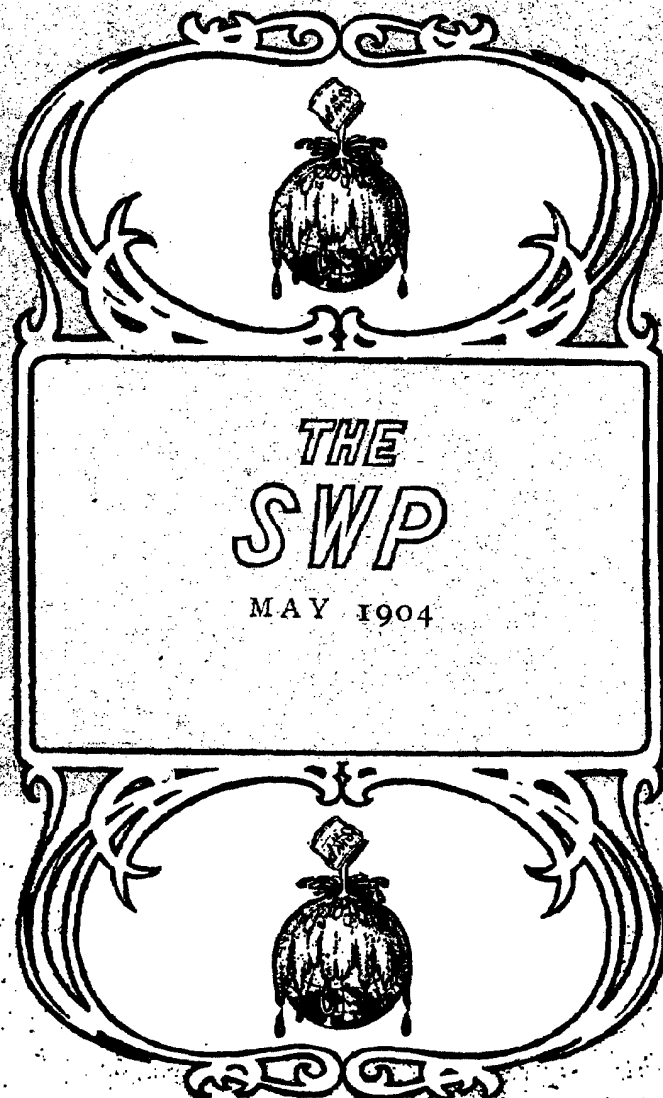




THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Edited and printed in the Department of Publicity at 104 Canal St., Cleveland, where all communications to the Editor should be sent.

VOL. VI.

MAY, 1904.

No. 5

THE LOGIC OF MIXED PAINTS.

Editorial From "Drugs, Oils and Paints"

The subject of mixed paints was treated so ably and so comprehensively in the editorial pages of "Drugs, Oils and Paints" for February and March that we are anxious to place the articles before all S. W. P. agents. Through the kindness of the publishers we are enabled to do this. The editorials, we believe, make the best exposition of the subject that has appeared, and will be of vital interest to all paint men. We urge S. W. P. agents to read the articles carefully—they will give you greater confidence in good prepared paint like S. W. P., and will supply you with invaluable selling arguments.



WITHIN the memory of living painters, the wielder of the brush was also a paint and varnish manufacturer. Every paint shop was equipped with its slab and muller for rubbing up colors in oil, and all shops of any pretensions also had their small hand mills for grinding and mixing tints and bases. In the course of time, partly because of the prevalence of lead poisoning among painters, partly because of the obvious economy of machine work, and partly because of the rapid increase of demand incident upon the growth of the country, the corrodors of lead began to offer their product ground in oil. This was the first step in the progress towards ready-mixed paints. The advantage, both in the efficiency and the economy of this practice was so immediately obvious that the color makers quickly followed suit, and thus corrodors and color makers became paint manufacturers; a new industry being thereby created, while shop mixing was inevitably doomed.

The second step towards the production of mixed paints came when the corrodors, realizing either the superior results or the greater profits obtainable from mixtures of pigments, began to put forth combinations of lead and barytes, lead and zinc or of all three materials, in varying proportions. These combinations requiring only the addition of tinting colors, oil, driers, and turpentine if desired, taught not only the consuming public, but the painter as well, several important economic facts: first (it is claimed) that a combination of bases gives better results than a straight or unmixed base; second, that with such compounds more work can be done for less money; third, that machinery is not only more economical, but more efficient than manual labor; fourth, that the uniformity of materials and treatment made possible by manufacture on a large scale is an important factor in assuring satisfactory results.

At this point the native alertness of the Yankee genius caught the logic of the facts and quickly carried it to its inevitable conclusion. If it is advantageous and economical to substitute machinery and factory organization for hand labor and shop rule of thumb in the grinding of lead, colors, and paint bases, why would it not be similarly advantageous to bridge the entire chasm and bring the paint factory in immediate contact with the brush? If it is ad-

vantageous and economical to supersede the muller and the hand mill with the power chaser and buhr mill, why not also supersede the mixing pot, paddle, and strainer with a mechanical mixer?

