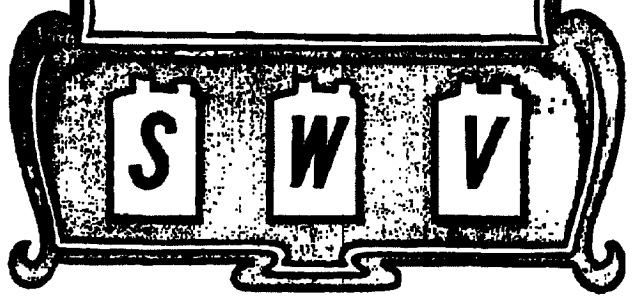
The Chameleon

JULY, 1903

Fall Campaign Number



The Chameleon.

Published on the Fifteenth day of each month by
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The Sherwin-Williams Co.'s loyal staff.

Vol. VI. JULY, 1903. No. 7

GET IN LINE FOR THE FALL CAMPAIGN.



N this number of The Chameleon we outline our plans for the Fall Campaign.

We are ready once more, after a short breathing spell, to go forth and do battle. We are ready for the work of a new campaign, and remembering our past triumphs, we go into the fight with confidence and with enthusiasm.

We believe that by following up our special efforts of last fall with even greater vigor than we so successfully displayed at that time, we can stir up an increasing interest in fall painting, that we can create a larger fall demand for our products.

It's astonishing what can be done to create new business when there is a determined, persistent effort put forth along special lines. It's the man or concern that keeps hammering away, pounding mightly with new things, new ideas, and fresh enthusiasm that compels things to come his way—that forces progress. It keeps us out of the rut. It marks us as aggressive and enterprising. The world admires and does business with the pushing and the successful—they are always welcome in the marts of trade.

Our plans as usual include helps for our agents. We rely for our success more and more on our ability to make them successful. We want to make ourselves so valuable to them that they will regard our agency as one of their main sources of profit, and take pride and pleasure in pushing our products.

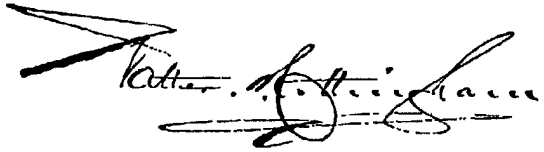
We believe that we do more effective and successful work for our agents than any other house we know of. We grant them exclusive control and then hammer at their prospective trade until we drive it into their stores. The greater the support the agents give us the more we can and will do for them.

No agent can support us in a better way than to carry our *full line*. When we confine ourselves exclusively to one man in a locality, working with him with all our might, giving him the sole right to the sale of our goods in that locality, it is only just that he should confine himself to the handling of our line to the exclusion of other paint products. Therefore go out this fall with the *full line* idea firmly fixed in your minds; make *the full line* your battle cry—let it be the guiding star of your fall campaign. Talk the *full line* and its advantages in every store you enter, get in the small things as well as the big ones, and remember the Company's name on any package is an advertisement for a future sale.

And now to those who have finished their vacations, let us express the hope that you have enjoyed the change, and gained new strength from the rest. We trust that you return refreshed ready to take hold with a strong

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arm and a firm grip, ready to go into this fall work with fresh energy and confidence, for we well know that the best plans and the surest methods human intelligence can devise are of no avail unless electrified by the magnet of personal application. Plans and methods alone are useless, but good plans and good methods intelligently and vigorously *worked* will bring any man or any concern success—it's *working* out the plan that's the important thing—important to you and to us. So I say get in line, *get in line* for the Fall Campaign, and may our old time success reward our efforts.



Vice President and Gen'l Mgr.

Preliminary Outline of Fall Campaign.

LAST year when we conducted a special campaign for booming the fall season. it was with the idea of ascertaining what could be done to make the season more lively, more profitable than it had ever been before.

The success that attended our efforts was so pronounced and the agents took hold of the idea with such earnestness and vigor that we decided to work harder than ever to boom the fall season—to make it bigger and more profitable in every way.

"The S.W.P." in the Campaign.

The campaign was begun in the July issue of "The S.W.P.", in which was outlined briefly some of the special helps we have planned to give the agents. This preliminary work will be followed vigorously in the August and September issues of "TheS.W.P." The latter will be known as the "Fall Campaign Number", and in it we shall give in fuller detail our plans for helping the agent to make the most of the season.

The following is a general outline of the campaign:

The P. O. the Pivotal Point.

