

The Chameleon

A Thought for 1912

*"He Wins the Prize,
Who Pays the Price."*

FEBRUARY, 1912



Beg Pardon

"Twas the night before Christmas and all through the house,

Not a creature was stirring—not even a mouse;

When the Little Print Man rolled over in bed,

"Is cranberry sauce," he inquired, "Turkey Red?"

The Little Print Man

The Char

Published each month at 601 C
Cleveland, for the interest
THE SHEPHERD-WILLIAMS C



VOL. XV. FEBRUARY

Ambiti



GREAT deal has been writ
We are warned against the
We are cautioned against t
and we are told of the selfish
so on and so on. Of course
but it has been my experien
bition that most people suf

Ambition is a great thing. It is so
not discouraged. Regulate it, by all m
it rein.

It's a magnificent thing to see a m
make the most of himself. It's ambition
the imagination. It's ambition that st
blood in our veins tingles and our nerve
struggle to win the place we have set o

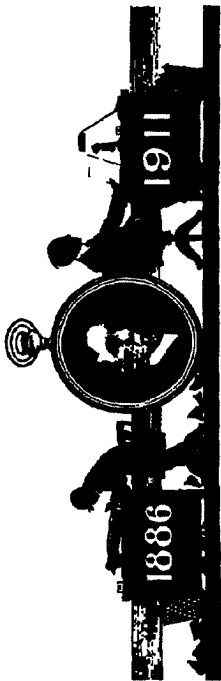
Sorry I am for the man who fails
sometimes it is not his fault; but more
who loses heart, whose ambition is dead
is no hope for him. He has reached hi
and out, so far as victory is concerned.

So I want to say this word to the
men: keep alive in you the fire of ambi
it up afresh. Make up your mind you a
something of note in this world of en
you will make your life *count* for somet
it if you can endure the strain. This is
self up and to make new plans and reso
take on new ambitions. Remember y
being sordid. You can be ambitious w
be ambitious without being selfish; an
amount to much *without* being ambitiou

zation you are in, with ambitious plans for greatness; and we require ambitious men of character and ability to realize our aims.

With very best wishes to all for happiness and progress in the new year

Edw. J. S. Co.
President.



Twenty-Five Years' Progress

ON DECEMBER 9, 1886, Mr. A. W. Frank joined the Company as bookkeeper in the Central District Accounting Department. In appreciation of his loyal and conscientious work during the intervening twenty-five years, he was presented with a certificate and gold watch by Mr. H. A. Sherwin on the morning of Saturday, December 23rd. On this occasion interesting talks were made by Messrs. Sherwin and Fenn; the latter referring to his long and pleasant association with Mr. Frank and the admiration for our Secretary's many sterling qualities.

In acknowledgement, Mr. Frank mentioned how short the years had seemed, and that while people are accustomed to consider those who have received a twenty-five year award as getting along in years, in his case, it was not so, as he is still a young man.

Thirty-eight members of the Company attended the presentation, including Messrs. Cottingham, Fenn, Joyce and Martin, as well as several recipients of similar "quarter-century" honors.

Do the Next Thing

Don't live a single hour of your life without doing exactly what is to be done in it, and going straight through it from beginning to end. *W-ORK, P-L-A-N, S-T-U-D-Y*, whatever it is, take hold at once and finish it up squarely and cleanly. Then do the next thing, without letting any moments drop between. It is wonderful to see how many hours those prompt people contrive to make in a day. It is as though they picked up the moments that the dazedlers lost.—Great Thoughts.

The Top-Notchers to December 1, 1911

The report of the Top-Notchers to December 1st indicates the keen spirit of rivalry existing between the contestants, and shows that they are entering into the race with their usual enthusiasm and vigor and the ambition to excel previous records.

Under the Manager's General Standing the competition is especially close and the leaders are only ahead by a few points. There are still seven months until the conclusion and there is an opportunity for everyone who is willing to pay the price of success.

<i>Top-Notcher District Manager—</i>	Points
Mr. L. W. Wolcott, Pacific Coast District, T. N. 1.....	564½
<i>Top-Notcher Sales Manager—</i>	
Mr. J. B. Kurze, Los Angeles Sales Division, T. N. 1.....	552
<i>Top-Notcher Trade Sales Representative—</i>	
Mr. G. C. Conger, Texas District.....	676
<i>Top-Notcher Manufacturers' Sales Representative—</i>	
Mr. H. C. Ware, Central District, T. N. 1.....	337
<i>Top-Notcher Railway Representative—</i>	
Mr. T. Madill, Western District, T. N. 1.....	361
<i>Top-Notcher Superintendent—</i>	
Mr. A. A. Sims, Cleveland Factory.....	507
<i>Top-Notcher Promoting Department Manager—</i>	
Mr. L. F. Collister, Pacific Coast District, T. N. 1.....	369
<i>Top-Notcher Cashier—</i>	
Mr. J. S. Covert, Texas District, T. N. 1.....	346



