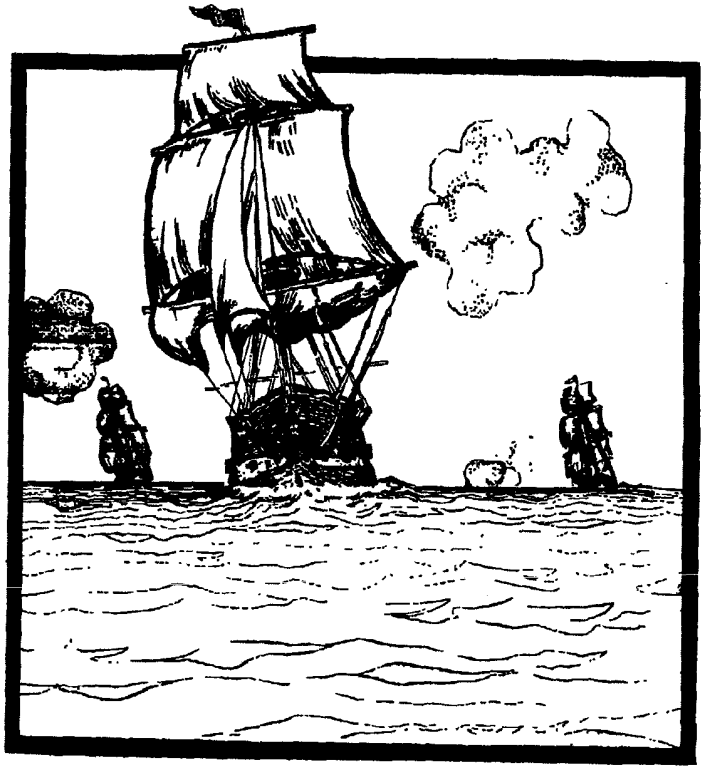
IT SEEMS that some representatives have a way of "cracking" up the other man's territory and taking a knock at their own. It is always the far pasture that looks the greenest, but it is generally found that when you actually step foot on the distant field, that the color turns out to be about the same shade of dull green, verging on brown, that tinted the patch that you had just left. It isn't the territory that gets the orders it's the man.

– F. A. WELSH.

The Chameleon

JULY-AUGUST, 1913





How's this for a Territory?
Snap shots by Mr. T. H. Cooper our New Zealand Representative

The Chameleon

Published each month at 601 Canal Rd., N. W. Cleveland, for the interest and benefit of The Sherwin-Williams Co.'s loyal staff

VOL. XVI. JULY-AUGUST, 1913 No. 7



Don't Die on Third-

Last Fall The Detroit News published the following article. It is so good we have been keeping it, awaiting a favorable opportunity to reprint it. Through the kindness of The Detroit News we take pleasure in doing so this month. —Editor's Note.



IT WAS several weeks ago, when the Tigers were playing the team from Cleveland. Moriarity was on third base. Around the chalk-lined arena 18,000 persons strained themselves in tense expectancy. The score was a tie. Two men were out. The fate of the game centered in the white-bloused figure that shuttled back and forth near third. Tigers and Naps stood up at their benches, for the decisive moment had come. Moriarity was at third. He got there by the ordinary events of the game. At the bat he hit the ball and ran to first. Another player bunted and sacrificed himself to run Moriarity to second. Then a "long fly" advanced him to third.

At Third

There he stood, alert and active, with the fate of the game in his quick eye, his quicker brain and his running legs. If he failed, he failed not alone, for the team failed with him. If he won, he won not alone, but gave the men behind him their chance for "home." In him centered the hopes and fears of thousands upon thousands of spectators who had forgotten to breathe, and so still was the great park that even the breeze seemed forgetful to blow.

Moriarity was at third. Much as it meant to have advanced that far, nothing had been accomplished by it. Three-quarter runs are not marked up on the score boards. Third-base runs never raised a pennant. Third base is not a destination, but the last little

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way station on the road home. It is better not to run at all than to run to third and "die."

The 18,000 spectators that kept ominously silent at that moment could be changed into a vortex of cheering hero-worshipers or into an animated groan by the kind of work a man did between third and "home." There is no time for self-gratulation on third. The question is how to get safely away from it. The man on second wants your place—he can get it, but if you get safely "home" no one can take that achievement from you. One way to get off third is to wait for some fellow to bat you off; another way is to get away on your own initiative and according to your own secret plan.

Moriarity was on third.

Ninety Feet to Home

It is 90 feet from third to home. Sometimes that 90 feet is a leaden mile, sometimes a mere patter of lightning-like steps. If it is a mile to you, you are a failure, and the great circle of spectators groan for your incompetency; if it is but a lightning streak, you are the great man of the baseball day.

Moriarity was intent on dwindling that 90 feet instead of lengthening it. He watched the signals of the Cleveland catcher—he gathered they meant a high ball. A high ball meant that the runner might duck low to the base while the catcher's hands were in the air after the ball. Moriarity knew, too, that a high ball required that the pitcher "wind up" his arm in a certain way. More than that, he knew the pitcher in the box was left-handed and could not keep his eyes on third when "winding up." That was why Moriarity closely followed all the strange little signals pitcher and catcher were making. There was another consideration, too.

