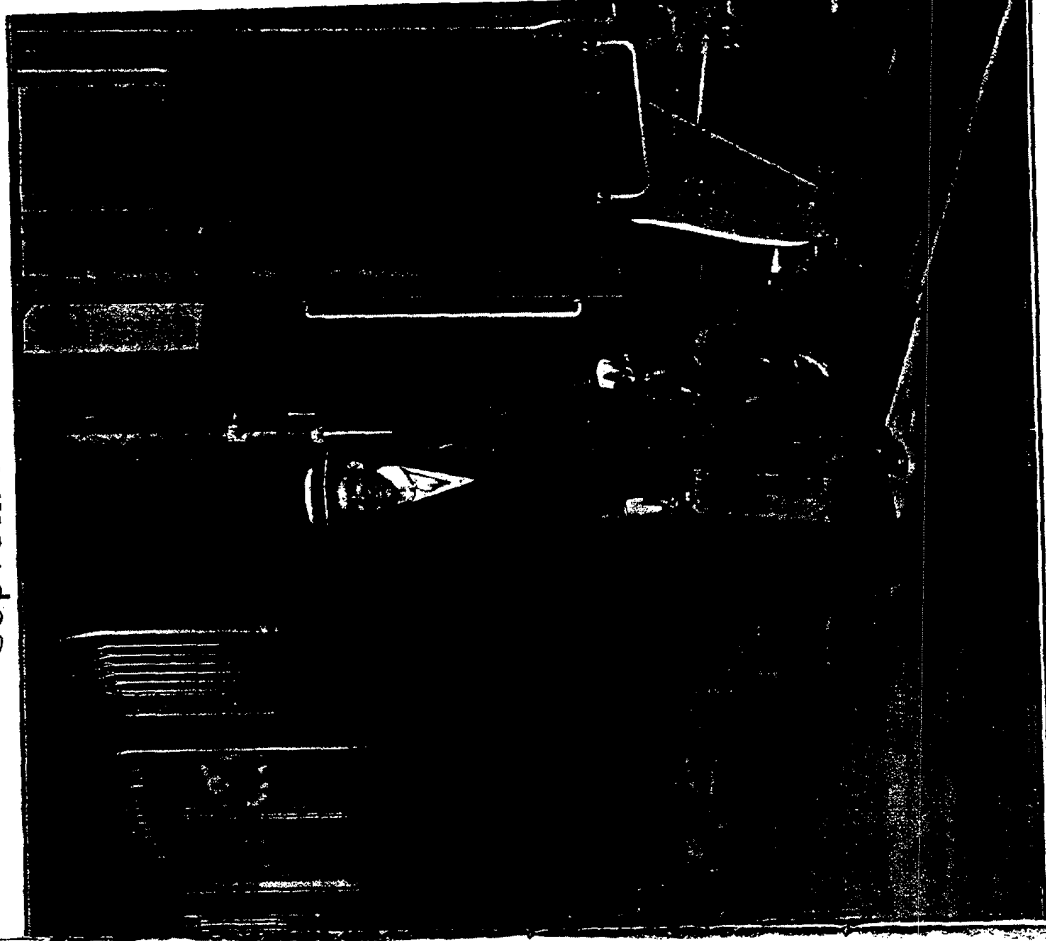


The Chameleon

September - 1912

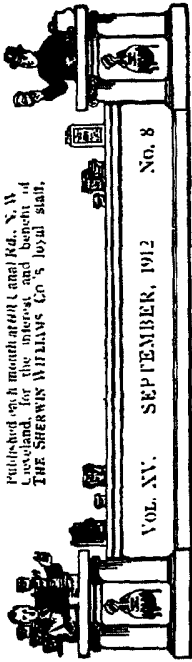


Fall Business Number

*"Every great task is done at the cost
of great effort, and geniuses are merely
men of action who have the will to
concentrate, the power to labor and
the capacity to endure."*

The Chameleon

Published each month at 101 Canal Rd., N. W.
Cleveland, for the interest and benefit of
THE SHERWIN WILLIAMS Co's loyal staff.



VOL. XV. SEPTEMBER, 1912 No. 8

New Records and New Ambitions

W E FINISHED July with a new high record. Our gain in business over the same month a year ago was tremendous. This indicates that we are going to have a wonderful Fall business, and we are looking for big results in August and September. With the Fall Campaign, one of the best that we have ever planned, with every man full of vim, energy and determination, it is evident that we are going to continue to make new high records. The crop reports from all over the country indicate that there is going to be plenty of money in the country and that people will have money to spend.