General Standing Managers' Top-Notcher Competition to December 1, 1911

District	District Managers	Place	Record	Points
Pacific Coast	Mr. L. W. Wolcott, T. N. 1	1	95.68	564½
Texas	Mr. W. R. Ashbrook, T. N. 1	2	94.24	556
Atlantic Coast	Mr. H. D. Whitelock, T. N. 1	3	91.36	539
Mississippi Valley	Mr. E. F. Myers, T. N. 1	4	85.42	504
Central	Mr. E. F. Myers, T. N. 1	5	76.19	449½
Western	Mr. B. W. Sample, T. N. 1	6	68.39	403½
Southwestern	Mr. F. B. Gable, T. N. 3	7	65.42	386
Divisions				
Los Angeles	Mr. J. B. Kurtz, T. N. 1	1	93.56	552
New Orleans	Mr. G. G. Mowat, T. N. 4	2	89.83	530
Dallas	Mr. D. A. Aronson	3	84.83	519½
San Francisco	Mr. J. R. Stout, T. N. 1	4	82.37	486
Newark	Mr. A. V. Bowman, T. N. 1	5	68.22	402½
Philadelphia	Mr. W. T. Butler, T. N. 1	6	65.15	384
Baltimore	Mr. B. D. Quinn	7	61.44	378½
Boston	Mr. S. H. Stewart	8	59.07	346½
Chicago	Mr. A. E. Keld, T. N. 1	9	46.44	274
Cleveland	Mr. W. W. Haynes, T. N. 1	10	44.40	262
Cincinnati	Mr. J. P. Coleman, T. N. 1	11	35.68	210½
St. Louis	Mr. J. P. Coleman, T. N. 1	12		
Kansas City	Mr. J. P. Coleman, T. N. 1	13		
Minneapolis	Mr. J. P. Coleman, T. N. 1	14		
Omaha	Mr. J. P. Coleman, T. N. 1	15		

Top-Notcher Traveling Representatives to December 1, 1911

Trade Sales Department

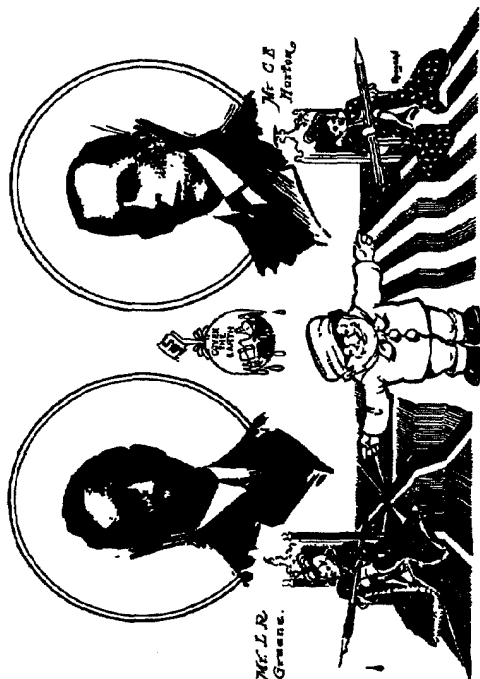
District	Points	Place
Central District		
1 I. T. Mendice.....	567½	
2 W. P. Hambaugh.....	554½	
3 E. L. Jires.....	551½	
Western District		
1 I. H. Williams.....	583	
2 E. L. Lathrop.....	573	
3 C. C. Hallinger.....	561	
Mississippi Valley District		
1 A. A. Stager, T. N. 2.....	678½	
2 E. E. Allen, T. N. 1.....	637	
3 W. D. Nichols.....	617	
Southwestern District		
1 E. C. Kenow.....	617½	
2 W. S. Ham.....	583	
3 E. H. Note.....	549	
Texas District		
1 G. C. Conger.....	675½	
2 T. H. Marley.....	637½	
3 S. M. Shotton, T. N. 1.....	601½	
Atlantic Coast District		
1 H. J. Howell.....	594½	
2 A. Fucates.....	594½	
3 J. P. Minette, T. N. 2.....	546	
New England Division		
1 C. B. Albee.....	634	
2 W. R. DeWolf.....	628½	
Pacific Coast District		
1 L. R. McBride.....	632½	
2 F. W. Wainwright, T. N. 1.....	590½	
3 W. H. Lilley, T. N. 1.....	587	

Manufacturers Sales Department

Points
H. C. Ware, T. N. 1.....337

Railway Sales Department

Points
T. Madril, T. N. 1.....361



Change in Advertising Department

Many, even those closely associated with him in business, the news of Mr. L. R. Greene's transfer to Montreal came as a distinct surprise. It is needless to say that he will be greatly missed, for Mr. Greene has a personality which has made him a large circle of friends throughout the Company.

Mr. C. E. Horton, his successor, is well known because of his work in the Decorative Department, where his enthusiasm, keen business judgment and untiring efforts have made it one of the most important features of our advertising proposition. Joining the Company in 1903 as an Artist, he has gradually worked himself upwards and the management has perfect confidence that he will handle the many complexities of our publicity work with credit to himself and the Company.

Bulletin

Mr. Clyde E. Horton, who has served us so well in the development of the Decorative Department, is hereby appointed Advertising Manager, effective immediately.