The recent introduction of zinc white and its general adoption by colorers in the preparation of their mixed bases or "graded leads" facilitated this development and made practicable the production of a ready-mixed paint in which the pigment would remain fairly well suspended in the oil.

The first ready-mixed paint is believed to have appeared locally about the middle of the last century. The advantage of the proposition was so immediately obvious that paint factories rapidly multiplied all over the country, and where paint was before somewhat of a luxury, it speedily became a necessity. By 1870 there was a "paint factory" in every village, and in many thickly populated regions it was not uncommon to find an old barn transformed, with its bench of mills and mixers vigorously turning out compounds for the decoration of the neighborhood.

The fierce competition that resulted from this swift multiplication of enterprises resulted in constant endeavors to secure advantage by cheapness, and here the emulsion paint found its chance. Linseed oil was expensive, water was as free as air, every druggist knew how to make oil and water mix, and the unscrupulous paint manufacturer speedily availed himself of the knowledge of his friend the druggist.

Even in the competition of emulsions, some remarkable results were achieved; but time, which proves all things, quietly proceeded with its practical demonstrations, and the emulsion paint, except in regions

where paint is still a comparative novelty or luxury, has had its day. Since 1890 the trend has been steadily back to the pure oil paint, and the competition has been for absolute economy—the relative cost divided by the relative duration of service.

But the introduction of the ready-mixed paint and the consequent growth of paint consumption has not only popularized the knowledge of paint economy, but has directed upon the subject the attention of technicians and investigators to an extent that could not fail to result in extensive enlightenment. Owing to the competitive claims and the eager researches of mixed paint manufacturers, no less than to the interest aroused by them, we know today more about pigments, vehicles, and painting conditions than about most subjects with which the consuming public is concerned.

The result of this flood of investigation could not fail to be a bettering of materials and methods, a more intelligent selection and more exact methods of manipulation. Of this the paint consumer has received the benefit, and he can today, if he so wills, obtain a very intimate knowledge of paints, both in their technical and economic aspects.

Another result, contrary to earlier expectation yet entirely in accord with the logic of things, has been the specialization of the industry and the establishment of the ready-mixed paint as the inevitable paint of the future. It is worthy of note that nearly all large industrial consumers of paint, even those that order by specification and formula, are inclining more and more to the purchase of compounds ready for the brush, and this tendency is intensified every

Continued on page 80.



IN FULL BLAST.

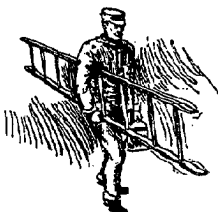
SPRING paint selling is now in full blast. Upon the business you do—the orders you fill—during the present months depend to a very great degree your paint profits for 1904. To make this spring's business exceed all past records every S. W. P. agency must maintain its fighting attitude, must "work its plan," must call into service every aid at its command.

"Keeping everlastingly at it" will win. Don't let up in your efforts because things are coming your way, and you feel you are getting a fair proportion of local business. You want more than a fair share. You want

ever so much more than you got last year because it's only by progress and continual advances that you can maintain your lead in the paint field.

To "keep ahead, always," you must go after orders, large and small, little and big. Never overlook the Specialties. Give a good share of your time and attention to the profitable field of halls, schools, churches, offices and store buildings. In this connection do not forget the aid we can give you. If you see a building going up or have a customer whom you cannot quite close with, call on us, explaining the situation, and we'll go after the order for you with forceful, well-written letters and strong follow-ups. Use the "personal letters" often. Continue to use all the advertising helps which we have prepared for you. Be a "full line" advertiser.

Our new window dressing booklet is full of simple but effective windows that will catch the eye of the public. Keep your newspaper space filled with good "copy". The electrotype booklet should be consulted often. It is filled with the best of good "copy" for a vigorous and successful newspaper campaign. The other advertising features furnished you can be used most advantageously. Color cards, hangers, posters, fence and field signs are invariably effective when properly distributed. We want you to make liberal use of the various S-W. advertising features—to call upon us for suggestions and special help—to keep the campaign going *in full blast*—to wind up this spring season with a new record.



GOOD LINES TO PUSH RIGHT NOW.

NO S. W. P. agent who neglects to push the specialties—the shelf goods—the big profit-makers—is making the most of the S. W. P. agency. There is no business which is more easily handled or that leads to big S.W.P. sales so quickly as the shelf goods lines, particularly at this time of the year. Sell the householder—the



woman of the house—the S.W. paints she needs for the floors, the cupboards, the pantries, the dressers, the flower-stands, and the thousand and one little things about the house, and you'll be sure to sell S.W.P. for the outside of the house. There's the quality in every S-W. product that gives satisfaction and that brings a customer back asking for "more of the same label".

Push the specialties. Push the following particularly:

The S-W. Floor Finishes: Rugs and painted or varnished floors are the style everywhere now. The day of the dust and germ collecting carpet is past. It's good business, therefore, to push Floor Finishes with all your energy.