Mullin was up to bat. Moriarity knew that Mullin has a batting average of something like .250, which means that Mullin hits safely about once in four times at bat. Would the ball about to be thrown be one of the hit, or one of the missed? No human calculation could even guess at it. If Mullin missed, it would be useless for Moriarity to run. If Mullin hit, there were still chances of his being put out at first, making Moriarity's run wholly uncounted and ending the inning.

There was only one thing to do—make home between the time the pitcher "wound up" his arm past all recall and the time the ball landed in the catcher's glove—make home in the second of time when Mullin's hit or miss hung in futurity. It was to be a contest in speed between a five-ounce ball delivered with all the force of a superb pitching arm and the 170-pound body of Moriarity. An unequal contest at that, for the five-ounce ball travels only 60 feet while the runner from third must hurl his body a distance of 90 feet.

All these considerations are in the mind of Moriarity. He builds up his prospective run as an engineer builds a bridge over a torrent, step by step, with infinite pains. Now the Cleveland pitcher is

"winding up" his arm—round and round it swings—he poises himself—there is yet a fraction of a second in which he can recall his intended throw—Moriarity is crouched like a tiger about to spring—Now! Now!

There is a white streak across the field!

A cloud of dust at the home plate!

The umpire stands with his hands extended, palms downward.

A bursting roar of acclaim echoes and re-echoes across the space of the park. Again and again it bursts forth in thrilling, electric power. Thirty-six thousand eyes strain toward the man who is slapping the dust from his white uniform.

Moriarity is Home!

* *

All the world's a baseball diamond. You are one of the players. Perhaps you have reached the first by your own efforts. It may be that the sacrifices of your parents or friends have enabled you to reach second. Then on someone's "long fly" into the business world—a "fly" that was not "long" enough to prevent him going out—or someone's fluke on the rules of simple morality and square dealing, you have advanced to third.

The opposition against you at third is stronger than at either first or second. At third you are to be reckoned with. Your opponents converge all their attention on you. Pitchers and catchers, coaches and opposing fans, are watching to tip off your plans and frustrate them. From third you become either a splendid success or a dismal failure.

Don't Die on Third

What are you doing to win the score that life is ready to mark up against your name? Third base has no laurels on which you can rest. What are you doing on third? Are you waiting for someone to "bat you in?" Suppose he misses; his miss is yours. If you place all your dependence on someone else, his failure spells yours. What are you doing on third? Waiting for "something to turn up?" Don't—nothing turns up, but the thumbs of the thousands of men who watch you may turn down, and make you a permanent failure.

Moriarity wouldn't have scored had he waited, for Mullin didn't hit the ball—and that run was absolutely necessary to save the game. That run was gained in an unmeasurable fraction of time, but the difference between success and failure is very, very often measured in seconds.

Don't Die on Third

Had Moriarity been out the night before he would have played the game according to routine; but Moriarity doesn't carouse. He is old-fashioned enough to go to church on Sunday. He knows that a clean life means a clear head. He knows that legs that tread the path of irregularity cannot win when running 90 feet against

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a swift ball that travels 60 feet. He respects his body and his mind, and they in turn serve him up to the fraction of their power.

Moriarity's run was not a foolhardy dash. It wasn't a toss-up with luck. It was deliberate, mathematical work. Any fool could have led off spectacularly, but only a trained body and an alert mind could have stolen home right under the nose of the catcher whose hands were closing over the ball. Even a game means work. Work itself is a game and has its rules as its sudden openings. So, don't die on third. Bring to third every bit of your honest strength; study conditions; postpone thinking of your luck until you hear the umpire call "safe!"

Then You'll Score All Right

And that's the story of success in any game. Don't get stranded at third—reach home and score. That's what helps to win. Whether on the diamond, at the desk, in every profession and vocation of life, scoring always counts.

"The Play's the Thing"



HAIL hail to the Actors and Actorines of the Cleveland Plant! For two short hours we sat entranced by lovely visions of feminine beauty, which we gaspingly recognized as our own stenographers or roared with laughter and appreciation at the by-play and repartee of the accomplished actors who revealed themselves as our side partners of the office desk. Inspired by last year's success The Brighten Up Girls and the Glee Club once more conspired to elevate Dramatic Art. "The Count of No Account," this year's production, was even finer than last year's performance.

The house was packed with an appreciative audience. The sallies of our star comedian, Willson, drew forth roars of applause, while the clever acting of his co-workers was much admired. There were no individual stars: they all starred. Every member of the Company showed the result of hard, conscientious work, and the audience showed their appreciation in hearty applause.

Yes, sir, take off your hat to our Actors and Actorines, and don't forget Manager A. W. Baeder and his corps of helpers! The cast was as follows:

Louise, French Maid at Lion's Inn	Marguerite Pankuch
Johann Kramer, Proprietor of the Lion's Inn	L. F. Goldenbogen
Mr. Long, Junior Member "Long & Short"	T. P. Harrison
Miss Bessie Long, Daughter of Mr. Long	Maud Rothermel
Mr. Short, Senior Member "Long & Short"	A. P. Gloeckler
Miss Jessie Short, Daughter of Mr. Short	Marie Coyne
Archibald Waring —"Weary," The Count of No Account	Erne Willson
Si Perkins, Sheriff of Lion County	C. F. Bunker
Count Henry Nogoodio, Count of Some Account, Direct from Paris	F. C. Kuhn
General Iama Terror, Retired from Active Service	C. C. Andrews
Mrs. Marie Goudley, Terror's Widowed Step	Kathryn Kelley
Hans, Porter	V. H. Zirke
Otto, Messenger Boy	B. N. Beum

There was a chorus such as Klaw & Erlanger never dreamed of, and a quartette —Oh, My!