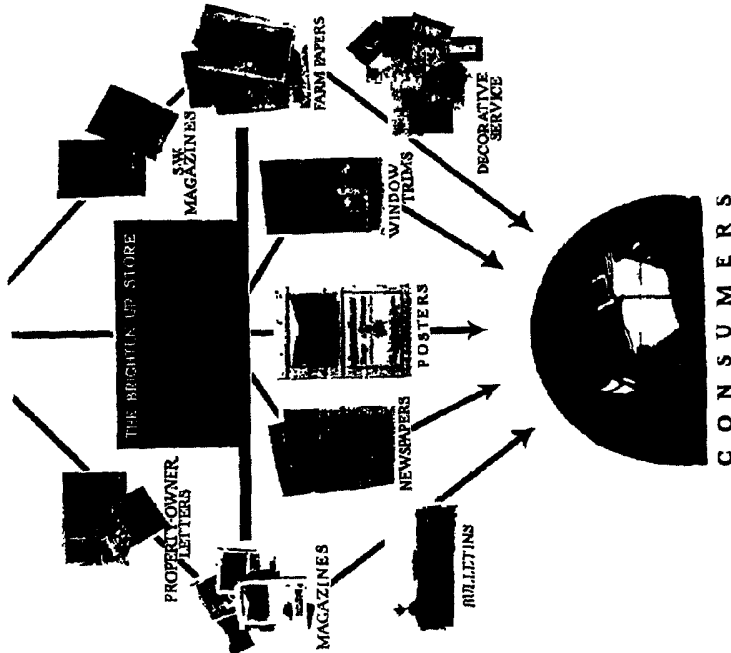
People have been economizing in the use of paints and varnishes during the past two or three years, they are ready to buy now and we are ready to sell them. There will be no excuse for any man not producing the business from this time forward. The day of weather reports, and crop reports, and business condition reports is gone. It had we want now is orders. We are going to get them too. Every man among us has taken a new grip on things and is determined to take full benefit from the opportunities that are before us. We are expecting to finish this fiscal year with a gain all along the line, and then beginning September 1st, we are going to beat this year's record by a big margin.

Now, all together, let's get the business.

Adrian J. Hayes

General Manager Sales and Distribution

SHERWIN WILLIAMS Fall Business Campaign



This chart explains in graphic form our system of advertising to the consumer, and illustrates the important part it will play in our Fall Business Campaign. We want everybody in our organization—paint-makers and paint-sellers, painters and paint-advertisers, to join hands to make this the greatest of our many victorious campaigns.

SHERWIN-WILLIAMS Fall Business Campaign



THE L.L.T. issued by the Advertising Department several days ago has doubtless been passed to all our representatives. But this year our Fall Business Campaign offers so many opportunities for increased business in every territory, that we want each representative to be thoroughly familiar with all details. Study the diagram on our frontispiece. This fall we have taken as the nucleus of the campaign our full-page color advertisements, which will appear in the *Woman's Home Companion*, *Butterick Trio* and other important publications. Instead of simply showing a room tastefully decorated as in past years we have gone a step further and illustrate people using our paints and varnishes. This adds a touch of human interest to the advertisements making them much more effective.

The same idea has been effectively carried out in the various other features which form a part of the campaign. For instance, in the reproduction of the window-trim, you will recognize the same little figures as in the color advertisements.

Also, in the full page and smaller newspaper ads and the lantern-slides, the same style has been adhered to. In this way our agents are given an opportunity to tie up more closely than usual with our national advertising—and it is up to you Mr. Representative to see that they do it. Here are the important features of the campaign:

Fall Campaign S H P.—This will be mailed between September 1st and 5th. The magazine will be of the same size as usual and devoted almost exclusively to the Fall Campaign. Mr. Joyce has written a stirring editorial and we follow with complete details. The following features will be sent out in a tube with *The S H P.*

New Electrolite Book.—This little book will show reproductions of the new electrolites which have been prepared for Fall, including the full-page electro. A new set of lantern-slides will also be illustrated here. These slides are similar to the magazine ads and the newspaper electrolites, which will be used this Fall. It is planned that this little feature will take the place of the old B-57, and every Spring and Fall, we intend to get out a new series of electrolites and offer them to our agents in this way.

Magazine Advertising Folder. This folder will show reproductions



tions in color of the big full-page advertisements, which will appear this fall. The active campaign in the magazines commences in the October publications, which are on sale between the 15th and 25th of September. We shall have color-pages in the *Woman's Home Companion*, *Delicieux*, *Woman's Magazine*, *The Designer*, *Good Housekeeping*, *American Magazine*, *Manly's Magazine*, *House Beautiful*, and *House and Garden Magazine*. We shall also have a good showing in *The Saturday Evening Post* and a number of color-pages and many black and white pages in our full list of national publications.

Window-Trim.—The window-trim illustrated here will be part of the Fall S H P. This consists of two strips showing people painting and two center banners beautifully printed in seven colors. One of the banners will show an exterior and the other an interior so that our agents can put exterior goods in their windows the first week or two and interior decorative materials, later, as a separate display. Every representative should urge his agents to use this splendid feature. There will also be a property-owner blank as usual, and we want to get as many names as we possibly can.

At the present writing we are busy working on our new representatives' portfolio which we believe is a distinct improvement over any similar feature we have distributed. We are in hopes that this

feature will reach you before *The Chameleon* is published, but if it has not done so, you may expect it in a few days. Additional pages for this portfolio showing later features will be sent you as they are published from time to time.

