walter H. Cottingham. It was a busy and profitable day for all.

MINNEAPOLIS

With a thirty-eight per cent increase in sales at the end of the second quarter, and the most productive part of the year still before us, the Northwestern Division has "Brightened Up" to the possibilities of the Top-Notcher Race. "Step aside when you see us coming."

Two changes have been made in our sales staff. Mr. J. O. Stephenson, a former S-W Agent, has succeeded W. W. Edwards on Territory No. 120, who was obliged to resign on account of continued

illness. Mr. R. M. Carson is in charge of a revised territory in Montana, and with the splendid prospects in the section, we look for big things from this representative.

Mr. H. C. Lau, the "Paris Green King" of the Northwestern Division, secured his fifth car-load order of Green.

Another car-load representative is Otto Mannerud, likewise N. E. Horn, who enters into that class with an agency stock order calling for, in addition to paints, 834 gallons varnish.

Mr. G. L. Lathrop featured in Special Elevator Paint with a sale of 20 barrels.

DALLAS

With a view of planting the Sherwin-Williams Banner in every town in Texas, we started a campaign late last Summer on all towns in the state not appearing on our lists. As a result, February 1st saw added to our records eighteen of these towns, in nine of which we had established agencies, and in nine, new dealers.

Reports are being received daily which assure us that many more will join our ranks before the opening of the painting season.

A particularly pleasing feature of this work is the keen interest displayed in it by our representatives; a few of them, in addition to lining up the prospects given them, went on a stiff hunt for "undiscovered" towns, and invariably came away with "the spoils."

Mr. G. C. Conger, the father of the expression, "What's a town without a Sherwin-Williams Agency?" recently made an exploration trip through "the sticks" of his territory, and in addition to securing ten new dealers, gives to the world his discovery of the same number of heretofore unknown towns.

Brightened Up

SHERWIN-WILLIAMS
PAINTS & VARNISHES
A Right Quality Product for Every Purpose

Hooray for Central!

THERE is joy in the Cleveland Promoting Department. An inquiry was received recently from the North American Construction Co., of Bay City, Mich.—the concern who makes those Maddin Knock-down Houses. Mr. Kulhanek and Representative Stewart called on the concern and came away with the contract for a year's supply of paint and varnish. A car-load shipment has already gone and there's more to go. Good work, Central Promoting Department!

Our New Warehouse at Indianapolis,
Indiana

Where the Wheels Go Round



Cleveland

HERE has just been installed in the Cleveland factory a full-sized drying kiln such as is now in use in the most modern automobile, carriage and furniture factories for hastening the drying of succeeding coats of finish. This is large enough to hold eight planes or four automobile bodies. It will be used to determine the working qualities of our finishes under practical conditions. This kiln, which has been perfected by The Sherwin-Williams Co., and a patent applied for, has shown remarkably satisfactory results, cutting down the time required for painting to the extent of 50 per cent in many cases, and giving results better than previously procured by ordinary air-drying methods.

The goods which we have designed for this method of painting are meeting with special favor throughout the automobile and furniture trade. We have received some very good orders from the automobile manufacturers. At the beginning of March we had 12 to 15 mills constantly occupied on the business of one concern alone.

Plans are under consideration to increase the capacity of the Tin Can Department to take care of our constantly increasing business. The department is now running over me three nights a week to keep up.

We are keeping our stock of liquid paints up to the limit, in spite of the heavy drafts which have been made upon it, and expect to be able to take care of the Spring rush better than ever before.

On March 5th we had a visit from a group of about sixty painters from Norwalk, Ohio. They spent the morning at the plant, and were very much impressed.

Chicago

Every Department in the Chicago Paint and Varnish Factory is running at maximum capacity at the present time and the indications are that we will continue to do so for some time to come. We show considerable increase in output thus far for the year, and are making extremely heavy shipments at this time to the warehouses. Our stocks are in better shape than ever before, and we will be well prepared to take care of the Spring business.

The Dry Color Works has been operating at capacity right straight through since August, and we have been obliged to run overtime to take care of the requirements.

The Insecticide Department manufacture in general is ahead of last year, even considering the late start we have made; and our new installations for increasing the capacity of the plant seem to have worked out in good shape.

The White Lead Department is about in the same condition as the other departments, running in excellent condition and having a hard time to take care of the orders they are holding.

Newark

Our new shipping and storage building projected some time ago has now become available for use and will afford us much additional storage capacity and enable our Shipping Department to handle outgoing shipments to much better advantage than has ever been possible in the past.

Spring stock orders and trade sales business generally has shown very marked improvement during the past two or three weeks, and the stock which has been accumulated during the Winter months is beginning to show some depletion.

A large volume of business for the Southwestern District has been handled during the month, some eight car-loads having been shipped.

Two very nice orders aggregating 3000 gallons of mill paints were shipped into the Southern States.

Lime-Sulfur orders which have been very slow in coming in have been quite numerous during the past ten days or two weeks. We have had an ample stock on hand and all orders entered for shipment the end of the month were handled promptly. We have in the neighborhood of 1000 barrels of this product still available and are in position to continue the good service.

◆ ◆ ◆
"The scientific salesman is industrious. When he is not selling he is thinking. He constitutes himself a standing committee on ways and means to devise new plans and execute new schemes to promote his business. He keeps in close touch with his superior officers, seeks their confidence and gives them his, and establishes a closer bond of friendship between his customers and the house he represents."

-S. H. Stewart in a recent Bulletin.