Brighten Up This Fall!

ARM in arm with our congenial old friend, "The Month of September," there will come the young and aggressive "Fall Business Campaign." September you have met before. Allow us the pleasure of introducing "The Fall Campaign."



The Fall Window Trim

Heralded by a striking mailing card, sent five days in advance, the campaign number of *The S W P* will be mailed to each agent on or near the first of September.

This number—like the one last Spring will be a large size issue containing a full description of the Campaign, and of the proposition as a whole. This time it will be printed in two colors. In addition to an outline of the coming campaign there will be printed a list of the winners of the $50 prize contest, held last Spring in connection with the Brighten Up Club Campaign.

With *The S W P* there will be included a window trim; a proof-sheet showing the newspaper electros; reproductions of new lantern-slides—there are four new ones this Fall—four display banners for general use; and an order blank.

The window trim is a dandy—consisting of three parts—a pretty housewife, a handsome painter and a striking banner. These are to be attached to the agent's window.

The window banner and the four display banners all bear the Campaign Slogan: "Brighten Up This Fall." The latter play up on the four products—one banner to each product—which will be pushed this Fall. These four products are SWP, Flat-Tone, Mar-not, and Floorlac.

The newspaper electro is the new elastic XY-864, proofs of which were sent you the latter part of last Spring. This electro possesses a great advantage over the regular type of electro, as it can be used in any size, and covers every important line.

The Magazine Advertising for the season will be fully described in the issue with proofs of the various Advertisements.

While naturally not so elaborate as the Spring Campaign the Fall Campaign is nevertheless very complete, and if used conscientiously by the agent, is guaranteed to bring results.

Now then everyone:

"Brighten Up This Fall!"

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Ship Bottom Paints

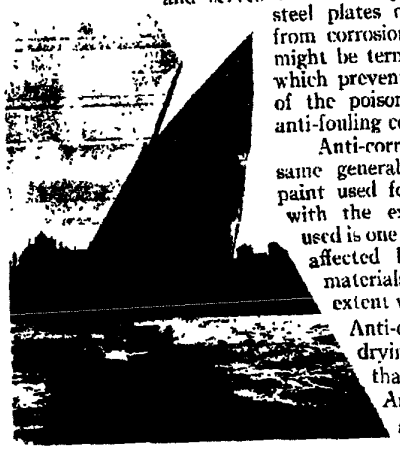
By W. J. Lawson, Superintendent Plant No. 4, Newark, N J.

THIS subject is one of which I have made something of a study, and while I do not claim to be an authority, I have been able to gain some knowledge through manufacturing and by means of observation. Previous to the time when steel came into use in the construction of vessels and before it was discovered that a paint containing copper could be manufactured, the bottoms of all ocean-going vessels were sheathed with copper. This was done with the idea of preventing marine growth, both animal and vegetable; the action of salt water on copper producing a poison which prevented these growths.

When steel began to be employed, the use of copper sheathing could not be continued on account of galvanic action, which would be set up in the contact of steel or iron with copper, and it was then that poisonous coatings which served the same purpose as copper sheathing came into use.

Bottom paints or compositions are divided into two classes, those of which contain copper for use on the bottoms of wooden ships and others in which soluble poisons are used, for use on steel bottoms. Copper paint cannot be used on steel bottoms, for the same reason that copper sheathing cannot be employed.

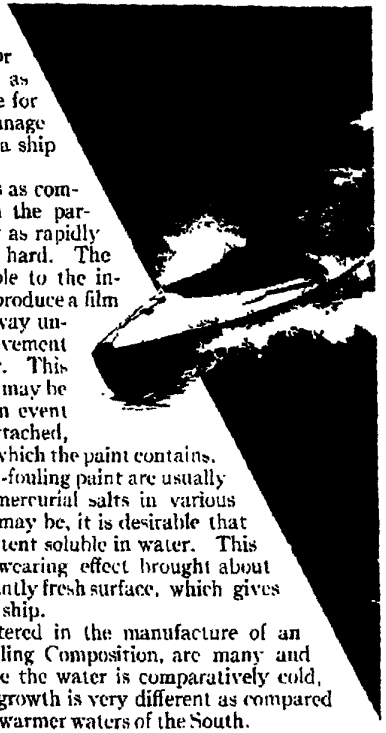
Anti-corrosive paint, commonly known as No. 1 Bottom Composition, contains no poison. It is used as an under-coating for Anti-Fouling Paint No. 2, and serves the double purpose of protecting the steel plates of the bottom of a ship from corrosion, and in providing what might be termed an insulating coating, which prevents any action on the part of the poisonous materials which the anti-fouling coating may contain.



Anti-corrosive paint is of the same general character as any other paint used for the protection of steel, with the exception that the vehicle used is one which is intended not to be affected by moisture and contains materials which are to a certain extent water-proof.