Mr. L. R. Greene, to whose splendid work so much of the success of the Advertising Department is due, will be transferred to The Sherwin-Williams Company of Canada, Limited, where he will have charge of all the advertising for that Company and for its affiliated companies. Mr. Greene will remain with us in Cleveland in an advisory capacity for several weeks, or until he disposes of some of the important matters he has been handling personally.

We very much regret to lose Mr. Greene from our Advertising Department, but the change is in accordance with his wishes and he will not only

have a fine opportunity in his new work, but he will still continue to closely co-operate with Mr. Horton in the shaping of our advertising plans. Mr. Greene has the good wishes of everyone connected with our organization for success and prosperity in his new connection.

Mr. Horton's long training under Mr. Greene has admirably fitted him to take up the work in his new position and we bespeak for him the hearty co-operation of the entire staff.

Yours very truly,



Gen'l Mgr. Sales and Dist'n.

The Northwestern Division Convention



THE Northwestern Convention held at Minneapolis, convened in one of the beautiful parlors of the Hotel Radisson, on the 28th of December. Our District Manager, Mr. R. W. Sample, made the opening address, and it proved to be the keynote to the most enthusiastic meeting ever held at Minneapolis. Following this address Mr. J. P. Coleman, Sales Manager, launched the Convention into an earnest review of

Trade Sales conditions, the entire day being devoted to this subject. Much aggressive work was outlined and every one entered into the discussion with that spirit of enthusiasm and determination which is so characteristic of the work of the Northwestern Division.

The Banquet was held the same evening in one of the Hotel's beautiful private dining-rooms, and was a great success, the Radisson outdoing itself in the service of a twelve-course dinner. Everyone found vent for their enthusiasm in the singing of the S-W Convention Songs until the table was cleared and cigars lighted, when Mr. Randall, as toastmaster, called on Mr. R. W. Sample and Mr. Coleman, both of whom gave inspiring talks, followed in turn by each member present. Mr. Randall proved an ideal toastmaster and allowed no one to escape.

Friday morning, Mr. Cluxton took up the work of the Advertising and Promoting Departments, and a general discussion brought out some good material for future promoting work. The balance of the day Mr. Coleman devoted to Manufacturing Sales and Insecticides; Mr. A. T. McCampbell, special insecticide representative, giving a short and helpful talk on Insecticides.

There is a very strong spirit of co-operation in the Northwestern Division, and the outlook is that some new records will be made and a hot pace set for other Divisions of the Company.

Mr. Leon C. Warner, our Ramer Agent at Minneapolis, was an interested visitor at the Convention and Banquet. At the latter event he gave a very interesting talk on Loyalty and Co-operation.

Touring Through the Northwest

By W. H. Kitchell, Special S-W Representative, Duluth

(Continued from January issue)

At Medora, which is located about the center of the Bad Lands, we were forced to cross the Little Missouri River by running the car on the ties of the railroad bridge, as the river could not be forded. In this part of the Bad Lands Theodore Roosevelt spent his "cowpunching days", and drove the cattle up the Little Missouri River basin to the stock yards at Medora. A few cattle ranches are still located in the southern end of the Bad Lands but one sees but few signs of habitation going across the valley. Coming out of the Bad Lands, we entered the Golden Valley, where we found an agricultural section that is hardly excelled anywhere in the West. Farming in the Golden Valley is carried on in a modern manner. One farmer, known as "Flax King Smith," owns what is called the horseless farm. He farms successfully several thousand acres yearly of flaxseed and wheat, using modern farm machinery for every class of work, and it is quite a novel sight to see one of his large tractors hauling several wagon loads of grain to the elevators at Beach.

As we left North Dakota and entered Montana the topography of the country again changes. The extreme eastern part of Dawson County is very hilly and the farming is done mainly on the plateaus called the "Hendel Lands." Until the past few years this was entirely a cattle raising country but now the settlers are crowding the ranch men into more western sections. However, it is still a large cattle country and at Glendive and Miles City we saw dozens of cowboys garbed in their picturesque "chaps" and "saddles" on the main streets.

Leaving the Yellow Stone Valley we crossed the Missouri River on a large ferry boat and toured north into Valley County toward the Canadian line. This section of Montana is being rapidly settled up and fields sown with flaxseed are seen on all sides. The settlers take up land under what is known as the "Ranch Land Law", which allows for the preemption of 320 acres by each individual under the provision that 40 acres must be broken and planted the first year, 80 acres the second year and 160 acres within five years.

Arriving at the town of Plentywood, in northern Valley County, on the second day of July we found a large number of Indians, cowboys and settlers gathering there for a big celebration that was to be held on Independence Day. The Indians were camped on the edge of town, the wigwams and tents forming a village of their own. Shortly after our arrival the chief of the tribe went through a very impressive entertainment, which we labeled a barbecue, as the only result we could make out of the performance was a butchered steer. The meat was divided up among the squaws, apparently the best portions to those of prominence in the tribe, and the greatest quantity to those with the largest families. Nothing of the carcass is thrown away, as everything has its use, and it was certainly interesting to watch the squaws in their preparations of the meat for the various purposes. The men of the tribe were mere spectators and idly watched the Indian women do all the work.