Without undue enthusiasm we believe that this campaign is the most complete and effective one we have planned for a long while. It gives you a remarkable opportunity to arouse the interest of your agents. *And remember this, Mr. Representative, if you get your customers working for you, that estimate won't look so very big after all.*

Presentation by Mr. H. A. Sherwin



THE hands of time have registered the passing of a quarter of a century since our friend Elias S. Austin enlisted under the S-W flag, and our camera catches a glimpse of him in a moment of retrospect.

Mr. Austin is a familiar figure to workers in the Cleveland Factory. For several years he was driver of our delivery-wagon and later operator of one of the freight elevators.

A few weeks ago, Mr. H. A. Sherwin personally presented him with a certificate of long service and a gold watch, in recognition of twenty-five years faithful labor. Henceforth, Elias will spend his days at home, in peace and quietness.

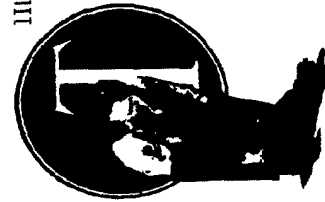
O. N. Marsh Going Up



R. O. N. MARSH has been appointed Superintendent of the White Lead plant at Chicago to succeed Mr. R. V. Brown, promoted to Superintendent of the Dry Color Department. Mr. Marsh entered the services of the Company in the office of the Auxiliaries Department, February, 1911, and after a few months was transferred to Chicago as Assistant to the Superintendent of the White Lead Department. During his connection with the Company he has given constant and close application to the manufacture of White Lead and is well qualified to successfully fill the new position assigned him.



By Royal Claxton



THE 11th annual outing of employees of Plant No. 2 has passed into history as one of the most enjoyable we have ever had. Three trains of large comfortable traction cars left Chicago, over the Chicago, Lake Shore and South Bend Traction Co., starting at 9:00 A. M., and arriving at Hudson Lake at 11:00 A. M. Upon arrival everyone adjourned to the baseball grounds where a very closely contested game was played between the Factory and the Office. The Factory won by a score of 5 to 4. The game was replete with sensational plays and much good-natured roasting was indulged in by the spectators. The ladies proved themselves good fans, and loyally supported their favorites. The star play of the day was made by Mr. Hastings, who played left field for the Office. He pulled down a long drive into deep left with bare hands while on a dead run and made a pretty throw to the plate, where Catcher Larry Day completed the play by cutting off a run.

Lunch was next in order and everyone enjoyed it with a true picnic spirit. Several barrels of lemonade were dispensed to the thirsty ones by our veteran janitor M. Armsted.

After lunch there was a scattering for boats, bathing, dancing and games. All games were closely contested and created lots of fun for both contestants and spectators. Following are the list of winners and prizes:

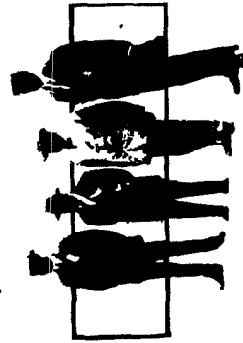
BASEBALL

BATTING ORDER

Captain Will Hayes, Harry Workman

FACTORY—WINNERS

Chas Dixon—1 b. Tom Noonan—s
Rolt, Dobie—2 b. Gus Niemeyer—1 b.
Jack Brown—c. Wm. Colburn—p.
J. Martin—c. f. Jack Horn—r. f.
M. Arrivo—3 b. Jimmie—Utility





OFFICIAL

R. Monroe—2 h
W. E. Nelson—1 h
W. A. Johns—1 h
J. S. Miller—1 h
O. L. Nelson—1 h
L. A. Day—1 h
H. A. Hastings—1 h
E. Flackner—1 h
A. Polle—1 h

Thread and Needle Runners

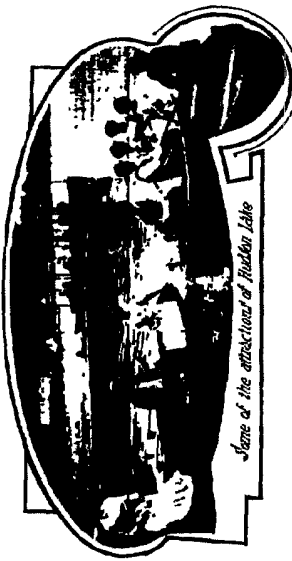
S. R. Fraser
First—Ran Nelson
First—Miss Engstrom
First—Nak Carlson
First—Martha Mickelson
G. L. Schultz
Second—W. A. Johns
Second—Miss Roberts
Second—Edw. Housinger
Second—Mary Vonweus

Football in Socks

Winning Team
Robert Dahl
Tom Noonan
Mr. Arrivo
Jack Brown
Mr. Rodman

Three-Legged Race for Men

Team—Mr. Proseus and R. E. Nelson
50-Yard Dash for Boys under 11
First—Edw. Housinger
First—Fisher Engstrom
First—Martin Arrivo
Miss H. Hedlu
Second—Dave Lyon
Second—Miss Matthews
Second—O. N. Marsh
Mr. Mat Ostrander



Scene of the attraction at Hudson Lake

Ideals are like stars; you will not succeed in touching them with your hands, but like the seafaring man on the desert of waters, you choose them as your guide, and following them, you reach your destiny.—(Carl Schurz.