With The S-W. Floor Finishes in stock you can meet every demand of your territory; they're made for finishing old and new floors in any style desired. No other floor finishes are so well adver-



tised for the dealer or pay him such good, permanent profit.

The line comprises:

THE S-W. INSIDE FLOOR PAINT—For an effective inside painted finish.

THE S-W. PORCH FLOOR PAINT—A lasting finish for porch floors.

FLOORLAC (Registered)—A stain and varnish combined, for old and new floors.

MAR-NOT—A durable floor varnish for natural wood finish.

THE S-W. FLOOR WAX—For polishing floors.

THE S-W. CRACK AND SEAM FILLER—For filling seams and cracks in floors.

The S-W. Family Paint: Just the thing to offer during the house cleaning days to the woman who wants to do "just a little painting about the house". It's made in 26 good shades and is put up ready for use in easily handled packages; sizes half pints to quarts.



There is always a good demand for a product like Family Paint if it's properly pushed. It's a handy paint for cleanly homes—a good paint that gives the dealer a good profit.

The S-W. Varnish Stain: For refinishing old painted woodwork, for staining and varnishing new woodwork at one operation, for a stained finish on chairs, tables, hall benches, bureaus, and furniture of all kinds sell Varnish Stain. It will pay





One of the good arguments to use in selling Varnish Stain is its easy working qualities—it brushes out freely and doesn't pull hard.

The S-W. Enamel Paint:

For enameling washstands, bedsteads, dressers, chairs, etc. Enamel Paint is a ready seller because it always gives satisfaction. It is made in 14 beautiful colors and put up in quarter pint to quart penny lever cans. No other Enamel Paint on the market today has the same easy working qualities as The S-W. Enamel Paint—it flows out evenly and smoothly—doesn't drag under the brush, and is altogether one of the most satisfactory products in our shelf goods line. It's well advertised.

Enameloid: A high gloss varnish paint for use on inside walls, ceilings, and woodwork. Better than wall paper. Enameloid is fast taking the place of faded, soiled, and germ gathering wall paper. It's cleaner, more healthful, and more durable than wall paper. It's easily applied, stands any amount of soap and water, and wears for the longest time—much longer than wall paper. The increasing use of Enameloid in

every section of the continent means a larger field for the paint dealer who has the product on his shelves and who keeps it before his trade. It's manufactured in 18 decorative shades.



The S-W. Aluminum Paint: For a bright silver finish on gas and water pipes, hot water boilers, gas stoves, cooking stoves, and wood and iron surfaces generally. One of the most adaptable paints on the market. The many ways in which it can be used, its durability, freedom from nauseating odor, and its soft velvety finish make it a very desirable paint for house decoration.



Aluminum Paint ranks among the best selling and best advertised of The Sherwin-Williams Full Line of Profit Paying Specialties. Put up in 1/4 pints to gallons.

The S-W. Empress Gold Paint and Imperial Gold Enamel: For gilding light furniture, picture frames, gas fixtures, and general decorative purposes. Standards for spring house-cleaning. There's scarcely a home in your territory in which products like these two will not be used for spring renovation. Gold Paint is put up in liquid form ready for use. In Gold Enamel the liquid and the bronze are put up separately. A brush and full directions for use are given with each product.

The S-W. Screen Enamel: For screen doors and windows. Prevents rust. Easily applied, does not gum up the wire, made in black and green.

The S-W. Buggy Paint: For buggies, carriages, porch and lawn furniture is a quick selling



money-maker. Right now, during the spring months when the old buggies and carriages are being repainted and the porch furniture put in shape for the summer, it has its biggest sale.

It is a varnish gloss paint of great durability, made in eight good colors. It is well advertised. A color sample is enclosed in the Calendar-circular and other advertising matter which we send out to property owners. It is in good demand in livery stables for touching up carriages, etc. Buggy Paint is first-class through and through—you are not giving your trade the best unless you're selling them Buggy Paint.

The S-W. Furniture Polish: For furniture, interior woodwork, floors, etc., is building up large sales these

days. It is one of the "little things" that every paint dealer should handle—besides the good profit in its sales it will swing larger orders for him.