The principal work hinges around the property owner. Strong efforts will be made to interest him in the value of the fall as a painting time. A series of special P. O. letters have been written for use during the fall; the P. D. forces have been organized so we can take care of many P. O. names, and we are making a mighty effort to secure a large number of them.

The special fall "prospective orders blank" which was inclosed in "The S.W.P." for July is one of the means we have taken to secure the P. O. names. It will be sent to the agents regularly throughout the season.

In addition to this a special plan has been devised for bringing constantly to their attention the importance of co-operating with us by sending in P. O. names. This plan will be explained to you fully by your division manager.

The Painter as a Factor.

A new turn will be given to the campaign this year by special work that is to be done on the painters. Space has been provided on the fall prospective order blanks so each agent may send us the names of the painters in his locality who are actual supporters of S. W. P. and S. W. V. We shall promote vigorously each painter whose name is sent us, bringing to his attention in a convincing way the impetus that can be given to fall painting, and what we are doing to make the fall season more profitable to the man who uses S. W. P. and S. W. V. It is our intention to do all we can to get the painter to co-operate with the agent in securing information regarding all paintable property in his locality. Fuller details will be given you later.

Other Helps for the Agents.

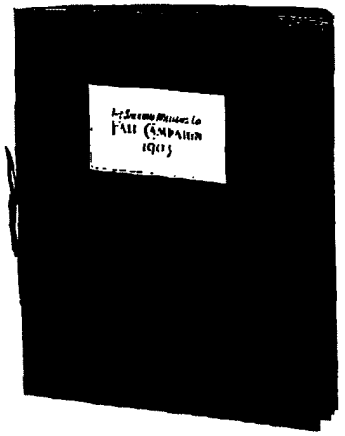
Special newspaper electrotypes have been designed for the use of the agents during the fall season. These are described on another page of this issue.

A newspaper article treating on the fall as a good painting time has also been written. It is intended to be used in local newspapers. It is simply a news item, has no advertising ear marks, and can be used by the agent to good advantage.

For the Representatives.

As explained on page 110 of this number, for the benefit of the representatives—to enable them to have something new to present to the agents—special varnish terms have been granted, and a special inducement in the way of a brush keeper is to be offered to painters who buy a certain quantity of S. W. V.

Aluminum Paint, Gold Paint, and Stove Pipe Enamel, three good fall specialties, are to be put up in new and attractive counter cartons, and a strong effort made to push them to the front during the fall campaign.



Special portfolio illustrating Fall Campaign advertising features

In order to enable the representatives to present our entire fall proposition to the agents, a special portfolio is being prepared, which will illustrate the whole story in a nut shell. It will enable you to show your man that you can "deliver the goods."

This is simply an outline of our plans: full details will be given you before you begin fall work. But what we have placed before you ought to be sufficient to prove that we have the strongest proposition that was ever placed before any man. We ourselves are most enthusiastic over the outlook. We are confident that we shall come out of the campaign crowned with victory if you, the men we depend upon to put our plans into execution, will take hold with us and push with your old time enthusiasm and vigor.

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Suggestions for Making the Campaign Successful.

I HOPE the well earned rest secured during the vacation period will enable everyone to enter the ring in the finest fettle, prepared to round out the year with a dash and whirl that will serve to eclipse all previous fall records. I want to suggest a single thought, however, to the representatives, namely: to devote at least one, or if you can, two days before you report for work, while your minds are free from other details, to planning thoroughly your Fall Campaign in accordance with the ways and means which will be offered for your help in this number of THE CHAMELEON. *You must plan your battle if you hope to win signally in the fight.*

Manager Central Division.

THE Fall Campaign in the Eastern Division is expected to be the hottest in the history of the Company. We have been gradually turning our attention in detail to what makes up our present business and we are satisfied that the best way to make the Fall Campaign successful is to line up the agents on such shelf goods as they are not now handling of our manufacture.

Make a record for new business from agents and dealers—we'll help you with the "hard nuts," and aid to maintain interest in old lines.

Manager Eastern Division.

WE wish to make our Fall Campaign a shining success. To do so it will be necessary for our splendid selling force to make a special push on Varnish *sales. The fall is the best time of all the year to push the sale of varnishes.*

We are determined to oust other makes of varnish from our agents' stores this fall, and to make "S. W. V." claim as much of a place on our agents' shelves as "S. W. P.", as they are wedded partners. Don't fail to call on

A Word With the Inside Force.

WE have planned to make this fall season unusually successful. What we are doing to accomplish our purposes is outlined in this issue of THE CHAMELEON.