Order of Top-Notchers to June 1, 1912

By the time this issue of "The Chamfleon" is in the hands of its readers, there will be only a few days more until the Top-Notcher Competition for 1912 will be decided, and pass into history. The competition for our new fiscal year will commence under very favorable circumstances, for prospects are most encouraging, and we are starting to make the most of them with our splendid Fall Business Campaign. We have our ambitions are even greater this year—let us all work hard in hand to shatter former records and make 1913 tower above all previous successes.

Top-Notcher District Manager— Mr. W. R. Ashbrook, Texas District.....	Points 584
Top-Notcher Sales Manager— Mr. J. B. Kurr, Los Angeles Sales Division.....	548½
Top-Notcher Trade Sales Representative— Mr. G. C. Conger, Texas District.....	739½
Top-Notcher Manufacturers' Sales Representative— Mr. G. E. Branharn, Central District.....	344
Top-Notcher Railway Sales Representative— Mr. L. F. Rudy.....	369
Top-Notcher Superintendent— Mr. A. A. Sims, Cleveland Factory.....	593
Top-Notcher Cashier— Mr. J. S. Covert, Texas District.....	457
Top-Notcher Promoting Department Manager— Mr. A. J. Kullhanek, Central District.....	419

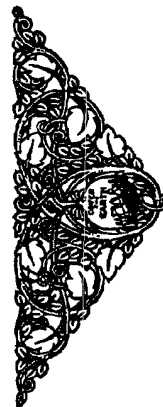


General Standing Managers' Top-Notcher Competition to June 1, 1912

District	District Managers	Places	Record	Points
Texas	Mr. R. Ashbrook	1	94.06	584
California	Mr. W. J. Valentini	2	92.30	567
Atlantic Coast	Mr. D. L. Whitlock	3	85.63	507
Gulf	Mr. J. W. Gural	4	85.62	507
Massachusetts Valley	Mr. F. F. Myers	5	76.53	470
Western	Mr. R. W. Sampel	6	74.33	450
Southwestern	Mr. L. B. Tabb	7	64.80	398.2
Division	Division Manager	Place	Record	Points
Los Angeles	Mr. J. B. Kartz	1	88.56	540.4
San Francisco	Mr. J. W. Hayes	2	83.74	515
San Francisco	Mr. D. A. Voss	3	79.15	486
New Orleans	Mr. G. G. Hoelst	4	79.03	486
San Antonio	Mr. G. L. Hensch	5	78.05	480
New York	Mr. E. K. Kild	6	72.60	446.2
Chicago	Mr. J. B. Kartz	7	68.70	423.5
St. Louis	Mr. J. B. Kartz	8	67.40	411.1
St. Louis	Mr. J. B. Kartz	9	65.38	401.4
St. Louis	Mr. J. B. Kartz	10	63.17	384.1
St. Louis	Mr. J. B. Kartz	11	60.10	345
St. Louis	Mr. J. B. Kartz	12	59.60	340
St. Louis	Mr. J. B. Kartz	13	46.60	287
St. Louis	Mr. J. B. Kartz	14	46.60	287
St. Louis	Mr. J. B. Kartz	15	42.85	263
St. Louis	Mr. J. B. Kartz	16	41.71	256.4
St. Louis	Mr. J. B. Kartz	17	39.67	244
St. Louis	Mr. J. B. Kartz	18	39.67	244

Top-Notcher Traveling Representatives' Competition to June 1, 1912

Central District	
1 E. Hess	678
2 W. P. Hamblough	674½
3 B. Kerchum	673
Western District	
1 C. C. Hallinger	671½
2 W. P. Hayes	676
3 H. C. Lau	671
Mississippi Valley District	
1 W. D. Nichols	723½
2 J. K. Knapp	676
3 J. A. Singer	674½
Southwestern District	
1 F. C. Kenner	684½
2 C. E. Berg	668½
3 G. A. Dugan	680½
Texas District	
1 G. C. Cooper	757
2 R. W. Roach	705
3 T. H. Markley	701½
Atlantic Coast District	
1 L. J. King	671½
2 J. P. Francis	each 646
3 R. N. Hallow	660½
New England Division	
1 W. B. DeWalle	720
2 C. B. Abner	711
Pacific Coast District	
1 F. W. Winsor	714
2 J. B. Melick	702
3 G. E. Cannon	681½



Aristocratic Boston Celebrates

Egregious Ebullition at Annual Excursion. Bostonians Break Bounds Before Lake Pearl, June 26th

Special to "The Hamiltonian" by Staff Correspondent. I. W. Greene

l'ologue

Boston, 3 A. M.—The Staff Correspondent opens one eye and sleepily intones in the land-speak—*Reim! Reim!* The eye closes and with a flourish, the correspondent turns over on the other side and falls asleep again. Boston 2 A. M.—Same day. *Lo! Reim! Reim!* The sun sluneth brightly on a fresh, green, chirping wald. With it a shout of joyous anticipation—*Reim! Reim!*—outlasting as much joyous anticipation as is possible at that time of the day—*Reim! Reim!* The scribe jumps from his doze and scrouches into his tub of cold water and washes his eyes. The scribe has carefully pressed suit of out-of-date trousers.