Anti-corrosive is a very rapid drying paint, made so in order that the succeeding coat of Anti-fouling material may be applied almost immediately,

rapid application being necessary and desirable on account of the necessity for getting a ship out of dry dock as quickly as possible, the charge for docking being based on tonnage and the length of time that a ship occupies the dock.



Anti-fouling paint differs as compared with Anti-corrosive in the particular that it does not dry as rapidly and never does dry very hard. The vehicles, while not susceptible to the influence of moisture, must produce a film which will gradually wear away under friction caused by the movement of a vessel through the water. This is in order that a new surface may be constantly exposed, so that in event of a sea growth becoming attached, it will be killed by the poison which the paint contains.

The poisons used in Anti-fouling paint are usually something in the way of mercurial salts in various forms. Whatever the form may be, it is desirable that the poison be to a certain extent soluble in water. This solubility, together with the wearing effect brought about by friction, produces a constantly fresh surface, which gives protection to the bottom of a ship.

The difficulties encountered in the manufacture of an absolutely reliable Anti-fouling Composition, are many and varied. In the North where the water is comparatively cold, the character of the marine growth is very different as compared with that encountered in the warmer waters of the South.

In the North, the greatest difficulty is with vegetable growth in the form of grass and moss, these terms being descriptive rather than scientifically correct. The grass which forms is of the same general character as sea-weed. The so-called moss, however, really belongs to the sponge family which, while apparently vegetable, is really animal growth. The growth of this moss or sponge is particularly hard to combat, for the reason that poison does not act upon it to the extent that it does upon growth such as barnacle or oyster.

You have undoubtedly, when in the country, noticed boulders and stones lying out in the open, which were covered with a growth of moss having the appearance of scale, which spreads over the surface of the stone in a very thin layer. The appearance of the bottom of a ship to which this moss or sponge growth is attached is very much the same.

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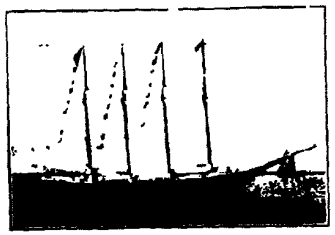


When this growth has once become firmly attached to the bottom of a ship a new surface is formed, to which animal growth such as the common barnacle very rapidly attaches itself. First of all in the form of minute animalculae, which very quickly develops a hard shell, and in the course of time if undisturbed, assumes a growth or deposit of very large proportions.

While this growth of barnacle does not to any very material extent affect the plates of a ship's bottom, it does in the course of time, very seriously impede the speed of a vessel. Ships which have been employed in the tropics any great length of time, very often show a decrease in speed as great as 50 per cent, when masses of barnacle have become attached. It is not only decrease in speed that is objectionable, but the added weight as well.

It is generally believed that under average conditions here in the North, the bottom of a ship ought to be painted once every six or nine months. In the South where sea growth is more rapid, painting must be done more frequently.

Copper paint which has to a very great extent displaced the use of copper sheathing on the bottoms of wooden vessels, largely on account of cost, is of the same general character as Anti-fouling Composition, with the exception that copper alone, in the form of very finely divided particles is depended upon to serve the same purpose as would the sheathing.



Copper paint is made to dry with a film, only sufficiently hard to produce adhesion, and remains constantly soft and tacky. This in order that the surface may wear down in the same manner as described above.

It is desirable that ships painted with both Bottom Composition and Copper paint, be gotten into the water as quickly as possible after painting, in order that atmospheric exposure and consequent hardening of the paint film, may be avoided. It is entirely safe to launch a ship immediately after painting, as the paint is not materially affected by water, and if anything, is benefited in being prevented from hardening on account of exposure to the air.



DON'T they look happy? They are happy! Who are they? Why that's the Get-Together Club of the Cleveland Plant. Yes, they're out at the Cleveland Automobile Club enjoying their Annual Frolic.

You bet it's a great day. But then it ought to be on the 14th of June: Saturday, too, you know!

What did they do? Oh, everything. First of all they had two or three ball games, which the "Hollow Bones," led on by Ringmaster Reynolds, won 11 to 10, over their nearest rivals. After the members had completely tired out themselves playing ball, they played three sets of tennis, a game of handball, marbles, pitched quoits for an hour, went in for a swim and ended by running an 'umsteen mile relay race.

Yes, they were able to eat their evening meal at the Club-House. No, it didn't last as long as that. About fifteen minutes I should say before the dessert disappeared. The President of the Club, Mr. G. A. Martin, helped things along in great shape by furnishing a band.

Stiff? Are they stiff? Um—yes, but they had a great time!

Mr. Fenn's Trip to Europe



IMAGINE sleeping in a room overlooking a quaint old Sicilian town on the one hand and overlooked on the other by majestic Mount Aetna, with its wreath of smoke and necklace of sparkling snow and ice. That's the kind of a life our Vice-President, Mr. Fenn, has been enjoying for the last few months.

Leaving New York, March 10th, Mr. and Mrs. Fenn sailed for the Mediterranean. There they visited the main ports both in Africa and in Europe, viewing with great interest such historical spots as Algiers, Naples, Granada, Cordova, Seville, Madrid in Spain, and Palermo, Messina, Syracuse in Sicily.

Mr. Fenn describes with a smile, a reception he and his wife attended at Algiers. It was given with great ceremony by the captive Queen of Madagascar, held prisoner there by the French.