Our principal efforts, as you will observe, are to be directed toward the property owner. All our guns are being trained on him, and every shot fired must be effective—it must land exactly in the right spot—there must be no inaccurate or careless firing.

The representatives and the agents have their part of the battle to fight. They are the advance divisions of the great army of business winners we have placed in the field this fall; they are the scouts, spying out the places where the "personal letters" will do most good.

Their work to be most effective must be well supported by you, the reserve force. Every letter must be written promptly, every order must be properly cared for, the closest co-operation must be given to representatives and agents. You must work with them side by side, watching carefully the details of your work, striving with all your might to carry to a successful finish the part of the special fall campaign assigned to you.

Read this issue of THE CHAMELEON from cover to cover. Familiarize yourself with the full details of the campaign—then pitch in and do your best.

Suggestions for Making the Campaign Successful.

house painters, carriage builders, dealers and large consumers. These are the sources from which to secure varnish trade.

Make your leaders this fall Varnishes and Stove Pipe Enamel, followed by our other products. We have every confidence that you will make this Fall Campaign a profitable and record breaking one.

Manager Canadian Division.

THERE is no royal road to success in any line. What we want to make our Fall Campaign a success is a definite plan intelligently and diligently worked out.

The best men plan their work and give the office the opportunity of joining forces with them to corral the business.

Manager Pacific Division.

WITH such a Fall Campaign as is outlined in this issue of THE CHAMELEON, *we ought to sweep the country*—WE WILL. *There never was a Fall Campaign so complete. It embraces everything possible to land the business. There's nothing superfluous in it and its going to work like a charm.*

Let us become intensely interested in it, or how can we ever expect to interest others.

Manager Southwestern Division.

Expressions on the Fall Campaign are missing from Mr. Parks and Mr. Gordon, but we know that they have entered into the Fall Campaign with an earnestness of purpose that will bring splendid results in their Divisions.

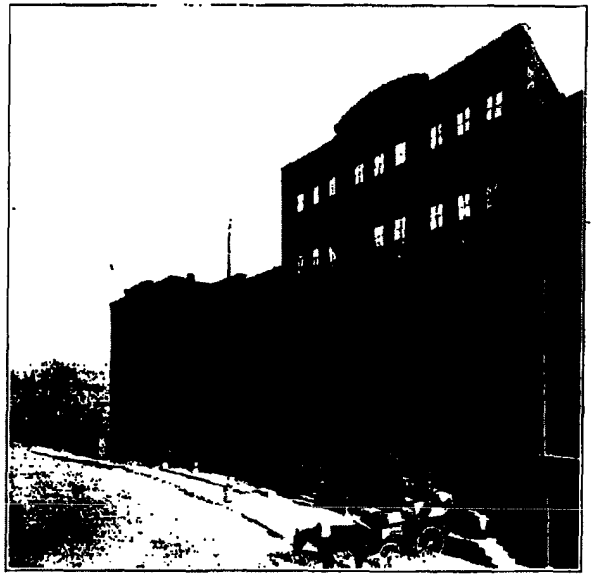
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New General Offices to be Erected at Cleveland.

NEW general office buildings are to be erected at Cleveland. The plans have been approved and the work of construction already begun. An endeavor is being made to have the offices ready for occupancy November 1st.

The accompanying engraving from the architect's drawings will convey a pretty clear idea of the character of the buildings. They will adjoin the present general office building, running east along Canal street. The Company was recently able to secure 223 feet additional frontage and the new general offices will take up the entire space. Two substantial buildings with a combined frontage of about 100 feet stand on the recently purchased property. One of these buildings, the centre one appearing in the engraving of photograph of present offices, is being torn down to the grade line, and the other is to be entirely remodeled. The new extension to be added will have a frontage of over 100 feet. The buildings will be four stories above the grade line with basement and sub-basement, making practically six stories.

All the various general departments will have their home in the new buildings and the present general office will be the headquarters of the Central Division.

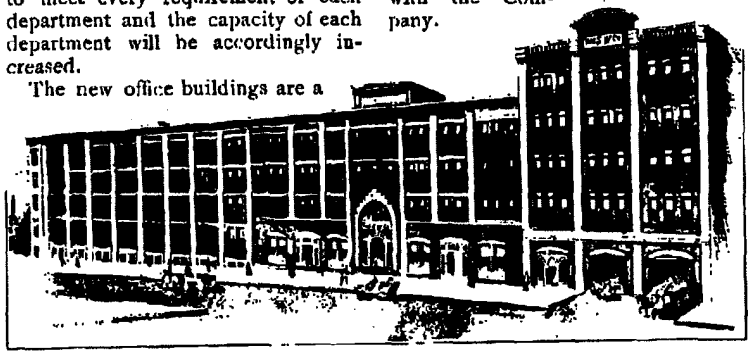


View of present genera. offices and of property recently purchased. The new general office buildings will extend from present office to point marked by the cross.