IST! A couple of hours later a happy lot of S-W pennecks got off their special car at their special car at Lake Pearl, near Franklin, Mass., and after getting rid of their many old packages, disposed themselves more gracefully around and on the fine little jeweled diamond.

It was another contest to the death between the office team, The "Covermen of the Earth-Cann," and the warehouse "Brighten Up Braves." Right here let me impress you with the nerve-racking suspense which prevailed from beginning to end of the game. Shall we ever forget that intense moment of excitement when fielder McSkill flattened out a brand new ball with a mighty blow, and following out the theory that a straight line is the shortest line between two points, sped lightly to second base, not deigning even to look at first base? The score

was, even, the excitement intense, and the sun hotter in places. Fletcher Gunn held the warehouse Braves in the hollow of his hand, and it seemed as though Prelier White would do the same. But nobody reckoned on Left Walker Cannon; he walked to first, stole to second, he slid to third, and when Carter McPhee missed a consequently difficult up-drop, Prelier Cannon stole home, winning the game for the Braves.

... is, it because of their experience under harness that the married members won the three-legged race? Mrs. Cannon and Mr. Gresham, combined, ran away from the other couples in their respective events, while Benedict, Hunter and Gresham galloped off with the last prize for men.

On the standing broad jump, Mr. Gresham showed his ancient skill, while Edward Toole loped away with the two-twenty dash, and the hop, skip, and jump. On the long fifty-yard dash, Puchier White once more came to the front and stayed there till the tape was raised.

Then came more "Office bucked Warehouse"—this time in a tug-of-war. It was a case of "kill against brown—experience versus the Beef



Trust. Mr. Cannon supplied the knowledge, and with a little hard pulling the Office Light Weights pulled the warehouse "huskies" all over the lot. In the ladies' tug-of-war it was an even break till finally with a supreme effort, and, it is rumored, some help from Mr. R. M. Fay, Captain Troy's team got things coming their way.

After lunch, Mrs. Gresham managed to hammer her thumbs less than the other ladies and won the tack race by a half a tack from Miss Richards, while the Park sounded like a boiler factory. Miss Lyman can certainly rip up things when she gets going, and there simply wasn't a chance for anyone else in the tape race.

As an innocent bystander your correspondent protests against ball throwing contests. He narrowly missed being hit several times during the accuracy contest and finally took refuge behind the mark, where he was comparatively safe. He'd hate to be the "nigger baby" dodging Miss Troy's shots. She threw straight and hard, and won firsts in both the contests for accuracy and for distance throwing.

And then there were the aquatic sports. Ask Billy Abercrombie or Russell Tarr if Champion DeWolfe can tilt or not. The Champ seemed glued to the bottom of the canoe, and the way he howled over his opponents was a joy to everyone but the said opponents. The obstacle canoe race was like the old-timed barebacked race; the paddlers stood on the gunwales of their canoes and daintily propelled their canoes tapeward. Messrs. Took and Greene won this event by a precarious margin.

Billy Abercrombie crawled away from the others in the swimming race without the least trouble. He made a wake like a sidewheeler and almost swamped those following.

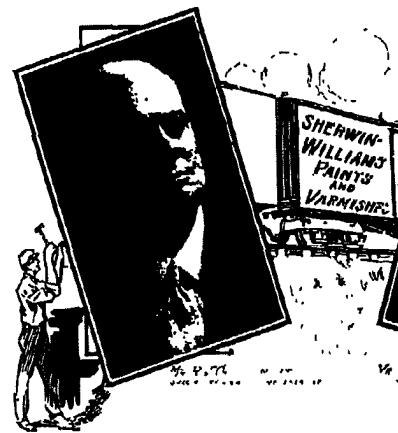
We're stiff and we're sore and we're sleepy, but we certainly did have a great day. Here's hoping for just as fine a time next year.

Mr. Cottingham to Return About Sept. 7th

Communications from Mr. W. H. Cottingham and family give every indication that our President's vacation in Europe is proving very enjoyable. During the trip over, the weather was not as pleasant as might be. However, Mr. Cottingham reports that this was not allowed to interfere.

About September 7th, the party will return home, when we anticipate having a splendid assortment of views to reproduce in "The Chameleon."