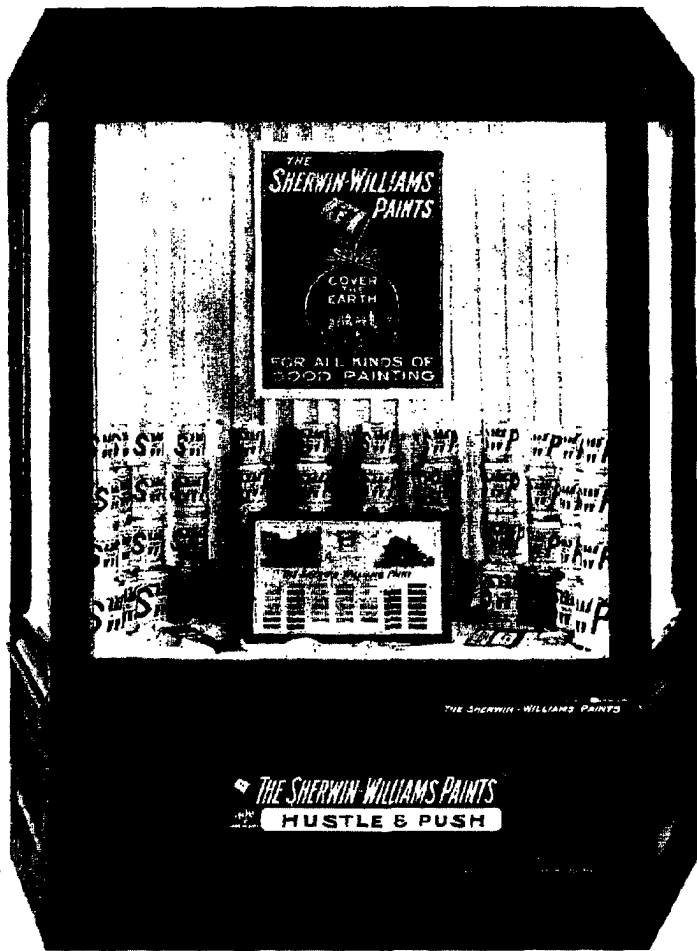
Furniture Polish is a splendid polish—reliable every time it is used. We're doing lots of advertising on the line, a specially handsome carton and strong newspaper electrotypes go with it—it's one of the best sellers you can take hold of this spring.



Push all these lines with all your energy during these busy paint selling days. If there is a single one of them missing from your shelves, write to-day for prices and color cards.



The attractive store display of Wm. Cameron & Co., S. W. P. agents at Waco, Texas. This display shows the "full line" most pleasingly arranged. Wm. Cameron & Co. are one of the most progressive paint houses in the South.



AN EASILY-TRIMMED WINDOW.

AN effective display of S. W. P. can be obtained by arranging cans of S. W. P. in a half circle as shown, with counter display card and color cards in centre. Hang poster in the background.

Keep S. W. P. before your trade. Trim a window today.

BIGGEST FRESH WA



Capt. A. B. Wolvin

and a marked one, was made in the carrying trade of the Great Lakes. The Wolvin represents the greatest progress in ship building on inland waters.

To Mr. A. B. Wolvin is due the credit of having this mighty vessel built for the Acme Steamship Co. To Mr. Jas. C. Wallace, vice president and general manager of the American Ship Building Co., is due the credit for the design of the general structure.

The Sherwin-Williams Co. in addition to having an interest in the big boat through its marking an advancement in a great industry have a very personal interest as well. The American Ship Building Co. use The S-W. Products almost exclusively and the steamer Augustus B. Wolvin is finished throughout with The S.W. Marine Paints and Varnishes.

This fact will be appreciated by all S.W.P. agents. It affords splendid advertising opportunities, it is a convincing argument for the reliability of S-W. Products. When the paints of a certain manufacturer are used by so careful and particular a buyer as the American

Augustus B. Wolvin, the leviathan of the Great Lakes, is

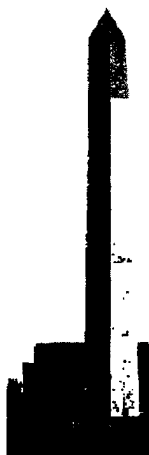
WHEN the Steamer Augustus B. Wolvin slid from the launching ways at the Lorain yards of the American Ship Building Co. into the waters of Lake Erie on April 9, another advance,

Ship Building Co. and give satisfaction under the severe tests of marine use, there is every assurance that those paints are of honest quality.

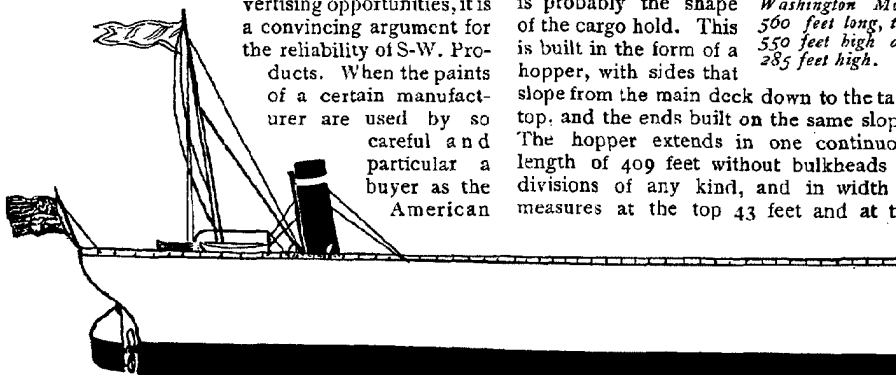
Through the kindness of the publishers of the *Marine Review* we are able to reproduce views of the steamer Wolvin and to give the following interesting description of the vessel:

"The vessel is the largest ever built anywhere to navigate fresh water and there are very few ocean vessels that are purely freight vessels that exceed her in dimensions, her length being 560 feet over all, 540 feet in keel, with a beam molded of 56 feet at the widest part, and a molded depth of 32 feet amidship.