The need for a new general office has been pressing. The rapid growth of the Company in each of the Divisions has necessitated a steady increase in the general staff that has very literally crowded the office. The P. & A. and General Promoting Departments have been housed in a building that was inadequate for their needs which largely curtailed the capacity of the press room.

The Company have felt this inconvenience but have been compelled to delay extentions until an opportunity arose to secure more land room. The new buildings are planned to meet every requirement of each department and the capacity of each department will be accordingly increased.

The new office buildings are a very clear evidence of our remarkable growth, and the plans call for the construction and appointment of offices that will be a matter of pride to each one connected with the Company.



New general offices as they wil' appear. Engraving made from sketch taken from architect's plans.

Three Good Fall Specialties.

ALUMINUM PAINT, Stove Pipe Enamel, and Gold Paint are three good specialties that have been selected for vigorous work during the fall season. They are essentially fall specialties suitable for home decoration, and it is our intention to make a strong effort to work up an increased sale on them this season.

New and attractive cartons are being prepared for Aluminum Paint and Stove Pipe Enamel and the labels and advertising on the Gold Paint cartons are being revised in order to make them more attractive.

These three lines of goods put up in this special manner will give you additional talking points for the Fall Campaign, and we urge you to put extra effort into them. They ought to enjoy a good sale over the agents' counters at this time of the year—they will if properly pushed. Make it a point to get them placed with every agent who is not carrying them at the present time. They will be given special prominence in the Fall Campaign number of "The S.W.P."

Photographs of the new cartons and the Gold Paint Labels will be shown in the next issue of THE CHAMELEON.

"Great men never wait for opportunities; they make them. Nor do they wait for facilities or favoring circumstances; they seize on whatever is at hand, work out their problem, and master the situation. The royal road to triumph is always the old route, by way of industry and perseverance."

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Advertising and Managers' Meeting.



Prize Winners Advertising Contest.

The June meetings were held this year from the sixteenth to the twentieth of the month. Those in attendance were: Walter H. Cottingham, J. C. Beardslee, S. P. Fenn, Geo. A. Martin, A. E. Schaefer, A. M. Parks, H. D. Whittlesey, C. C. Ballantyne, Hector M. Gordon, Alex. Sclater, F. F. Myers, E. A. Wood, E. M. Williams, L. J. Fasquelle, Geo. W. Ford, and Harry Dwight Smith.

The week previous to the advertising meeting, a special committee, consisting of Walter H. Cottingham, Geo. A. Martin, A. E. Schafer, Geo. W. Ford and Harry Dwight Smith, read all papers. They outlined a policy for the coming year which was referred to the larger meeting for consideration, together with definite recommendations on the individual features of advertising.

The suggestion blanks showed careful thought and seemed even more nearly complete than last year. There were many very excellent papers from the representatives, containing general suggestions that were helpful to the committee. There was no single suggestion, however, that could be selected to meet the requirements of the prize for representatives only. The committee, therefore, awarded first and second prizes to the two papers handed in by representatives that showed the most complete and intelligent report.

The Prize Winners.

The prizes were awarded as follows:

For Traveling Representatives only.

First Prize, for most complete and intelligent report, $25 in gold. J. J. Harkness—Canadian Division.

Second Prize, for next most complete and intelligent report, $15 in gold, Edw. S. Blanchard—Central Division.

For Employees other than Representatives (except Division and General Department Managers.)

For most valuable suggestion, $25 in gold, L. R. Greene—Asst. Mgr. P. & A. Dept.

For all handing in suggestions (except Division and General Department Managers.)

For most complete and intelligent report, $25 in gold, R. W. Levenhagen—Promoting Dept. Mgr., So. West. Div.

Special Fall Campaign Prize, $25 in gold, Jno. Cogan—Asst. Mgr. Promoting Dept.

There were many other papers carefully considered in awarding these prizes. Those deserving special mention were handed in by J. W. Mackey, Robt. Rondthaler, Geo. E. L. Dyson, John P. Greene, H. E. Billau, W. F. Gallinger, R. L. Graves, F. C. Harris, Jos. F. Hommel, F. B. Gable, Harry E. Gerry, and C. S. Bann.