*Shallow men believe in luck.
Strong men believe in cause and effect.
It is not birth, nor rank, nor state,
But Get-up-and-get that makes men great.*



Changes in Traffic

THE following bulletin recently issued and read with interest by all the members with the Company, both Mr. R. V. Goodremont and Mr. R. V. Goodremont have made a large circle of friends recently appointed Secretary of the Get-

Mr. R. V. Goodremont, who has been our Department for the past two years, has been in charge of territory "D." Mr. Goodremont Madill, Manager Railway Sales Department, in connection with the new territory he will

Mr. I. S. Reynolds, who has been Chief promoted to the position of Traffic Manager. Reynolds had splendid training in Traffic and this fact, coupled with his experience under Traffic Department maintaining its present high

General

A Bit of Texan

THE intricacies of a prospect's mind and of our missionaries.

Meditation
Interrogation
Speculation
Salvation
Inclination

H. R. A.

Promotion of Mr. G. A. Babcock



OUR Auditor, Mr. H. J. Douglas asks us to announce the transfer of Mr. G. A. Babcock to the position of Cashier of the San Antonio Store, effective July 1st.

Mr. Babcock joined our staff in 1910, after three years experience as bookkeeper and cashier for a retail paint and wall-paper store in Grand Rapids, Mich. He has worked on our general accounts since joining the Company, lately being Chief Clerk of the General Bookkeeping Department. Mr. Babcock's friends in Cleveland have much confidence in his ability to make a success of his new work.

Mr. W. A. Gorrell succeeds Mr. Babcock as Chief Clerk of the General Bookkeeping Department.



The Get-to-Gether Club Outing Dover Ct

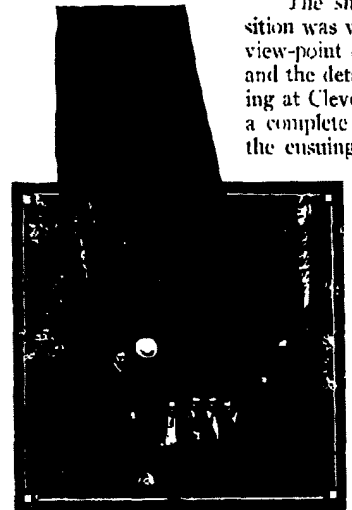
This hitherto unpublished gem of photographic art shows the Get-Together Club and their guests, the Factory Superintendents, all posing for your delectation, dear reader. The occasion was their annual outing at the Automobile Club, June 15th. The loving cup was presented by members to the President of the club, Mr. W. H. Cottingham.

Under the Spreading C

By L. F. Collister

THE meeting of the Sales Managers' was held in the office of the San Francisco 26th to 28th inclusive, there being present W. J. Bland, J. B. Kurtz, D. A. Aronson, and L. F. Collister.

The situation was very the view-point of sales and the details of ing at Cleveland a complete under the ensuing year



stately height admired. A photograph is will give you some idea of the size of



What
Splendid
Possibilities
I
can
see
in
this

Editor S W P

The new lantern-slide S W P is something I hustle one along as soon

Have used the other for are certainly getting res

The first night they whole house cheered a was, trade is beginning manner. I think it the

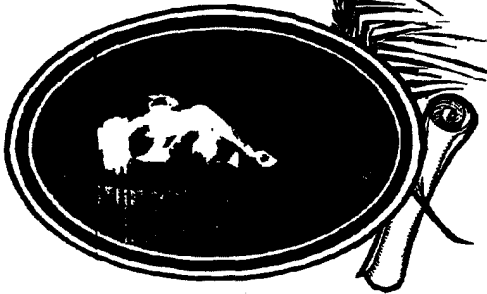
Don't fail to send me in Brighten Up Village), R

Obituary

IT IS our sorrowful duty to record the death of Mr. R. M. Gibbons, for twenty-eight years a faithful worker at the Cleveland factory, who passed away July 4th.

Mr. Gibbons was born January 6, 1854, and entered the services of our Company April 1, 1884. For nearly the entire term of his employment he was connected with "B" Department, Cleveland, where the SWP colors are manufactured. Of late years his work was chiefly to "shade up" these colors to the standards. Which important work he performed with all the skill required. On December 24, 1909, Mr. Gibbons was presented with a certificate of long service and a gold watch. He has been a member of the benefit society since 1890. Death came as a result of cancer.

The *Chameleon* extends to his family and friends its sincere sympathy in their bereavement.



THE CHAMELEON, JULY 4, 1910



Attended of Central Division at Crystal Beach, Ohio



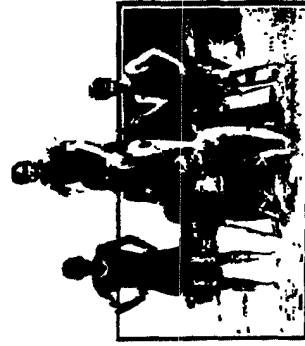
Strolling down the Midway

Clevelanders Frolic at Crystal Beach

By Gaily

THINK of it! Three train loads of 'em—playful picnickers and pretty picniceresses, all decked up in their Sunday-go-to-meeting clothes with bear's grease on their hair and a blithesome smile illuminating their cherubic countenances! All this happened at Crystal Beach July 19th when the Cleveland factory shut shop to indulge in its annual frolic. There were the usual entertainments provided by a thoughtful committee, games, dancing, balloons and candy for the kiddies, an enticing midway and several unscheduled events.