Montana is at a stage where the wild western customs of the past are beginning to be crowded out of existence by the western movement of the agriculturalist, but there is still enough of the typical western ways to make it through that state very interesting.

In leaving Plentywood we started on our return trip, driving straight east sixty miles to Ambrose, N. D. From Ambrose we toured southeast, arriving at Minot the afternoon of the Fourth of July, just in time to witness the events at the race track and ball park near the town.

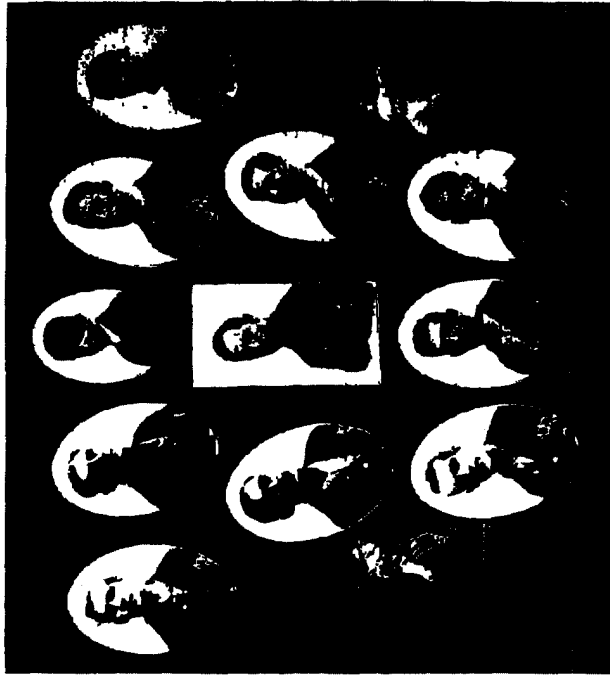
To build a ball park in the northwest is a very simple matter, as all they do is to put up the fence and stand out on the prairie and staple the bases in their proper positions. These ball fields are nearly as numerous throughout the entire grain country as are The Sherwin-Williams Co. trade-marks. "Cover the

Earth" and "The Little Paint Man," which we saw in nearly every town we stopped at on our entire trip.

Leaving Minot on the morning of the 5th of July we zigzagged across central North Dakota to the town of Fargo. The most interesting feature in this section to us was the Amenia Land Co. farm, located in Cass County.

The Amenia farm comprises about 42,000 acres and is farmed on scientific principles. Crop rotation theories are carried out to the fullest extent and grains of all descriptions are successfully grown yearly by alternating the different sowings. Flaxseed is sown yearly in certain sections on the farm, usually on a piece of land that has not been sown with this class of seed for five years, and the result has been successful. An office building is situated on the farm, where clerks keep the books and records. The immensity of this farm is more apparent when you see their experimental field, which in itself comprises six hundred acres, every foot of which is used for experimental and seed-breeding purposes only. While the Amenia farm is the largest farm in the Northwest, it is an illustration of the magnitude in which farming is being carried on in the prairie states.

The one scenic feature that impressed the writer during the entire trip was the immense amount of tillable soil that is still unutilized. The stories that have been spread broadcast that the agricultural lands in the United States are nearly all taken up and that prospective farmers will have to settle in Canada, are entirely unfounded. Throughout the western part of North Dakota and Montana there are millions of acres of good land waiting for the tiller of the soil.



King Lougee Mackin (Mascot) Spangler
Bath Jones (Manager) Raus
Reynolds Sutton Christner
Ingham

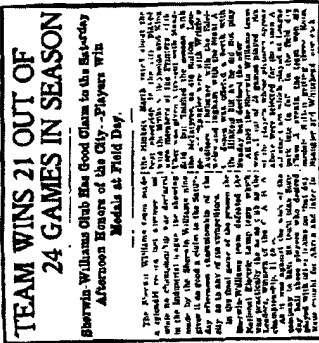
S-W Baseball Team Wins Recognition

THE usual good record of the S-W baseball team of Cleveland was repeated for the season of last year, and the performance of the players evoked many congratulatory remarks.

In view of the strength of the opposing teams, its record of twenty-one out of twenty-four games is noteworthy, and conclusively proves the result of much untiring practice and consistent team work.

The personnel of the club is shown opposite, with the exception of Uher and Whitehead, who do not appear in the group of players.

Many members of the Company regularly attended the games, which afforded a pleasant and enjoyable Saturday afternoon's entertainment. The clipping was taken from a recent issue of the *Cleveland Plain Dealer*.

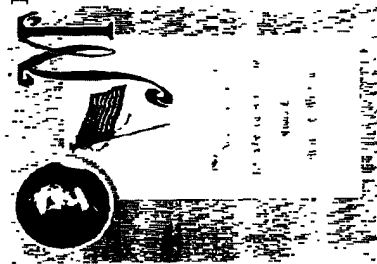


Mr. Mulligan's Wedding Anniversary

MR. JAMES C. MULLIGAN, our faithful night-watchman at the Chicago factory, celebrated his 47th marriage anniversary on November 20th, last. In observance of this notable event he had a souvenir card printed, and with true Irish gallantry placed one with a pink carnation on the desk of every young lady in the office. On the inside of the card is a brief recital of his married life, written in verse by Mr. Mulligan.