In the advertising policy for the coming year and in the changes in some of our features and goods the representatives will recognize suggestions that were made by many of them in detail matters, and it is for this fact that we feel it pays us to take up your time and our own with the yearly suggestion blanks.

It represents a lot of work, but we feel that we get much good from reading over these papers from every territory. We wish to take this opportunity to thank all for the manner in which the subject was handled this year, and for the help we received.

Mr. Harkness, the winner of the first prize for representatives is one of the most enthusiastic workers on the Company's staff. While practically a youngster in point of actual service with the Company—he became connected with us in November 1901—he is not by any means new to our goods and methods. Before his engagement as representative in the Canadian Division he was in the hardware business, selling S.W.P. and pushing it to the front with marked vigor and success.

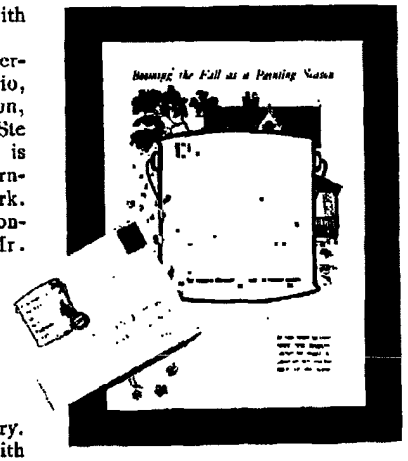
At the present time he covers a territory embracing northern Ontario, which includes the city of London, reaching north and west to Sault Ste Marie and east to Toronto. He is noted for the thoroughness and earnestness with which he does his work.

From the very beginning of his connections with the Company, Mr. Blanchard, the winner of the second prize for representatives, has taken more than ordinary interest in the advertising question. He is thoughtful and systematic in work, and is well known for his tireless efforts in building up the business of his territory.

Mr. Blanchard's connection with the Company dates back to 1896, when he was engaged as traveling representative in the Central Division, covering Northwestern Ohio and Northeastern Indiana, territory number two, which he covered until last year, when he was appointed to develop our growing trade in certain large cities in Ohio and Indiana.

Mr. Greene the winner of the first prize for the office staff, has been successful in carrying off a prize three years in succession. In his capacity as Assistant Manager of the P. and A. Department he has displayed a keen perception of the requirements of good advertising. Since he joined our forces, he has been steadily climbing upwards, and his progress, which has been described in previous issues of THE CHAMELEON, is a good example of what an honest ambition backed by earnest work can accomplish.

Mr. Levenhagen, who captured the special prize originally offered for the most complete and intelligent paper,



Special circular to the painters.

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is manager of the Promoting Department in Kansas City. He was appointed to the position last fall, being transferred from a similar place in the Central Division. He is a young man, filled with enthusiasm for the Company and a love for his work. He is tireless and energetic and is one of the younger workers in the ranks who is steadily coming to the front.

Mr. Cogan has been connected with the Company almost three years, joining our organization in Chicago in the winter of 1900, as manager Promoting Department. He now occupies the post of Assistant Manager, General Promoting Department, Cleveland. His work has been along lines that have given him a good insight into general advertising, and he attributes his success in securing the prize offered for the fall campaign plan to the splendid training he has had since becoming associated with us.

There has been no radical change in our advertising policy for 1904. Matters are probably more definitely fixed in our mind at present than ever before, and we shall enter the new year with greater determination to stick to our agency plan of getting one good man and by working through and with him get the bulk of the business of his locality. To this end we have retained the "E" and other agency advertising, have restored some of the features that were formerly popular but that were dropped temporarily in order to make room for newer ideas, and have in every way possible striven to make our proposition a strong one for the strong man who is willing to take hold and work as we believe an agent should. It will also be more than ever a part of our policy to work for *full line agents*, believing that where we are so willing to tie ourselves to one man, he should in turn be loyal to us by making his paint stock an S-W. stock throughout.

We have no doubt but what the 1904 advertising will be a big factor in "keeping us ahead—always."

The Varnish End of the Fall Campaign.

IN order to round out the Fall Campaign and to give the representatives entirely new ammunition, strong plans have been made to push S.W.V. to the front.

One feature will be a very desirable brush keeper to be given away to painters with orders for a certain quantity of varnish. This brush keeper is of our own special design, is practical, and altogether a feature that will appeal to every painter. It is of convenient size and can be carried around easily. Photographs of it will be included in the fall portfolio, and a special order blank enclosed in a neat pocket case, will be given each representative, so he can present the proposition to the painter in a thorough manner.