The program of races quickly exhausted the energies of the contestants, and the coffers of the Treasurer, after which embryonic Larry Lajolis and prospective Ty Cobbs disported themselves on the green with disastrous results to the office team. By this time it was noticeable that several of the young men were paying marked attention to the ladies with the lunch-baskets, and after refreshments, the dance-hall afforded an opportunity for S-W terpsichorean artists to display their grace.



Then there was the Batling Heach. The girls looked as daring and dashing as the dames at Coney. Here is the sporting news:

Thread the Needle Race.
Mrs. Boehm, M. D. Schin
Miss Anna McNamee, M. T. P.
Harrison

Sorting Birds.
Master H. E. Storey
Master Miller

Potato Race.
Master Kimmick
Master Gibbons
50 Yard Dash for Ladies.
Miss Winnack
Miss Price

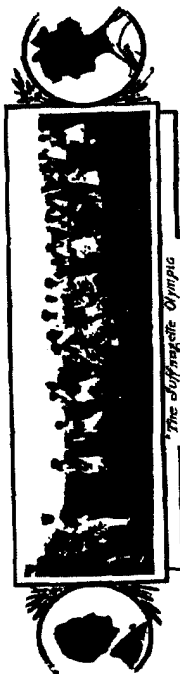
Pipe Race for Men.
Mr. L. B. Nacey
Mr. C. C. Andrews
50 Yard Dash for Girls, 8 to 12.
Miss Smith
Miss Han
100 Yard Dash.

First Race.
Mr. George Morris
Mr. Peter Gaffney
Mr. Oliver Hankway

Human Wheelbarrow.
Masters Everett Steinhil and Schaffner

Egg Race for Ladies.
Miss Elizabeth Ely
Miss Hazel Donahue
50 Yard Dash for Boys, 12 to 15.
Master Price
Master Tedney

Baseball.
Factory B, Office A



The Suffragate Olympic

The Conquest of a City

Made by A. V. Higgins, S-W Representative in Spokane, Wash. Told by Himeall

"One of the City Firemen put me next to the fact that they were going to paint some of the fire stations in the city, so I went after the business. I called on Mr. Black, the man who has charge of the painting and found him to be a very nice fellow, and very friendly towards S-W goods. He said he would call for them when making out his order. I then visited Chief Wilkes and talked the quality of our goods to him and he seemed very much interested. The City Purchasing Agent was next. I went after him good and strong and as a result walked away with the business, with more to follow."



Cleveland Factory

E. H. A. E. not yet seen any sign of letting down of orders. The season has been very lively and up to date, we have hardly been able to keep up, even with overtime and vigorous crowding of our men and equipment. Vacations are now on, and about 120 men in the factory, who have been with us 5 years or longer will get a week's vacation. Liquid Flat-tone has become a worthy rival of SWP as far as the Cleveland factory output is concerned. Up to July 1st, we have made almost 50 per cent as much of this material as we have SWP.

The new "E" Department is now completed and in operation, and we believe this to be the most up-to-date little paint department to be found anywhere.

We had a very hard storm a few nights ago, and lightning struck one of our varnish stacks, doing considerable damage.

The Tin Can Department continues to run at full capacity in spite of the fact that this is the time of the year when the department is usually rather quiet.

This factory was still leading in the Top-Notcher Competition at the 3rd Quarter.

Newark Factory

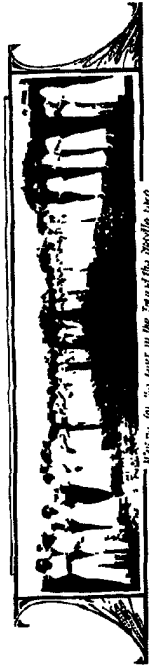
Our varnish-maker, Mr. A. Piquette returned to work July 1st, after an absence of 3 months due to an attack of inflammatory rheumatism.

Our annual outing was held Friday, June 28th at Bellewood Park and offered a day of pleasure to be long remembered by those who participated. For the first time since 1902 the office team succeeded in defeating the Factory in a baseball game, the score being 7 to 6. A misplay at 3rd base proved to be the undoing of the Factory team.

The Finishing Department report for the week ending June 29th shows that all classes of orders were filled with a delay of only .97 of a day. We are still going strong and expect to improve this record. Twenty-two Factory employees will be given a week's vacation this year by virtue of their having been in the employ of the Company 5 years or longer.

Chicago Factory

The demand for Liquid Paints for the Western District seems to be keeping up very well and is prolonged quite beyond what it was last year. This has necessitated operating our Liquid Paint Department to the fullest capacity, and indications are that it may be necessary to continue this, giving us a much better output than for the month of July last year. This same is true very much of the Var-nish Department which showed a much bigger output for the month of June this year than last year, and this month proves better than July of last year.