Our friend has been at the Chicago factory for so many years that the date of his beginning is lost in the lists of antiquity. Once, while night-watchman, at great personal risk, he put out a fire which would have destroyed the entire plant.

It is interesting to know that one of Mr. Mulligan's sons is a prominent sculptor in Chicago, having a class in the Chicago Art Institute.





Changes in General Accounting Department

Bulletin Issued December 2, 1911



THIS is to announce a number of changes about to take place in various positions in this department which come in contact with other departments:

On December 15th, Mr. A. W. Baeder will succeed Mr. H. C. Royal as Chief Accountant. Mr. Royal leaves our employ to engage in another line of work and we wish him the same success in his new connection that he has had in his present.

Mr. Baeder has earned his promotion by the well directed efforts he has put forth during five years of service in the various departments of our work. He will have charge of the work of the Department and we anticipate a continuation of the improvement that has lately been so marked in several departments of our work.

Mr. G. A. Babcock will succeed to the position of General Bookkeeper, until now held by Mr. Baeder.

On December 1st, Mr. R. A. Bradley was transferred to more important duties in Cleveland Factory Office. Mr. Bradley has for four years had charge of the P. & S. Department cost work, and has brought it to a high degree of accuracy and efficiency, and we look forward to the making of many improvements in our general paint and varnish cost work as a result of Mr. Bradley's connection therewith.

Mr. W. Hartman will succeed Mr. Bradley as Chief Clerk of the P. & S. Cost Department.

Yours very truly,

H. J. DOUGLAS

Auditor.

To the Representatives



OUR increasing success in the electrical fabric and fibre sales lines, convinces us that we have never before to render substantial service whose territory holds a large number of lines: Insulating cambric, paper and fibre sheets and tulle, varnished carriage and automobile cloth, holstering; oiled clothing, slickers and canvas sails and tarpaulins; linoleums and

Lack of space prohibits detailed information of the volume of business existing in these lines. That Mr. L. W. Barney, of the Boston American Mica Company, Mr. A. L. Lane, securing a substantial order on Carnegie Empire Rubber Company, of Trenton, also opened an account with the largest in the United States.

We could name many others of our importance of this class of business to land this wholesome and profitable chance of the right article and our closer acquaintance to predict pronounced success to come. We will make it possible for us to serve him.

Man

From Recent Bulletin by Mr. V.

Our Mr. W. M. Hoey gets in the game January 2nd, and writes: "Called on Mr. Tripp here, who says Mr. Tripp instructed him to spend the day here trying to see Mr. Tripp and have it out."

STICK-TO-IT-IVE-NESS WINS, as North Vernon on the 3rd, saying: "Sold stock his mind about cutting out paint stock. Easier than last year's order." Congratulations Mr. Tripp intelligently defends his own proposition with the fellow who delivers the goods and a valuable worthy proposition.

Might say, too, that since going to press order from Mr. Hoey from Versailles, Ind.

Chicago Sales Division Convention



TWO very successful and enthusiastic events transpired in the Western District during the holidays. The first was the Chicago Division Salesmen's Convention, held in Chicago on December 21st and 22d, followed by the Northwestern Division Convention at Minneapolis, on December 28th and 29th.

At the Chicago Convention considerable spirit was added to the occasion by the presence of our General Manager, Mr. A. D. Joyce, and Mr. Clyde E. Horton.

Thursday morning was given over to Trade Sales conducted in the usual thorough and enthusiastic manner by Mr. S. H. Stewart, Sales Manager. The afternoon was devoted to advertising, Mr. Clyde Horton giving a splendid talk on Advertising, and Mr. Royal Cluxton outlining the work of the Promoting Department in its relation to the salesmen.

Thursday night a Banquet was held at the Chicago Athletic Club, where those present were entertained as guests of Mr. L. B. Quinn. The Banquet proved to be a great affair, the repast was excellent and all joined in the singing of S-W Songs with a spirit that was contagious. Mr. C. S. Wheeler made a happy toastmaster, and the evening was enlivened by many witty stories and reminiscences of the past that made everyone determine to go out and do better than ever. Mr. Joyce made everyone feel the true S-W spirit, in an earnest talk on the S-W Ideals and enlivened by several witty stories. He was followed by Messrs. Sample, Stewart and Coleman with enthusiastic addresses, followed by Messrs. Madill, Quinn, Ballard, Ward, Manassa and visitors, Chas. Deneter of Freeport, and E. R. Kroos of Peoria, Ill.

Friday was partly devoted to M. S. D., conducted by Mr. J. O. Hasson and the balance to Trade Sales. Both Mr. Joyce and Mr. Sample contributed considerable valuable information during the Convention, and in all, it proved to be a very instructive get-together meeting, and everyone left determined to make their estimates and go enough beyond to make Messrs. Sample and Stewart Top-Notchers in their respective positions.