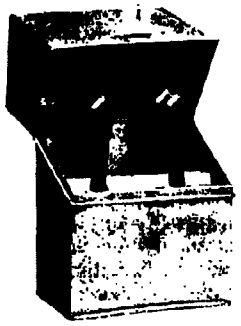
The brush-keeper to be given to painters.

Besides this, special varnish terms have been decided upon for the fall campaign *only*. These terms are liberal and should be of great value in enabling you to place S.W.V. with

every agent on your territory. They were decided upon after much careful consideration and we hope that they will be used with descrimination and judgment.

The details of the varnish end of the fall campaign are now being worked out by the manager of the Varnish Sales Department. They include vigorous plans for securing a greatly increased trade in S. W. V. during the fall months. Watch for them and be prepared to take hold of the ideas with a determination to use them to the greatest advantage. Full particulars will reach you in time, to enable you to go onto your territory fully primed for record breaking work.

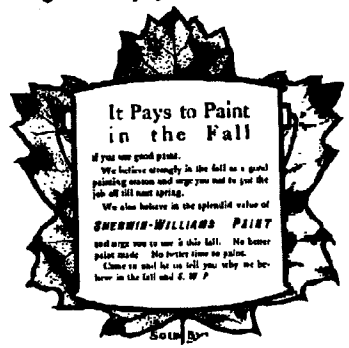
Make the most of the brush-keeper and the special varnish terms—they'll help you get the business in every agency in your territory.



The brush-keeper open, showing brushes in position.

Special Fall Electrotypes.

AS a help to the agents to enable them to wage the most effective fall campaign we have designed eight of the strongest newspaper electrotypes that we have ever issued. Three of them are reproduced on this page.



Electrotype No. 274
One of the strong XY's prepared for the Fall Campaign.

We want the widest possible use made of these big paint sellers. We want them used on every territory and are making an earnest appeal to you, the representatives, to push them with great vigor on your territory.

Proofs of the electrotypes will be included in the special fall portfolio that we are going to send you. Do not fail to show them to every agent on whom you call. Dwell strongly upon their selling power. The agents can do no better auxillary work than to secure a special newspaper space for the sole use of the fall electrotypes.

Push them in your territory. They will increase sales.



Electrotype No. 277
Another one of the special XY's.

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DIVISION NOTES.

Central Division.

Notes of the Club Room.

We are glad to see that so many of our employees are taking advantage of the shower baths, especially during this heated season. Although there may not be a bath room in your own department, your foreman can arrange for you in one of the other departments if you wish. There is nothing more invigorating than a cold water bath after a long day's work.

We have been inquiring of companys who have branches of the Public Library as to the percentage of employees drawing books, and the figures given below will prove interesting:

S-W. Co., open to all, 33 1/3%; Clev'd Hardware Company, open to all, 20%; Standard Oil Company, candle dept., girls only, 75%; Brown Hoisting Machinery Co., office only, 63%; Cleveland Twist Drill Company, open to all, 33 1/3%.

By this it will be seen that the portion of readers in our Company is fully as large as in any others where the library is open to all employees. We, however, are not satisfied with this showing and hope a good many more will take advantage of this excellent opportunity.

The club room seems to have been patronized mostly by the office employees during the last few weeks. It is really the coolest room in the entire plant and those who are not base ball enthusiasts will find it a capital place to spend a portion of their lunch hour.

Stuff up the Chinks.

By that in our business I mean find the open cracks and crevices in our lines of goods on the dealers shelves, fill them up with A.P., G.P., S.P.E., F.P., B.P., etc. It's the addition of our lines not previously handled by the dealer that makes the increase in territorial sales just as surely as the accession of new dealers. Try stuffing up the chinks in every S. W. P. household you have on your territory and see how much more comfortable will be the commercial home of your dealer.

A. E. SCHAFER.
Mgr. Central Division.

Western Division.

We trust that each and everyone during their vacation will get the full benefit of the much needed rest and we look forward to all returning to their work in August with added vigor for the most lively fall campaign ever entered into in the history of the Company.

Reports reaching us from all territories indicate that there is to be no let-up whatever in the business this fall, and we look forward to rounding out the year with the largest sales by far ever secured in the Western Division.

Our representative, Mr. R. E. Sonquist, was in this week and received the hearty congratulations of his many friends in the office. He has succeeded in capturing the finest prize this year in the Western Division—so those who have met Mrs. Sonquist say. We wish him long life and prosperity.