But like all good things, the trip came to an end and Mr. Fenn has returned hail and hearty, and a good deal tanned, to once more take up the reins of his office.

0007-SWP-00013045O

A Few of the Aviators Who are helping Southwest to Soar



The Red Skin always had been a Paint Expert Consequently it took Representative E.J. Clare but a few minutes to demonstrate the remarkable difference in weight and quality between S-W-P and Cheap Paint. "Nuf Said"



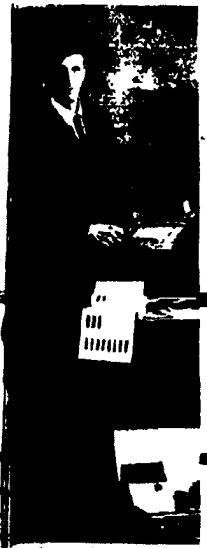
Representative H.W. Lahr is a Flat-Tone enthusiast. "Flat-Tone" says Mr. Lahr "makes friends wherever used. When coupled with the Decorative Dept., it makes Sales. When once started it wakens up the agent and helps make your estimate



Mr. B.A. Grote, our genial representative from Arkansas, says of this picture: "I was holding the customer (The man in the Center) while our loyal agent, Ben Meister, made the talk that brought him back for more S-W goods."



Representative A.N. Ballman at one of his favorite pastimes – taking an order from a big Contracting Painter.



Mr. F.H. Nolte is another Flat-Tone and Decorative Dept. booster. Once in touch with a property owner building a new house his decorated [illegible] forthwith a la S-W



A heart to heart talk by Representative Joe Barker will convince any waverer of the lavish of the superior merits of S-W products.



One of Representative H. Dalton's methods of demonstrating the Elasticity of "Mar-not".

When Representative F.C. Kenower tackles a D.P.M. the latter may as well give in right away, for he must sooner or later



Representative Barber and Painter W.C. Woolner of Takoma Park, paced for this pretty picture.

0007-SWP-00130451



A Post Card Received from New Zealand by Mr. O. A. Hawe

Drops of Spray

NO "codiddling moths" or "plum curiculums" will drop on your new hat this Summer when you stroll through Lincoln Park, Chicago. Why? Because they've used S-W Lime-Sulfur Solution for spraying their trees.

At Willow Station, Ohio, a barrel of S-W Lime-Sulfur Solution sprang a leak. The station-master telephoned our Cleveland office inquiring if the solution could be used for lubricating purposes, as in that case, they'd take it off our hands. Can it?

Mr. W. R. Oliver, our hustling representative in Colorado, tells the following story:

Perhaps no evidence of an advance stage of Paris Green culture and the superiority in blending insecticides has been received with more marked attention than has the following -which is told by a beet-grower of this district.

The grower made the rounds and found a store other than that of our agents, who offered Paris Green at a few cents less per pound. The grower returned to our competitor's store with a view of making his purchase, he entered and, after waiting sometime without seeing anyone in, he walked to the back room and found the proprietor with a sack of flour and a pail of Paris Green blending the two together.

The grower mentioned to the competitor that, he had returned to purchase the Paris Green, but his idea of using Paris Green this season, would be with a view of abolishing the insects rather than encourage them to remain in his beet field for a Summer's vacation, by spraying with doughnuts and green biscuits.

This grower is now buying S-W Paris Green from D. R. McArthur & Co.

The best part of this story is, it is true.

From Our Associate

I. M. Jacobs — *L. F. Collister*
J. H. Herche — *R. B. Cogswell*
Royal Cluxton — *R. G. Billingsley*



KANSAS

Our Slogan: "SEE SOUTHWES

As a result of the tornado which devas
the residence section of Omaha, our represe
has been a very busy man lately. He has
of dealers and M. S. D. accounts, and has
to property-owners for his various agents.
Barker is selling large quantities of Screen
one week on this particular piece of goods a
lons. Early in April, Joe said: "April will s
will May and June," and he is making good.

Mr. H. W. Lahr reports a recent call
follows:

Brighten Up Day at Hartington, Neb., Mr. J.
Decorative Department job suggestions. Sold one
enough "Brighten Up" day. This agent will write
appreciation, and will order special electros. Mr. B
increase in business as a result of this campaign.

Mr. Lahr is an enthusiastic booster of
Campaign, and the results of his good work
his sales.

"Doctor" F. A. Brown is also a strong
Up Club. One of his recent reports reads as

Have today vaccinated two more people with
which will surely protect them against pessimism an
reason why anybody should be pessimistic when th
charge by the S-W specialists and thereby become i
every case where I have worked the Brighten Up C
get the mayor, Commercial Club, councilmen and ot
it with my agents, and it is certainly going to make a

The Brighten Up Club has certainly b
point of view. In the Southwest District,
16,000 buttons and creeds, and could have u
more to good advantage. Over 20 per cen
vantage of the Brighten Up Campaign, as
Campaign electros, 24 of which were full pag
of "Making Over Maybridge" direct to mayo

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officials and prominent citizens in various cities, and have to date received 151 property-owner lists as a direct result of the Brighten Up Club issue of *The S W P*.



NEWARK

Mr. A. Fuentes, our representative for Cuba and Porto Rico, who has and is making a splendid showing in that territory, is spending a few days at our Newark plant going over matters in connection with his trade.