The Slogan adopted for 1912, Chicago Division, is: "BOOST CHICAGO BY BOOSTING OURSELVES."

Mr. J. P. Coleman, Manager of the Northwestern Division was an interested visitor at the Chicago Convention. There is an enthusiastic and friendly rivalry between the Chicago and Northwestern Divisions.

Here's something someone passed to us. It's supposed to be true, but we won't guarantee it:

S-W Salesman at Jerkwater Hotel "Can I get a room and sleep here?"

Clerk—"I'll give you a bed and you kin try it."

Captain Kydd and His Crew



AS a token of appreciation for his many kind words of encouragement and counsel, the traveling force and office employees of the Cleveland Sales Division presented Mr. A. E. Kydd, their genial Sales Manager, with a Christmas gift. They desired to give something useful and serviceable, so very appropriately a Morris chair was chosen, where the "Captain" can sit and smoke his long black cigar and plan out those clever selling campaigns for which he is so well known. The following verses were written for the occasion by Mr. J. C. Hirdsall of Territory No. 46, and reveal the affection and esteem in which "Captain" Kydd is held by the boys who sail under his Jolly Roger:

"The boys," said you this morn', to show in a casual way
That we half appreciate the things you do for us, each day;
The welcome smile that greets us in the hand-chase, warm and true,
Is the kind that gives us courage, when we've got hard work to do.
With lead and oil both falling, we boys get kind of blue,
For customers kind of flake out, that paint should drop some, too;
So we mention it to the Captain, and his great, big, wondrous eyes,
Look at us with gentle pity, and a murmur of surprise.

Then a bulletin is issued, which elucidates for all,
Why, in our opinion, we know, why S-W can never fall;
We understand it, but the fault is ours, we know,
For we've the faith of the Apostles, when the Captain says it's so.
Then when Campbell gets obstreperous, some customer won't pay,
And he's holding up an order, that we promised shipped next day;
We lay our burdens at the feet, of this mighty, little pun,
And he's always sure to help us, if he sees a way he can.

When he chides us for expenses, he does it with a smile,
But it has a penetrating, that holds us in its coil;
And when we spend such orders, that it came to us by mail,
He praises us, and tells us, that we didn't make the sale,
And he tells us, that we didn't make the sale, to suppress this hungry horde -
We need that extra hundred, to liquidate their board.
Would make government statisticians look envious for fair,
But the boys they never question, for we know he's on the square.

When the selling days are over, and we await the final call
To the Master's, bestow'd mansion, that is waiting for us all,
May we hear this commendation, with its promise of bliss,
"Well done, thou good and faithful!" enter Captain and the Boys.



What a mixture of Flaxseed and elbow-grease will do. Snap-shot by our friend, Mr. E. R. Kroos, of The Globe Manufacturing Co., Peoria, Ill.

Verses by C. M. Lemperly

THE following verses have caused much favorable comment, and many readers of *The Chameleon* will probably remember that for three years Mr. Lemperly occupied the position of Editor of Magazines. Mr. Lemperly is now Assistant Advertising Manager for The American Multigraph Sales Company, and is well known as a contributor to advertising and business literature.

You may have complained about hard times.

And grumbled about your plight.

But down in your heart, you know you're felt

That things would work out all right.

If you've kept ever and have done your best

Christmas will be to you

A season of priceless blessedness—

A source of spirit new.

There's a place in this world of sacrifice

For every one who'll toil

For the man at the heights of commerce

And the man who tills the soil.

But before men can make a livelihood

Out of this mingled strife.

They must first carve out a character

And hew from that, a life.

—Charles Mitchell Lemperly.

Telephone Talk

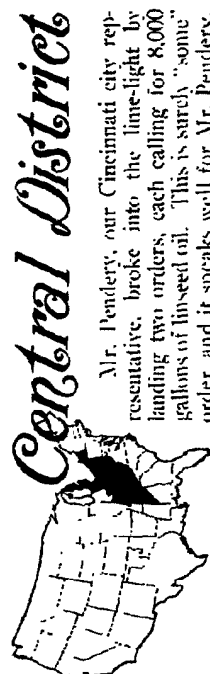
THE following is a little notice sent out by The Cleveland Telephone Company offering suggestions for using the telephone. It is so very easy to become forgetful and get into the habit of talking impatiently or shouting when using this time-saving instrument that we all can profit by close observance to these simple hints. The telephone is another door for business, and unless we make those who enter feel welcome, they will think we do not value their custom. Try to remember these suggestions:

To Anybody Using This Telephone

The tone of your voice over this telephone will make either a friend or an enemy for our firm. If you were talking to a customer face to face and you let a trace of impatience creep into your voice, he might overlook it because of the friendlier aspect of your face. But over the telephone let the slightest suspicion of indifference or impatience creep into your tone, the firm will suffer. If the customer is impatient or unreasonable, you should have patience enough for two. When you tell him you cannot do what he wants, take plenty of time to tell him why you cannot.