The annual picnic of the Western Division is to be held at Cedar Point, on July 25th. The program committee have reported that there is to be an exceptionally fine program this year.

Since the return of our manager from the June Advertising Meeting, our plans are well under way for getting the Western Division's stock order for advertising for 1904 rounded out, and the stock next year we hope to have ready in plenty of time to take care of all orders promptly.

A. M. PARKS,
Mgr. Western Division.

Eastern Division.

Notwithstanding the unfavorable conditions, the month of June has held up remarkably well. It is easy to get business when all conditions are favorable and we are pleased to see the staff have been equal to the situation during these trying times in sustaining their business. We anticipate an early settlement of labor difficulties in different sections of our divisions which undoubtedly will bring about a resumption of paint and varnish activity.

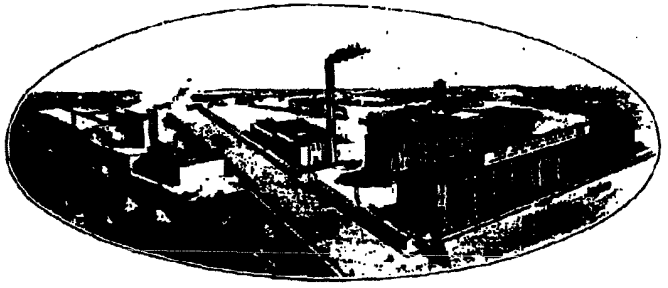
We are receiving very complimentary advice in regard to Promoting Department follow up work covering lists of property owners and other possibilities, it being not an infrequent occurrance, on going through the mail, to find a large number of appreciative letters from our agents.

We appreciate the attention given on the part of the staff to the advertising suggestions, all of which were given very careful attention with the result that we shall be stronger than ever in our advertising features.

We hope the staff, both inside and outside, will enjoy their holidays to the fullest extent and return to work in fine fettle.

We expect to make this Fall Campaign a revelation in the paint trade as to what can be accomplished by determined effort to create new business. Let your battle cry be "*The full line*," and use to the limit the helps offered in this issue of THE CHAMELEON.

H. D. WHITTLESEY,
Mgr. Eastern Division.



The new plant at Montrea , sketched from architect's drawings. Construction work began May 23. When completed w'l be by far the largest paint plant in Canada. Full description was given in last month's issue.

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Canadian Division.

Our varnish sales still keep climbing and we feel sure that the Canadian Division will be pretty near the top when the competition is finished.

We had a visit from Mr. Sclater before the advertising meeting and was glad to find him in good health.

Mr. McCullough has been engaged by this division to represent the Company among the furniture manufacturers. As he has an extensive knowledge of the requirements of this class of trade we feel sure that he will be very successful.

Our office staff will take their holidays during the months of July and August and we hope they will thoroughly enjoy them.

C. C. BALLANTYNE,
Mgr. Canadian Division.

New England Division.

Vacation time! We have made a strong fight; the showing is excellent; the rest will put us in good shape for the Fall Campaign.

It would seem as though the painting will continue through the summer months, owing to the large amount of rainy weather we have been experiencing. Orders have been coming along in good shape in spite of the rain, however, and now that we have good painting weather we should expect considerable paint to be consumed by property owners. We want to use every means to get them to buy S. W. P.

When you are on your vacation you will have many chances to talk paint. Talk S. W. P. and fall house painting.

August closes the fiscal year. Let us finish it well. Use the P. D. in every way possible. Hit up agents, B. P. A.'s, large consumers, and all possible customers. The P. D. can help you pile up orders. Use it.

H. M. GORDON,
Mgr. New England Division.

Pacific Division.

Here's to the boys on their vacation. May they have the very best of good times; catch the biggest fish; climb the highest peaks, etc., all the way down the line. They deserve it; and the fall campaign is coming when all the energy that they can now store up will be handy for the final push of the year.

Los Angeles Depot.

Mr. K. E. Naftel, formerly our shipping clerk, has been appointed city salesman to succeed Mr. L. P. Bradley, who resigned to take a similar position with Whittier Coburn Co. of this city.

San Diego Depot.

We are pleased to report June as one of our best months. Quite a change is going on in this section of the country and better things are in sight for us.

ALEX. SCLATER,
Mgr. Pacific Division.

South-Western Division.

It may be out of order to mention anything about car load orders at this season of the year, but we cannot resist the temptation. Mr. J. W. Anderson opened a new agency in New Mexico for two straight car loads of our products—principally S. W. P. and S. W. V. Also Mr. F. C. Harris sent in a car load order of S. W. P. from one of his pet customers in Kansas, who has already had five car loads this year.