Mr. E. W. Heckel, our genial representative for Territory No. 203, has succeeded in opening up a new Brighten Up account in Reading, which has always been a hard-nut town for us, being the headquarters of a manufacturer of cheap paints and varnishes. There is nothing like *sticking to it*, and Mr. Heckel knows how.

Some of our representatives are taking a very keen interest in the varnish quantity discount plan and expect, as a result, to finish up the year with a most credible varnish showing. If you have not become thoroughly interested in this plan, it will pay you to do so promptly.

Representative A. D. Collins continues to lead the district in the number of decorative operations. During the Spring, there are many house jobs and this plan of our Decorative Department used in this connection is surely a winner. Those not using it, please take notice, because you are passing up one of the very best helps, if not the best, of our whole proposition, and any agent who is not using the decorative service is not getting the best out of the Sherwin-Williams agency.



BIRMINGHAM

Big and increasing business is the order of the day. Last month was the heaviest in total volume of sales year to date. We showed a gain of 63 per cent over May, 1912, and our total gain to June 1st, is 36 per cent. The representatives are co-operating splendidly. Property-owner lists are arriving with every mail, and as a result, the new agents as well as the old are going after business in an enthusiastic

manner. Our sales on grand old SWP, SWV, Flat-Tone and other specialties are developing rapidly, and future prospects are bright.

Mr. Tom Affleck was forced to take his vacation last month on account of the Mississippi flood.

Mr. George G. Menefee, in spite of a general strike in Birmingham, led the District in total sales last month. Mr. A. D. Kiser, the grand old veteran on Territory No. 733, ran a close second.

Mr. R. P. Bennett, the newly-wed, received two beautiful presents from his confreres in the District and the New Orleans Division Staff. Mrs. Bennett has at last been duly elected a member of the Brighten Up Club. Our best wishes go out to the nervy, brainy, tireless worker on No. 723, and also to his fair partner in life.

Mr. R. N. Ballow, the great detail representative in the "Cracker State," leads the District in new agents and other accounts.

Mr. M. D. Palmer is still making a great success on New Process Red Lead. He opened up another new M. S. D. account the other day for four half-barrels.

Mr. J. D. Jones, "Sunny Jim," left this District June 1st to take up the work on Mr. Keefe's territory in the M. V. District. The District Staff presented Mr. Jones with a beautiful, gold stickpin as a token of their esteem and good wishes for his future success.

Since last November, Mr. Brooks Hodges has sold the United Fruit Co., of New Orleans, 4,000 pounds of New Process Red Lead, also a large quantity of copper paint. They are using these materials exclusively on their large fleet of vessels and find them satisfactory in every respect. Mr. Hodges is also conducting a great selling campaign for his agents, Barney-Cavanagh Hardware Company, at Mobile, Ala. He sold 22 assortments of Brighten Up Finishes in one day. Great work, Brooks.

Mr. C. E. Shaw has landed two South Carolina Colleges for their entire requirements. Mr. Shaw is making a great showing on his territory and has already made his steep estimate.

Mr. Dan Hoge is evidently after a record on Flat-Tone Sales. He recently landed the Old Tavern Hotel at Decatur, Ala., for their entire requirements, amounting to $1,200. He also sold a hotel job at Alexander City, Ala., amounting to $400, as well as a bank building, amounting to $200.

Mr. I. A. Steger has just sold Flat-Tone, Varnish and Enameloid to finish the new Montgomery County Jail at Montgomery, Ala. The amount of the order exceeds $400.

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ST. LOUIS

The Brighten Up Club Campaign certainly was taken hold of in great shape by the S-W agents in this district. Nearly every agent worked some special little stunt in his own way, and the results are great—and as we all know "It's Results That Count." There never were so many full-page electros ordered before. And, what's more, they were used too; we're getting copies of newspapers every day in which our agents are using the electros. In some instances the floods upset our plans a little, but our agents in the flood district are all wonderful hustlers, and as soon as the water receded they got after the business in earnest, and they are getting their share—and then some.

Mr. R. J. Tooker, better known as "Rex Number Tooker" in this district, took a trip down to Cairo, Ill., and came back with an order for a solid car-load in his pocket. It was a dandy, including 1000 gallons of SWP and a good assortment of varnishes and shelf goods.

Biggest Hardware Store in St. Louis is now S-W Agent.

Yep, "T.-N." Bill Nichols got them lined up at last. It was a long, hard fight, but Bill unfolded our proposition to them point by point, and they just simply could not resist any longer. Schroeter Brothers Hardware Company's store is located down-town in the heart of the retail shopping district. They are very aggressive advertisers, and do a large business. Their weekly ad is now headed by the "Little Paint Man," and the business is rolling in in great shape.



MINNEAPOLIS

Despite a belated painting season which has been held up by cold, damp and ill-timed weather, we have been making strenuous efforts to overcome this handicap and have succeeded fairly well.

We have among us "New Agency Grabber" Brude, who June 1st had a record of 27 New Agency orders, he threatens to increase the number to 50 before September 1st, and we are all pulling for him.

A week passing without the receipt of one or two New Agency orders from this representative is a distinct disappointment.

As an indication of the thought devoted to the suggestions for strengthening our already incomparable proposition, it pleases us to announce that two of the members of the N. W. Staff have brought down prizes in the Western district. Mr. Lathrop ranks first and Mr. O'Neill second.