This magnificent vessel has several new and interesting features in her construction, the principal one of which is probably the shape of the cargo hold. This is built in the form of a hopper, with sides that slope from the main deck down to the tar top, and the ends built on the same slope. The hopper extends in one continuous length of 409 feet without bulkheads or divisions of any kind, and in width measures at the top 43 feet and at the



The Augustus B. the Flatiron built Washington Mo. 560 feet long, the 550 feet high and 285 feet high.



WATER STEAMER AFLOAT.

is finished throughout with The S-W. Marine Paints and Varnishes.

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bottom 24 feet. The space between the sides of the ship and the sides of the hopper is used for water ballast, so that the water ballast, as well as being in the usual double bottom underneath the hopper, extends up the sides to the height of the main deck stringer.

This construction was adopted to accommodate the use of automatic clam shells in unloading the cargo and while it serves this purpose, it also serves to make a stronger vessel.

There are thirty-three cargo hatchways in the spar deck, each one measuring 33 feet by 9 feet in the clear, and spaced 12 feet apart centers, so that it will be possible for the clam shells to unload the vessel entirely without any hand shoveling. These hatchways are fitted with a patented system of steel plate sliding hatch covers, operated by steam engines and shafting, so that no manual labor is required for the opening and closing of the hatch covers.

The Wolvin compared with building in New York, and monument. The Wolvin is the Washington Monument, and the Flatiron building.

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The water ballast space is divided into numerous compartments by water tight athwartship bulkheads fitted at intervals of about 60 ft., and the total ballast capacity is about 8,000 tons of water. The cubical capacity in the cargo hold of this

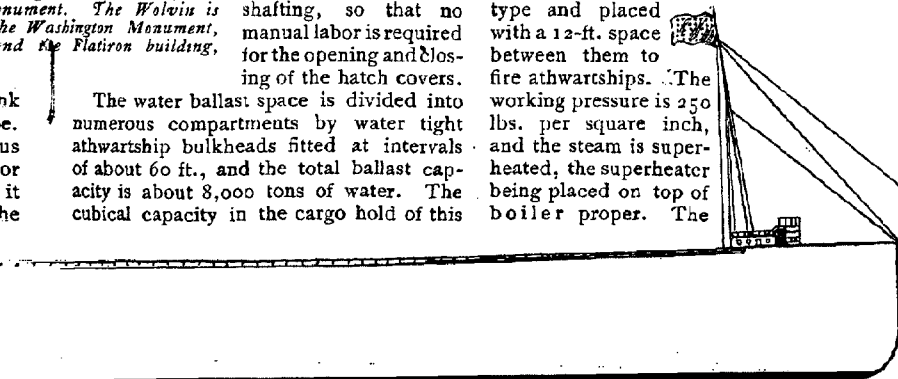
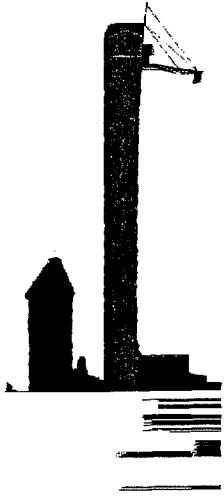
immense vessel is about 500,000 cubic feet, which is equal to 401,000 bushels of grain, or to 12,500 tons of coal. On the spar deck are six 8x10 inch single drum engines, carrying each a steel wire mooring line for the usual mooring and warping purposes. In fact, steam has been used wherever possible to displace manual labor. There is a steam windlass fitted for handling the two 8,000 pound anchors, and a steam capstan on the spar deck aft. She will be fully equipped with electric lights throughout and has duplicate plants so that there will always be one to fall back on in case of the other giving out.

The propelling machinery, as is usual in lake vessels, is located in the extreme after end of the boat. The main engine is of quadruple four-crank type, with cylinders 18½ in., 28½ in., 43½ in. and 66 in. diameter, each having 42 in. stroke of pistons, and they are designed for an indicated horse power of 2,000 when making 80 revolutions per minute.

"The boilers, two in number, are of the Babcock & Wilcox type and placed with a 12-ft. space between them to fire athwartships. The working pressure is 250 lbs. per square inch, and the steam is superheated, the superheater being placed on top of boiler proper. The



Mr. J. C. Wallace



boilers are fitted with a mechanical stoker, the coal being fed into hoppers, passing from thence on to traveling grates, the ashes being deposited at the back of the boilers and discharged overboard by means of steam driven elevators. The coal bunker has a capacity of 350 tons."

"In every respect the vessel has been fitted out and built to meet the most modern requirements of lake service and there is not the slightest doubt but what she will fulfill every anticipation."

Mr. A. B. Wolvin.

Mr. A. B. Wolvin, for whom this vessel is named, has for many years been a leader in the ship building industry and lake transportation. He has had a remarkable career. He is still a young man—a young man with a vast experience and a striking combination of energy and judgment.