Making for us, boys in the Street the Reville race

Excursioning in the Effete East

By J. A. Bowman

THE Eastern Division Employees held their Thirtieth Annual Outing at Bellewood Park, New Jersey, Friday, June 28th. A special train on the Lehigh Valley Railroad carried between 400 and 500 people, which was the largest number we have ever taken with us. We were favored with a most beautiful day, which made the Outing in the North Jersey hills very delightful and caused the "13th" to be the best ever. From the time the train left the station, the usual S-W spirit and enthusiasm prevailed, and the journey was enlivened by well-selected music; quartets made up of the various members of the staff providing entertainment in every car.

Upon arrival at the grounds, the various games were started and were keenly contested.

The following are the results of some of the field events:

- 100-Yard Dash
First—G. Heuer, Time, 10.42
- Second—G. Lambert
- 30-Yard Dash for Girls
First—E. Binder, Time, 7.6
- Second—E. Callaghan, Time, 7.8
- Needle Race
First—H. Berger
- Standing Broad Jump
First—E. Elder
- Second—H. Berger

In the bowling contest for the young ladies, the team captained by Miss Howarth was victorious by a margin of 26 pins. In the contest between the Factory and Office, the Factory boys bowled three more pins than the total score made by the office.

The big event of the day proved to be the baseball game. Each inning was hotly contested, and the spectators were treated to an exhibition that was decidedly on the professional order. Several sensational plays were made by both sides, and at the end of the 9th inning the Office team was victorious by a score of 7 to 6. The victory was well earned, being the first the Office team has gained for several years.

Other contests were 50-Yard Dash for Boys, and Grab-bag Contests for small children. Both were very interesting.

Our Newark Office and Factory has a wealth of amateur athletes. Several members of the Office and Factory are members of one of the most successful amateur baseball clubs in this vicinity. We understand they are now leading the league in which they are playing, and have suffered but one defeat this season.

After the various sports of the day, the different amusement centers of the park were visited and enjoyed by all. In the dancing pavilion many of the "has beens" showed their ability to do the light, fantastic step.

It was a gay and happy throng that turned homeward at 7:00 P. M. after a most satisfactory day's outing.



A photograph of the young ladies in the San Francisco Office, taken after a luncheon given in honor of Miss Ruth O. Hoops and Miss Idanue Rock, both of whom were married in June

Sales Department Notes

Representatives' Competition to August 1, 1912

Leaders in New SWP Agents

Northern Pacific		
W. H. Liley	27	
E. W. Duncan	20	
E. D. Taylor	12	
Texas		
E. M. Heath	26	
E. G. Groves	25	
C. S. Bealand	23	
Omaha		
C. L. Bug	23	
F. C. Seck	20	
F. C. Kennerly	18	
New Orleans		
L. A. Seger	23	
A. E. Allen	17	
W. D. Nichols	16	
Cleveland		
G. D. G. G. G.	23	
W. S. Harrison	11	
W. S. Harrison	10	
Kansas City		
G. A. Dorwart	22	
E. J. G. G.	each 15	
H. E. H. H.	13	
R. E. Graham	13	
Minneapolis		
H. C. Lau	20	
F. D. Randall	13	
N. E. O'Neill	each 8	
N. E. Horn	each 8	
W. W. Edwards	each 11	
New England		
W. L. H. H.	19	
J. H. H. H.	16	
A. D. Campbell	each 11	
D. H. Thompson	each 11	
Leaders in New Dealers and New Other Accounts		
Cleveland		
G. D. D.	261	
E. H. H.	185	
W. A. Mason	157	
Texas		
G. C. C.	157	
C. S. S.	43	
H. A. W.	39	
New England		
D. H. H.	142	
L. H. H.	111	
W. B. B.	103	
Minneapolis		
G. L. L.	120	
E. D. D.	114	
W. W. W.	85	
San Francisco		
E. W. W.	111	
M. V. V.	78	
M. M. M.	44	
Cincinnati		
F. H. H.	107	
F. B. B.	103	
W. F. F.	105	

Chicago		
H. D. D.	94	
C. F. F.	93	
J. W. W.	85	
Newark		
F. L. L.	87	
H. J. J.	each 53	
C. A. A.	39	
W. S. S.	39	
Philadelphia		
T. S. S.	82	
W. H. H.	39	
W. H. H.	39	
New Orleans		
A. E. E.	81	
L. A. A.	62	
W. D. D.	37	
St. Louis		
G. F. F.	80	
R. J. J.	each 61	
J. L. L.	61	
J. K. K.	61	
Northern Pacific		
C. P. P.	76	
D. D. D.	72	
J. W. W.	72	
Savannah		
F. D. D.	78	
H. N. N.	24	
A. D. D.	24	
Omaha		
C. L. L.	71	
C. L. L.	49	
J. H. H.	49	
Kansas City		
A. M. M.	70	
H. N. N.	66	
R. F. F.	each 54	
C. G. G.	each 54	
Southern Pacific		
F. L. L.	32	
I. B. B.	32	
G. E. E.	26	