Five car-loads of Paris Green were shipped during the month of May and June business promises to be good. Our representatives in this neck of the woods are pulling hard to have their estimates made by July 1st.



DALLAS

Not being satisfied with an order for a sufficient quantity of red paint to paint the fire plugs of the city of Dallas after a competitive material had been purchased, our Sales Manager, Mr. F. A. Welsh went before the City Commissioners and brought his political influence to bear by coming away with an order for green paint for painting the new light poles, also a quantity of blue for refinishing the fire-alarm boxes.



Representative T-N Conger, bidding Sales Manager Welsh a fond farewell as he leaves for a trip to the "sticks" of his territory.

Mr. G. C. Conger, whom we have re-christened T.-N. Conger, has established a new record during the past week for large city business. Each day during this time he has booked our Dallas city agency for SWP in quantities not less than a hundred gallons.

The new Scottish Rite Cathedral which has just been finished and was opened to the Shriners at large, who attended their national convention in Dallas in May, is mentioned as one of the most handsomely decorated temples of this kind. Needless to say Sherwin-Williams products have been used throughout.

We are pleased to quote from what we consider an ideal town report sent in by Mr. Shelton covering his call at Wichita Falls, Texas: "Sold agent 1072 gallons SWP, 222 gallons Varnish and lots of shelf goods, also 4000 pounds ODP."

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Where the Wheels Go Round



Cleveland

We have been enjoying especially good business on our First Coat White, having received an order from one institution in Cleveland for 25 barrels, required for the ceilings of their workrooms. This is very economical, extremely white, covers well and gives general satisfaction.

Ninety-nine of the factory employees are this year entitled to a week's vacation on account of five year's service, and some of them have already started away on their vacations.

A very complete equipment has been installed in the Cleveland plant for the developing and testing out of spraying materials for automobile and carriage work. This includes a room with air pressure, exhaust fans, etc., for the painting, by spraying, of pieces as large as an automobile or carriage body. Next to this is a kiln in which the sprayed piece is dried in a few hours. In every way the equipment duplicates as nearly as possible the conditions under which this spraying material will be used in actual practice. This puts us in a position to determine the requirements necessary for this most up-to-date method of painting, and to provide materials which will be satisfactory. It also enables us to demonstrate to prospective consumers the efficiency of this method and the good working qualities of our materials. Primers, Surfacers, Color Coats and even Color Varnishes have been developed, and we are enjoying a very good business in this line.

We recently added to our staff in the Auto and Carriage Testing Department, Mr. Wm. Parkhurst, who has had considerable experience in carriage and automobile painting and devoting special attention to testing of spraying materials.

Plans are under way for the installation of some chasers and tandem mills in the Cleveland plant for the more economical manufacture of certain classes of goods.

The Foremen's Club Outing

A party of 36, members of the Foremen's Club and their wives, enjoyed a delightful outing at Willough Beach Park on the afternoon of June 7th.

The first event on the program was a ball game between teams captained by J. P. Gibbons and A. P. Russell, most ably umpired by J. E. Bradley, who had been selected for his ability to take care of himself, as he was mobbed several times during the game. Mr. Critchley forgot his dignity in a tremendous effort to get to first base, and skated along in the mud for several feet on his nose. Mr. Russell's team won by a score of 11 to 6.

Next, followed a bean guessing contest in which the ladies guessed that the number of beans in a can varied from 320 to 1850. The balance of the afternoon was occupied by two of the foremen in counting the number, finally announcing the result as 1620. Mrs. Belmont guessing 1850 won first prize, and Mrs. Oldham won the second prize with a guess of 1000.

The first prize for the thread and needle race was taken by Mrs. Menz, the second prize by Mrs. Highley.

In the potato race Mrs. Watson won first prize and Mrs. Hesse the second.

Mrs. Stever was so expert in "hitting the nail on the head" that she won the nail-driving contest with 12 strokes. Mrs. Weber won second with 15 strokes.

The cool afternoon and strenuous games developed most enormous appetites, so that one man was heard to remark in a loud voice to the waiter who was serving a good chicken dinner, "The samples are pretty good, now bring on your dinner."

Chicago

The business of the West and Middle West continues brisk, and up to the first of the month all departments have been running maximum capacity in order to give the trade the best possible service. We notice a slow falling off of business, however, since the first of the month, and accordingly, are slowing up somewhat in the operations of our Paste, Liquid Paint and Japan Color Departments. The other departments continue to enjoy particularly high volume of business. This is particularly true of the Stain and Varnish Departments.

In the Dry Color Department we have just completed two kilns of new type, and are well equipped as regards drying capacity, and are accordingly preparing to accumulate a stock of our limit in order to be well equipped.

The Insecticide Departments are beginning to taper, as their main proportion of Arsenate of Lead has been turned out, although in the Paris Green Department we are carrying on filling in large quantities, particularly in small size packages.

The White Lead Department is beginning to notice the dropping off of the Spring trade. Our stock in that department is in better shape than it has been in sometime as regards Lead and Oil.

Newark

Additional equipment consisting of two 20-inch and one 24-inch mills is being installed in our Dry Color Department. With the com-

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pletion of this equipment and added drying facilities, we will shortly be in position to add Chrome Yellow to the list of materials manufactured at Newark.