We have had a hard time cleaning up after the flood, but everything now is in good shape and we are taking care of orders promptly.

It is with regret that we announce that Mr. W. W. Walton went to the Denver Hospital on the 4th to undergo an operation.

The P. D. is hard at work revising all territorial lists and getting everything in shape for the Fall Campaign, which certainly will be stronger and better than ever.

F. F. MYERS,
Mgr. Southwestern Division.

DEPARTMENT NOTES.

Trade Sales Department.

Record of New S.W.P. Agents.

The Southwestern Division, led by Mr. Moore, has jumped to first place after a long, exciting race with the Western Division. The lead secured is only two, so the struggle of the two divisions still remains the interesting feature of the contest.

In the Divisions the contests for leadership are close; in three, ties exist.

Southwestern Division,
S. P. Moore, ***62 new agents.***
Western Division,
W. H. Kane, ***60 new agents.***
Central Division,
I. M. Benedict, ***28 new agents.***
Pacific Division,
G. G. Mowat, ***26 new agents.***
New England Division,
G. L. Wasgatt, ***25 new agents.***
R. F. Ketchum, ***25 new agents.***
Canadian Division.
Geo. E. Boomer, ***25 new agents.***
E. D. Ross, ***25 new agents.***
Eastern Division,
H. C. Haight, ***23 new agents.***
J. P. Minetree, Jr., ***23 new agents.***

Leaders in Floor Finish Sales.

The Divisions occupy the same relative positions as last month and are represented by the same leaders. The leaders in several Divisions are followed closely and hold their position by but a few points.

Eastern Division.
H. T. Sheldon.
Canadian Division,
D. G. White.
New England Division,
F. B. Hare.
Western Division.
C. S. Wheeler.
Pacific Division,
G. G. Mowat.
Central Division,
A. D. Joyce.
Southwestern Division,
W. W. Walton.

Varnish Sales Department.

Leaders in General Varnish Sales.

June has been a strong varnish month and while there has been no change in the relative positions of the different divisions, with the exception of the Central and Pacific, the leaders have made strong gains in their percentage.

Southwestern Division,
1st—J. W. Anderson,
2nd—S. P. Moore.
Western Division,
1st—Geo. E. L. Dyson.
2nd—C. T. Haigh.

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Canadian Division.
1st—J. J. Whalen,
2nd—D. G White.

Eastern Division,
1st—H. A. Waterman,
2nd—W. D. Peyton.

Central Division,
1st—J. H. Vance.
2nd—E. E. Swineford.

Pacific Division.
1st—C. E. Felch,
2nd—E. T. Parsons.

New England Division,
1st—R. F. Ketchum,
2nd—I. B. Wells.

Leaders in Mar-not Sales.

Eastern Division.
H. T. Sheldon.

Western Division,
C. S. Wheeler.

New England Division,
A. J. Horton.

Canadian Division.
J. E. Auger.

Central Division.
A. D. Joyce.

Southwestern Division.
J. G. Welland.

Pacific Division.
G. G. Mowat.

Leaders in Kopal and Excello Sales.

Eastern Division,
H. T. Sheldon.

Western Division,
J. F. Hommel.

Southwestern Division,
W. W. Walton.

Pacific Division,
G. G. Mowat.

Canadian Division,
C. A. Thomas.

Central Division,
A. N. Merrill.

New England Division,
I. B. Wells.

Leaders in C. & M. Varnish Sales.

Central Division,
N. E. Hills.

Eastern Division,
L. R. Rogers.

Canadian Division,
R. C. Misson.

New England Division,
L. W. Barney.

Plans are now being perfected which should place our representatives in a position to land a very handsome amount of varnish business during the fall months. Full details regarding these plans will be sent to each representative through their Division Managers by bulletin.

L. J. FASQUELLE.
Mgr. Varnish Sales Dep't.

Manufacturing Department.

Plant Number One, Cleveland.

The new "D" Department which occupies the "S" building, vacated a short time ago by the Dry Color Department's moving to Chicago, is now nearly complete and will begin to run in a few days. In this department we have a complete equipment for the manufacture of shelf goods, varnish paints of all kinds, and P. M. These increased facilities will enable us to handle this class of goods much more satisfactorily than we have done.

Plant Number Two, Chicago.

It is with great pleasure that this plant looks forward to the day of its second annual picnic.

At the last meeting of the Foremen's Club, which was held June 25th, "the ball was set a-rolling." All results of the picnic will be given in a later issue.

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