Captain Wolvin started sailing when he was 12 years old as cabin boy on the "Dean Richmond" of which his father was captain. His first boat was the steamer "Anne Smith" which he sailed in 1879. He quit sailing in 1882 but returned to the lakes in 1889 as vessel agent with the late Captain F. W. LaSalle of Duluth, the firm being known as LaSalle & Wolvin. His advancement was rapid. He became manager of the American Steel & Wire Co's fleet of vessels, president of the Superior Ship Building Co., manager of the Great Lakes Towing Co., agent for the Western Transit Co., and was associated with J. J. Hill's interests.

In 1902 when the United States Steel Corporation was formed it acquired 112 steamships and formed the Pittsburg Steamship Co. to operate them. Mr. Wolvin was appointed

general manager of the fleet. He resigned from this position in January last to give his entire attention to personal interests.

Mr. J. C. Wallace.

To the energy and keen business judgment of Mr. J. C. Wallace, Vice President and General Manager of The American Ship Building Co., much of the success of the company is due; indeed the ship building industry of the Great Lakes owes much of its greatness to him.

Like most of the successful men of today, Mr. Wallace came up from the ranks serving an apprenticeship which well fitted him for the important position he now holds. He began business life in 1881 in the machinist's trade in which he served for three years. In 1884 he went with the Globe Iron Works, Cleveland, starting in the machine shops, shifting to the shipyard and then on to the drafting room; later sailing in the steamer "Onoko" as assistant engineer.

When the Cleveland Ship Building Co. was formed in 1887 he was placed in charge of the drafting room; in 1890 he was made assistant superintendent of the company, and in 1893 was appointed Vice-President and General Manager. In 1899, when the American Ship Building Co. bought out the Cleveland Co., Mr. Wallace was given the position of General Manager and Vice President in the new company.

Mr. Wallace, as a young man (he is but 39,) is a great believer in young men. He says that there is no position in the business world of today to which a young man may not aspire if he has energy, vim, and push back of him.



An S. W. P. House.

Residence of Mr. G. W. Irwin, S. W. P. Agent, Roachdale, Ind. Body, 497; Trimmers, 462 and 475; Floor, 46.

IN NEW QUARTERS.

The headquarters of the Central Division of the Company and of the Executive, General Accounting and Purchasing Departments and of the Department of Publicity are now all located in the new building erected by the Company this past year.

The change gives us much needed room and increased capacity, particularly in the Department of Publicity, where the Press Room, Composing Room, Sampling Room, Bindery and Storage capacity has been doubled.

A little later we shall be able to show photographs of the new offices at which time we shall describe them more in detail.

BIG ORDER FOR STAMPS.

What is probably the largest order for postage stamps ever received at the local post office has recently been given by The Sherwin-Williams Co.

The order calls for \$20,000 worth of 1-cent stamps, which are to be used for the mailing of over 1,500,000 Calender-circulars to property owners throughout the country.

For the past few weeks clerks from the postoffice have been engaged in the Bindery of the company sorting the addressed and stamped circulars, preparatory to sending them direct to the train. Over 100 stenographers and clerks are engaged in preparing the circulars for the mails.—*Cleveland World*

USE THE "PERSONAL LETTERS" TODAY

THE OLD GUARD.

Agents Who Have Been Selling S. W. P. Long and Successfully.

One of the most valuable assets and pleasing associations of the Company are the many happy business relations that have come down through the years. In almost every part of the continent are to be found S. W. P. agents who began handling The S. W. Products in the early days and who have struggled side by side with us to gain first place in the paint world. Our success is their success; their success is our success.

We shall endeavor from time to time to publish sketches of members of this "Old Guard." Their experience is the experience of years and their success is the success of years.

Ethan C. Claflin, for 22 years S. W. P. Agent at Milford, Mass.

Mr. Ethan C. Claflin has been agent for S. W. P. at Milford, Mass., for twenty-two years. His success with S. W. P. covers the same period of time.

His business career reaches back fifty-five years—fifty-five years of honest, satisfactory business.

Twenty-two years is a long test for a paint. Mr. Claflin states that in all that time, during which he has sold thousands of gallons of S. W. P., he has never received a legitimate complaint. The agency at Milford has been progressive. It has gone ahead season after season, year after year. It was built on the principles that make for success—honest goods and honorable methods. Mr.

Claflin's substantial business interests were in the beginning a convincing argument that the paint he offered his trade was honest value. When

to this argument was added the reputation of the paint as it gave satisfaction to each user, the sales increased and the agency grew to be one of the most important in the state.



Mr. Ethan C. Claflin.

Mr. Claflin, despite his many years of work and his advanced age of seventy-nine years, still remains in active control of his business. His interests are many, yet he "keeps to the front" in the paint trade and retains that degree of enthusiasm and confidence in the sale of The S. W. Paints and Varnishes that has been the secret of his success. He is identified as director with the leading banks of that vicinity, has been tax collector of Milford for 25 years and carries on an extensive shoe

finding business. A busy man, thoroughly imbued with the spirit of progress, with a record of substantial success, Mr. Claflin represents the "Old Guard."