In our Grinding Department we are arranging to install three chasers of the latest improved type. This equipment will be available for use in the course of sixty days, when we will be in position to handle a line of heavy paste material which, for the want of proper equipment, we have never been able to make here to good advantage.

Business is holding up surprisingly well and the factory continues running at full capacity. If the record made during the first half, can be equalled during the latter part of the month, the month of June promises to be the banner month of the year.

We are all looking forward to our Annual Outing, which will be held on the 27th of June, at Bellwood Park, New Jersey. The Outing Committee has prepared an attractive program of games. The Baseball game particularly, between teams representing the office and factory, promises to be the feature event of the day. A trophy has been provided by our esteemed District Manager, which will become the property of the team that wins for three consecutive years.



Representatives Competition to June 1st

Omaha seems to have secured a double hitch around the "First Place in New Agents" post, and not content with that, Mr. Berg has put another knot in the rope by adding a couple more new agents this month. Portland is hanging on to second place, but Minneapolis is dangerously close. The latter is a new contestant for a place having jumped from 11th place last month to their present position through the fine work of Mr. Brude.

Texas continues as leader in "New Dealers and Other Accounts," and Mr. Conger continues to be responsible for it. This month he has added twenty-four new accounts to his list. Mr. Lathrop in Minneapolis division has gained a little on the leader, by adding thirty new accounts to his string truly a good month's work. Mr. Hess, of Cleveland, is holding third place in nice style, while Cincinnati and Newark have jumped up several notches.

Leaders in New SWP Agents

Omaha		
	C. J. Berg	31
	F. A. Brown	13
	H. Dalton	12
Portland		
	J. W. Duncan	24
	E. D. Taylor	18
	B. R. Rogers	13
Minneapolis		
	O. J. Brude	23
	P. H. O'Neill	12
	O. Mannerud	
	J. O. Stephenson	each 10
	R. M. Carson	
Kansas City		
	G. A. Dorwart	22
	R. E. Graham	19
	E. H. Nolte	18
Texas		
	C. S. Ragland	19
	S. M. Shelton	16
	T. H. Markley	12
Cincinnati		
	F. B. Spangler	18
	W. P. Hambaugh	14
	E. E. Swinehart	
	G. W. Gray	each 10
	J. T. Menefee	
	W. J. Peters	
St. Louis		
	H. W. Nessel	18
	G. K. Leis	each 11
	R. J. Tooker	
	W. V. Hammond	each 8
	J. J. Keene	
Newark		
	G. S. Sperlgue	18
	H. J. Howell	8
	V. D. Collins	7
Birmingham		
	R. N. Ballow	17
	D. W. Hogue	16
	C. R. Shaw	15
Cleveland		
	W. A. Mason	17
	R. G. McKay	
	P. Krush	each 11
	W. S. Harshbarger	
	O. D. Schell	10
San Francisco		
	F. W. Wansner	17
	M. M. Wolcott	5
	W. E. Carter	4
Philadelphia		
	F. D. Spencer	15
	E. W. Heckel	10
	W. D. Peyton	9
Chicago		
	C. C. Mullinger	14
	H. O. Allen	11
	W. F. Gallagher	
	C. F. Bennett	each 9
	F. A. Spoon	
New Orleans		
	R. P. Bennett	11
	B. Hodges	10
	T. Affleck	9
New England		
	D. H. Thompson	11
	W. L. Hessey	9
	F. H. Ripley	
	V. D. Campbell	each 8
Los Angeles		
	S. G. Hathes	5
	L. B. McDade	
	G. W. Burrill	each 3
	G. E. Cannon	2

Leaders in New Dealers and New Other Accounts

Texas		
	G. C. Conger	157
	C. S. Ragland	50
	W. L. Morgan	44
Minneapolis		
	L. L. Lathrop	140
	H. C. Lau	92
	O. Mannerud	54
Cleveland		
	E. L. Hess	109
	G. Dube	65
	P. Krush	56
Cincinnati		
	W. P. Hambaugh	91
	F. B. Spangler	52
	W. M. Hoey	46
Newark		
	H. F. Rauch	87
	W. S. Crook	62
	H. J. Howell	61
Birmingham		
	R. N. Ballow	80
	G. G. Menefee	71
	C. R. Shaw	69
Philadelphia		
	J. P. Minetree	79
	C. B. Albea	75
	F. D. Spencer	61
Portland		
	J. W. Duncan	79
	B. P. Rogers	64
	F. W. Hewes	56
Omaha		
	J. Barker	77
	C. J. Berg	71
	F. A. Brown	39
Chicago		
	R. W. Western	77
	G. J. Manassa	61
	C. F. Bennett	
	W. W. Cook	each 57
San Francisco		
	H. B. Lawrence	71
	F. W. Wansner	51
	W. E. Carter	42
St. Louis		
	W. D. Nichols	68
	G. K. Leis	64
	R. J. Tooker	59
New Orleans		
	M. D. Palmer	67
	B. Hodges	55
	T. Affleck	30
Kansas City		
	A. M. Bollman	65
	E. H. Nolte	58
	G. A. Dorwart	53
New England		
	F. H. Ripley	60
	J. H. Haynes	46
	P. J. Manny	40
Los Angeles		
	E. L. Culver	44
	L. B. McDade	17
	G. E. Cannon	
	G. W. Burrill	each 14

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