◆ ◆ ◆

The following was extracted from one of Mr. Ashbrook's splendid Bulletins:

One of the best town reports we have read in a long time covers Mr. Markley's call at Calise, Texas, and reads as follows: Our agent at this point went in competition with Sears & Roebuck's Paint, and painted one house with SWP and another house of the same size with S & R at \$1.40 per gallon. The house painted with SWP cost \$6 less than S & R, and our agent got \$2.25 for the SWP. This proves conclusively our statement in last week's letter that SWP can successfully compete with any paint on the market.



Representatives Competition to March 1, 1913

What's this? Omaha in second place in the race for new agents? Why it was only twenty-eight days ago that they were sixth in line with Mr. Berg leading the division with nine new agents. Now here they are, March 1st, in second place and Mr. Berg with twenty-one new agents to his credit. Fine work, Mr. Berg! That spirit of Omaha has taken everybody by surprise. They're perilously near Portland's hitherto undisputed position as leader, and they've used Newark from her former proud position as second.

In new dealers and new other accounts, Mr. Conger still keeps up his splendid work and has added nineteen to his already high record. But Mr. Conger is not the only representative who can get after this kind of business. Up on those northwestern prairies where the cold, chizzly breezes are softly waiting to and fro there is a representative who certainly is a hustler. That representative is Mr. Lathrop, and his latest monthly performance has been to add thirty-one new dealers and other accounts to his list.

Again the "Omaha Boosters" have boosted Newark out of her former proud position. Through the strenuous efforts of Mr. Barker, Omaha takes third place.

Every division is on the jump and a lot of credit is due those divisions that are able to lead such a bunch of hustlers.

Leaders in New SWP Agents

Portland	21	Kansas City	each 13
W. Duncan	14	G. A. Dorwart	each 11
E. D. Taylor	9	R. E. Clark	each 9
B. R. Rogers	21	R. E. Graham	each 7
Omaha	each 7	C. G. Porter	each 6
C. J. Berg	10	K. Miller	each 5
L. A. Brown	each 4	Philadelphia	each 4
H. Dalton	15	E. D. Spencer	each 3
F. C. Streib	4	W. D. Peyton	each 2
Newark	each 3	J. E. McIntire	each 1
G. S. Sportclough	10	Cleveland	each 1
A. D. Collins	each 4	W. A. Mason	each 1
H. J. Howell	15	F. R. Caruth	each 1
W. H. Porter	4	W. S. Fallow	each 1
A. Finches	3	R. G. McKay	each 1
San Francisco	each 3	J. H. Hall	each 1
F. W. Wansner	each 3	H. S. Hill	each 1
M. M. Walcott	each 3		
W. R. Carter	each 3		

Savannah	10	Texas	each 7
E. Shaw	7	S. M. Nielson	each 5
R. A. Ralston	2	C. S. Radford	each 5
J. H. Schner	9	W. L. Morgan	each 5
A. D. Kuer	6	T. H. Merkle	each 5
Minneapolis	9	Chicago	each 5
P. H. O'Neill	5	E. A. Spoon	each 5
H. C. Lou	9	C. F. Bennett	each 5
O. Mannerud	4	W. F. Collinger	each 5
Birmingham	4	H. O. Allen	each 5
D. W. Hoge	4	New Orleans	each 5
L. A. Steger	4	R. P. Bennett	each 5
Cincinnati	4	T. M. Black	each 5
F. B. Spangler	4	B. Haller	each 5
G. T. Henneke	4	New England	each 5
W. P. Hamblough	4	W. L. Hesse	each 5
W. A. Macy	4	D. H. Thompson	each 5
N. C. Chapman	4	F. H. Ripley	each 5
F. B. Swafford	4	Los Angeles	each 5
J. C. Dyer	4	S. G. Harless	each 5
St. Louis	4	W. D. Hale	each 5
H. P. Keels	4	I. W. Buttrill	each 5
W. V. Hammond	4	G. F. Cannon	each 5
G. K. Lutz	4		
Leaders in New Dealers and New Other Accounts			
Texas	110	New Orleans	each 16
G. C. Conger	29	M. D. Palmer	each 16
C. S. Radford	26	B. Harless	each 16
H. A. Walmsley	26	T. M. Black	each 16
Minneapolis	26	R. P. Bennett	each 16
G. T. Lathrop	26	G. K. Lutz	each 16
F. D. Randall	26	W. D. Hale	each 16
O. Mannerud	26	R. J. Tucker	each 16
Omaha	26	Portland	each 16
J. Barker	26	J. W. Duncan	each 16
C. J. Berg	26	C. P. Rogers	each 16
F. C. Streib	26	F. W. Hesse	each 16
Newark	26	Kansas City	each 16
G. A. Ralston	26	A. M. Bolman	each 16
H. Dalton	26	R. H. Nole	each 16
Savannah	26	E. J. Clare	each 16
E. Shaw	26	C. G. Porter	each 16
R. A. Ralston	26	Los Angeles	each 16
J. H. Schner	26	R. L. Culver	each 16
Birmingham	26	J. B. McDade	each 16
G. C. Conger	26	G. W. Buttrill	each 16
A. D. Kuer	26	Chicago	each 16
D. W. Hoge	26	R. W. Western	each 16
Cleveland	26	C. F. Bennett	each 16
E. L. Hoss	26	W. P. Hamblough	each 16
F. R. Caruth	26	R. B. Slaughter	each 16
G. Dyer	26	W. J. Peers	each 16
San Francisco	26	J. T. McIntire	each 16
H. B. Lawrence	26	New England	each 16
F. W. Wansner	26	W. R. DeWitt	each 16
W. R. Carter	26	J. H. Hall	each 16
Philadelphia	26	W. J. A. MacCowan	each 16
J. V. McIntire	26		
A. Larkin	26		
J. J. MacDonald	26		
W. H. Jordon	26		