J. P. Rasmussen, S. W. P. Agent for 17 Years, Portland, Oregon.

Rasmussen & Company have been selling S. W. P. in Portland, Oregon, the metropolis of the great northwest, for seventeen years. The life of the agency has been vigorous; its success has been large.

Mr. J. P. Rasmussen, founder and manager of the company, writes of his experience with S. W. P. in these words, which are stronger than any comment upon them:

"We have been singing the praises

of S. W. P. for seventeen years now. Long, long ago we told of its good qualities, and long, long ago we came to have abounding faith in it. In fact the faith came first, and its realization has been greater year by year. In the face of unusually acute competition we have seen S. W. P. steadily win its way into increasing favor with consumers and contractors, the volume of our business more than keeping pace with the growth of our city and the development of its territory.

"That our increasing success is largely due to the superiority of S-W. products goes without question. The array of names of builders and master painters upon our books is evidence

of expert witnesses to this fact. For while the great trade strife has been hottest about 'prepared' paint, we have won most important battles with S. W. P., Japan and Oil Colors. We have always made it a point to carry a complete stock in these most important lines; and our ability to fill orders of any size without delay has always been of great advantage to us.

"We are meeting with the same success with your varnishes that we have met with in our paint and color trade, and though we took up this line only a little over a year ago, it is becoming an important factor.

"We are eminently pleased with The Sherwin-Williams Products."



Mr. J. P. Rasmussen.

The "personal letters" get business—that's the reason we want you to use them. Fill out the blank today.



*An S. W. P. Hotel.
Arlington Hotel, Santa Barbara, Cal.—one of the finest on the Pacific Slope.
Painted with S. W. P., 351.*

S. W. P. ADVERTISERS.

What S. W. P. Agents are Doing in the Way of Special Advertising.



HERE can be no doubt that S. W. P. agents are firm believers in newspaper advertising. Newspaper space has been used extensively during the last few weeks—judging from the many copies of newspapers sent in, there has been more and better advertising done than ever before. The results will surely show in the spring paint orders.

Perhaps, the best suggestion that can be made regarding newspaper advertising, or in fact advertising generally, is "keep at it." The advertising that fails is the advertising that is done spasmodically. The persistent advertiser wins—it is constant advertising that builds up business.

Using Newspaper Space

Some S. W. P. agents from whom we have recently received newspapers containing good ads:

A. Grafe, Wilnot, Ohio.
Chas. D. Harlow, Washington Court House, Ohio.
Chas. E. Mortimer, Lockport, N. Y.
H. T. Cooper, Dunbar, Nebraska.
Walter Holderread, Divernon, Ill.
Smith & Lawrence, Lowell, Mass.
Hartman & Gwaltney, Lockland, O.
W. C. Landon & Co., Rutland, Vt.
H. E. Hess, Philadelphia, Pa.



A striking full page advertisement of Mr. Lee Skiles, S.W.P. Agent at Virginia, Ill.

Fuller Bros., Danville, Va.
Cordele Hdwe. Co., Cordele, Ga.
Harmony Bros., Mattoon, Ill.
Hostetters Pharmacy Co., Ansonia, Ohio.
Farmers' Hardware Co., Saratoga Springs, N. Y.
Lindley & Rowan, Canton, Pa.
Smith & Co., Horse Cave, Ky.
J. L. Sherman, Holgate, O.
W. C. Spicer, Penacook, N. H.
Martindale & Co., Alliston, Ont.
C. H. Nichols & Bro., Roxbury, Mass.
J. S. Neill, Fredericton, N. B.
Lamson & Trowbridge, Marlboro, Mass.
L. S. Varnell, Washington, Pa.
Cottrell & Co., Paulina, Iowa.
Lee Skiles, Virginia, Ill.
E. C. Peck, San Bernardino, Cal.
The Peckman Co., Newport, R. I.
The L. W. Loomis Hdwe. Co., Cuyahoga Falls, Ohio.
J. R. Bourland, Lewisville, Texas.
J. H. Brewster, Lisbon Falls, Me.

Using the News Notices.

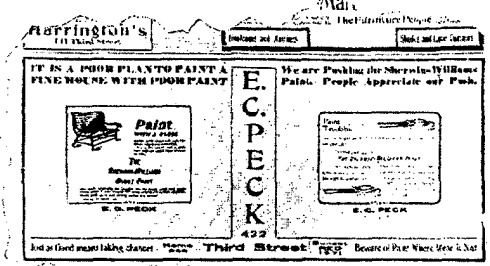
The reception accorded the news notices inserted in the last two issues of THE S.W.P. is gratifying. A number of the newspapers received had a notice prominently displayed and in several instances the name of the S.W.P. agent in the town was inserted in place of "a prominent paint dealer."

The theory of this kind of publicity is correct. It is first rate advertising and we shall continue to enclose suggestive news notices in future issues.

Using Testimonials.

The endorsement S. W. P. by people of in a certain locality is the best guarantee of its quality that can be given to prospective customers in that locality.