When you finish taking an order, say "Thank you," and say it as if you meant it.

This telephone is for business and not for general purposes.



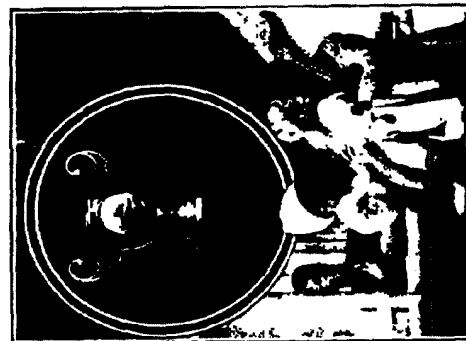
Mr. Pendery, our Cincinnati city representative, broke into the lime-light by landing two orders, each calling for 8,000 gallons of linseed oil. This is surely "some" order, and it speaks well for Mr. Pendery.

He also took an order for 60 barrels of roof paints.

Mr. W. W. Stevenson has just succeeded in getting into Elmira, N. Y., with a splendid new agency. This is the finest paint store in the city, and they will handle our line exclusively. The opening order called for a full line of our goods, including 200 gallons of S.W.T. 52 gallons Floor Paints, 80 gallons R & B Paints, 250 gallons Varnish, 70 gallons Flat-tone, 225 gallons Shingle Stains, 60 gallons Shellac, 2,000 pounds ODP Lead, 1,250 pounds First Quality Oil Colors, 2,200 pounds Venetian Red and Paste Ochre, 1,200 pounds Dry Colors and over 1,000 cans of assorted shelf goods. We expect this to develop into one of our finest agencies, and Mr. Stevenson surely is to be congratulated upon this splendid work.

Mr. Stevenson also placed a \$300.00 new agency in Naples, N. Y.

A Youthful Top-Notcher



MR. D. C. LOWLES, Manager of the Service Department who made a visit with his family to England last fall, sends us this snap-shot of Mrs. Lowles and the baby taken on the passenger deck of the steamer while in mid-ocean, after the family had recovered from the usual attack of mal-de-mer.

On their return journey which was made by the S.S. *Mauritania*, Teddy Lowles won the prize baby contest and was presented with a silver loving-cup. He is making an early start to win Top-Notcher honors and we trust that he will continue to show such a splendid record. It is needless to say that he was the victim of admiring fellow-passengers, but judging from the expression on his face, he doesn't mind it at all.

Sales Department Notes

Representative Competition to January, 1912

HERE were brilliant records made during the last month, in new business, and several of the representatives distinguished themselves. Mr. W. H. Lilley of Portland persuaded ten hard-working merchants that their bank accounts would swell quickly if they sold the paints that cover the earth, and Messrs. A. D. Collins of Newark and Geo. Dube of Cleveland, converted five each. From fourteenth place, Portland jumped to the vanguard; Newark climbed from twelfth to fifth position, and Cleveland from eleventh to seventh.

In new dealers, similar records were made and a comparison of the two months will reveal the results of some hard, systematic and persistent work.

Leaders in New SWP Agents

Portland	W. H. Lilley.....15	New England	J. H. Haynes.....6
G. R. Rogers.....4	A. D. Campbell.....5	A. D. Campbell.....5	W. R. DeWolfe.....4
G. R. Rogers.....4	W. R. DeWolfe.....4	W. R. DeWolfe.....4	H. C. Stratton.....4
R. A. Carlier.....3	H. C. Stratton.....4	H. C. Stratton.....4	
Texas	E. Gross.....12	Chicago	W. F. Gallinger.....5
E. Gross.....12	M. Shelton.....8	W. F. Gallinger.....5	C. S. Wheeler.....4
E. Gross.....12	M. Shelton.....8	C. S. Wheeler.....4	P. L. Minger.....3
E. Gross.....12	M. Shelton.....8	P. L. Minger.....3	J. E. Church.....3
Kansas City	E. A. Grote.....9	Omaha	H. W. Labr.....4
E. A. Grote.....9	E. J. Clark.....7	H. W. Labr.....4	C. Kenner.....3
E. A. Grote.....9	G. A. Horvath.....5	C. Kenner.....3	F. C. Steele.....2
New Orleans	A. E. Allen.....7	Philadelphia	A. E. Allen.....4
A. E. Allen.....7	I. A. Strger.....6	A. E. Allen.....4	J. P. Minette.....4
I. A. Strger.....6	W. H. Nichols.....1	J. P. Minette.....4	C. M. Larden.....2
W. H. Nichols.....1	J. H. Witr.....1	C. M. Larden.....2	W. H. Peyton.....1
Newark	A. D. Collins.....7	Los Angeles	S. G. Harless.....4
A. D. Collins.....7	G. S. Spottigue.....4	S. G. Harless.....4	G. W. Burrill.....2
G. S. Spottigue.....4	V. H. Collins.....4	G. W. Burrill.....2	L. R. McDaniel.....2
V. H. Collins.....4	M. H. Millsprang.....2	L. R. McDaniel.....2	
M. H. Millsprang.....2	I. J. King.....2		
San Francisco	F. W. Waner.....7	Minneapolis	J. E. Trow.....4
F. W. Waner.....7	W. F. Carter.....4	J. E. Trow.....4	O. Alexander.....2
W. F. Carter.....4	V. M. Wolcott.....2	O. Alexander.....2	P. H. O'Neill.....1
V. M. Wolcott.....2		P. H. O'Neill.....1	
Cleveland	G. Dube.....7	Savannah	F. D. Spencer.....3
G. Dube.....7	O. D. Schell.....2	F. D. Spencer.....3	H. E. Bush.....2
O. D. Schell.....2	W. A. Mason.....2	H. E. Bush.....2	A. D. Kier.....1
W. A. Mason.....2	W. S. Farlow.....2	A. D. Kier.....1	
W. S. Farlow.....2	J. E. Hall.....1		
J. E. Hall.....1	W. W. Stevenson.....1		
W. W. Stevenson.....1	H. P. Torrance.....1		
H. P. Torrance.....1	I. C. Birdsall.....1		
I. C. Birdsall.....1	W. S. Harnsbarger.....1		
W. S. Harnsbarger.....1			