T. H. Briggs & Sons, S.W.P. agent at Raleigh, N. C., are sending out to their trade this spring an attractive little "testi-



One of a series of attractive one quarter page ads. run by Mr. E. C. Peck, S.W.P. Agent, San Bernardino, Cal.

monial" folder telling what painters and property owners in Raleigh think of S.W.P. The folder gives statements from prominent business men of the city who have used S.W. P. on their property, and from contractors, builders, architects and painters who have had practical experience with the paint. In addition, a list of about twenty painters who use and recommend S.W. P. and of about seventy-five property owners who have had satisfaction with S.W.P. are given. Altogether the folder is strong advertising and should bring the agency at Raleigh good returns.

Mr. Jordan Steeves, S. W. P. agent at Hillsborough, N. B., is another strong advocate of the "testimonial" idea. He sent to his prospective customers recently a well-written, well-displayed four page circular containing about twenty S.W. P. testimonials from representative residents of Hillsborough and vicinity. The first page of the circular gives "a dozen good reasons why you should buy Sherwin-Williams Paint in preference to any other"; on the second page is a strong general talk on the paint and the testimonials follow on the third and fourth pages. After reading the circular one is possessed with a strong desire to use S.W. P.

H. M. Hitchcock & Co., S.W.P. agents at Redwood Falls, Minn., in a "personal" letter to their trade give the names of twenty property owners who have used S.W. Paints. The names are given as a reference and a guarantee. The letter closes with the words "yours for reliable paint service."

Mr. Abram Buckton, S. W. P. agent at Denver, Colo., has introduced many good features into his advertising methods. He

recently sent out to his trade a copy of a letter from Mr. F. W. Cooper, a leading architect of Pueblo, Colo., on the qualities of S-W. Products. At the same time he wrote a strong personal letter calling attention to his paint and general stock. The architects letter is a convincing one, reading as follows: "I have used The Sherwin-Williams Paints, exclusively, in my work for the last sixteen years and they have been in every way satisfactory. The \$30,000 residence of Ex. U. S. Senator

Thomas M. Bowen, completed in Pueblo in 1892, was painted with S-W. Paints and has not been painted since that time. It looks fresher and better today than many residences here which have been painted within the last two years; so long as I am able to get such results as I have in the past I shall continue specifying S-W. Products with the knowledge that I am getting for my clients the best goods in the market."

Make use of the "testimonial" idea in your advertising.



This is a poster designed and successfully used by DaLee Johnson Co., S.W.P. Agents at Fitzgerald, Ga.

THE LOGIC OF MIXED PAINTS.

Continued from page 66.

year. Painters also, with numerous exceptions among those who still believe it possible to maintain the competition of hand against machine, are rapidly yielding to the logic of facts, and more and more limiting their shop manipulation to exigencies and special requirements.

The objections to this form of paint have been threefold: the first on the score of possible, or as it is often asserted, inevitable fraud; the second on behalf of the painter, whose sphere of activity is circumscribed by it; the third, the technical objection on the score of quality and economy.

The first objection has been practically eliminated, as indicated above, by the competition of manufacturers and by the rapidly growing tendency of the latter to advertise and guarantee the general formula. It is also easy to insure against it by means of the technical information now available to anyone. The second objection is on all fours with that formerly urged against the sewing machine, the power loom and all other mechanical improvements and falls before the same facts—increased employment following decreased cost.

The third objection is the one around which most of the controversy has centered: Can ready-mixed paints, in fact, be as satisfactory technically as paints prepared for the occasion by an expert—what? An expert paint manufacturer, chemist, technician? No; an expert *spreader of paint*. That, in the last analysis, is the question: It is the paint-making specialist pitted against the specialist in the application of paint; and should, it strikes us, require no further discussion. But at bottom the ques-

tion has still another phase. Regarding the mere matter of relative merit between a machine-mixed and a hand-mixed product, it will be apparent to all who appreciate modern conditions of trade that even a simple mixture of lead and oil will be more satisfactorily made, with better assurance as to advantage of price and security against adulteration, by the well-equipped factory than by the shop, with limited equipment and facilities. This much may be regarded as settled; but the question of "straight" pigment *versus* "combinations" remains.

Is a combination of zinc and lead or of these with an "inert" pigment intrinsically as economical as a mixture of simple white lead and oil?—for practically all ready-mixed paints are combinations of the kind indicated.

We not only believe it to have been fully established that they are more economical; but we also believe that the great increase in their consumption, contrary to the generally received opinion, has marvelously stimulated the production and consumption of white lead, and will continue to do so until such time as the advance of knowledge shall place within the reach of paint manufacturers a white pigment without defects and an oil which shall be all that linseed oil ought to be and is not. This phase of the matter we shall reserve for further discussion in our next issue.

(In THE S. W. P. for June the editorial on "The Economy of Mixed Paints" that appeared in the March issue of *Drugs, Oils & Paints* will be reproduced. The article, as its subject implies, treats of a feature regarding which controversy has waged for many years, namely, prepared paint economy.)

WE want *you* to send
us the name of
every property owner
in your town who in-
tends to paint or who
ought to paint his
property this spring.

Use the blank in-
closed with this issue.
Send in some names
today.