St. Louis	G. A. Lins.....2	Cincinnati	G. Menckner.....2
R. J. Linker.....2	K. Kenney.....1	K. Kenney.....1	J. B. Spangler.....1
K. Kenney.....1	T. K. Keefe.....1	J. B. Spangler.....1	E. E. Swankland.....1
T. K. Keefe.....1	H. P. Redd.....1	E. E. Swankland.....1	
Leaders in New Dealers and New Other Accounts			
Newark	G. Alvaran.....61	Kansas City	A. M. Hollmann.....28
A. Alvaran.....61	A. Fuentes.....42	A. M. Hollmann.....28	R. H. Clare.....20
A. Fuentes.....42	H. J. Howell.....40	R. H. Clare.....20	W. H. Barber.....17
H. J. Howell.....40		W. H. Barber.....17	
Texas	G. C. Genger.....48	New Orleans	A. F. Allen.....27
G. C. Genger.....48	A. W. Wilmer.....16	A. F. Allen.....27	J. A. Stiger.....24
A. W. Wilmer.....16	S. Rugland.....14	J. A. Stiger.....24	J. H. Wild.....22
S. Rugland.....14		J. H. Wild.....22	
Minneapolis	I. D. Rapall.....34	Cleveland	E. L. Hrs.....25
I. D. Rapall.....34	G. L. Lathrop.....26	E. L. Hrs.....25	G. Dube.....22
G. L. Lathrop.....26	J. F. How.....21	G. Dube.....22	W. A. Mason.....20
J. F. How.....21		W. A. Mason.....20	
Philadelphia	I. E. Drew.....33	Chicago	G. W. Gray.....25
I. E. Drew.....33	A. J. Atkins.....31	G. W. Gray.....25	I. F. Bennett.....18
A. J. Atkins.....31	J. J. Macdonald.....24	I. F. Bennett.....18	W. P. Hayes.....16
J. J. Macdonald.....24		W. P. Hayes.....16	
Savannah	I. D. Senter.....32	St. Louis	G. E. L. Dison.....21
I. D. Senter.....32	H. P. Kier.....17	G. E. L. Dison.....21	K. Kennedy.....21
H. P. Kier.....17		K. Kennedy.....21	R. J. Troben.....17
Cincinnati	W. P. Hamblough.....30	New England	W. L. Macdonald.....23
W. P. Hamblough.....30	C. L. Pendry.....21	W. L. Macdonald.....23	H. B. Harnsbarger.....15
C. L. Pendry.....21	F. B. Sengh.....20	H. B. Harnsbarger.....15	
F. B. Sengh.....20			
San Francisco	F. W. Waner.....29	Ontario	L. A. Wick.....17
F. W. Waner.....29	L. S. Burgett.....24	L. A. Wick.....17	L. A. Wick.....17
L. S. Burgett.....24	M. W. Volcott.....16	L. A. Wick.....17	L. A. Wick.....17
M. W. Volcott.....16		L. A. Wick.....17	L. A. Wick.....17
Portland	G. P. Rogers.....29		L. A. Wick.....17
G. P. Rogers.....29	F. W. Hewes.....16		L. A. Wick.....17
F. W. Hewes.....16	D. G. Sarruck.....15		L. A. Wick.....17
D. G. Sarruck.....15			L. A. Wick.....17
Los Angeles	E. L. Culver.....15		L. A. Wick.....17
E. L. Culver.....15	G. W. Burrill.....7		L. A. Wick.....17
G. W. Burrill.....7	S. G. Harless.....5		L. A. Wick.....17
S. G. Harless.....5			L. A. Wick.....17



No, this is not Lew Dockstader and his minstrels. It's merely a picture of our Art Department changing their palatial quarters from the Decorative Department to the Advertising Rooms. At home from 7:30 A. M. till 5:00 P. M. The artist grumbled that his picture never appeared with the other celebrities in "The Chameleon," so we told him to do his worst. He is that good-looking fellow in the center.