

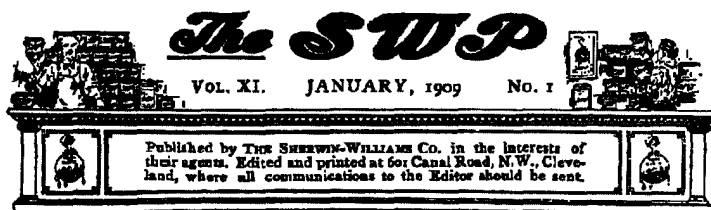
The SWP

JANUARY

1909



N23706



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THE YEAR AHEAD.



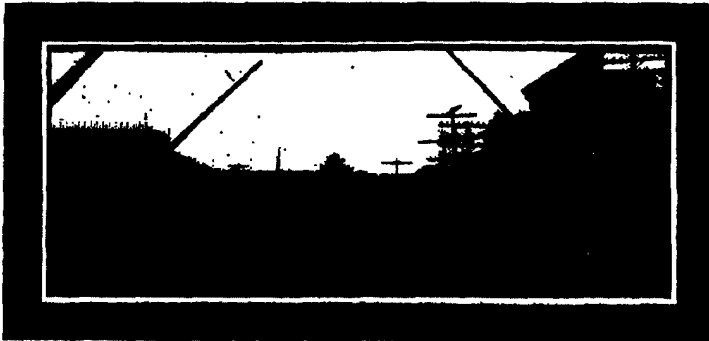
THE new year is here and with its advent we are all making a fresh start in the operation of our business. The outlook offers a great contrast to a year ago, when everything seemed so dark and uncertain. Now the dial points towards better times and another era of expansion. The two most important factors in national prosperity—crops and the money market—are both in satisfactory condition. Our corn and cotton crops for 1908 were among the largest we ever marketed, while our wheat and oat crops, though smaller than for some years past, were on a par with the ten-year average for these commodities. The national political issues are settled for four years more and business is everywhere starting to show the effect of more favorable conditions. Railroads are beginning to order rolling stock, equipment, rails, etc.; the iron and steel industries are starting up idle furnaces; and an increasing demand is making itself felt rather generally in all lines of trade.

With this gradual tendency toward a better adjustment of affairs, it is reasonable to expect a brisk Spring trade, and merchants throughout the country can, with a fair amount of certainty, make preparations for increased activity during the next three or four months. It is the man who is enterprising and aggressive that is going to reap the benefit of these better times, so it behooves every one to be on his toes ready for the start. Make a mental resolve to beat all your previous business records. Start the year *right* by having your store up-to-date. Begin at the front and see that it has a fresh appearance and that the windows are clean. Then make the display behind the windows attractive and change it at regular intervals so that people will get the habit of looking for the change to see what new things are for sale. Keep the inside of your store neat and ship-shape, thereby insuring your customers a better and quicker service. Be courteous in all your dealings. A willingness to please on your part will gain many customers for you among people who will come to your store rather than go to a place where they are not treated as pleasantly. Advertise your store and goods in the local newspaper, pushing that particular line which you know is being advertised by the manufacturer in

the national magazines. This ties up your store and their campaign, making your local advertisement doubly effective.

And more particularly about the paint business. Don't wait until the last minute to get your stock order in, but act *now*. After the stock arrives, arrange it carefully on your shelves and have it well backed up by your advertising displays. Then when a customer comes to your store he will notice that you have a new stock of paints and varnishes. Even if he does not buy today, he will remember what he saw at your place, and when the time does come that he is in the market for paint, you'll get the sale. Anticipate your wants for next Spring in placing your new stock order. Then you will not have to call for rush orders later on. Nothing is more discouraging or more liable to offend a customer than for him to find that his dealer is "just out" of the paint he wants and that he has got to wait for it to be delivered. Remember that Spring is the harvest season for the paint trade and that this year will undoubtedly be above the average. There are lots of people who did not feel that they could paint last year because of the uncertain times, who will be in the market this year. The painting habit is contagious—once started—it spreads fast. Every agent should help to start the paint contagion in his town. Get your clerks in the habit of talking and pushing paint. Take as your store motto for 1909 to "*Think paint, talk paint and sell paint.*" First have an ample stock on hand—then go after your trade and stay with it until you land all the business in your locality. Remember that there is no department in your store that will bring in a better profit than the paint department.

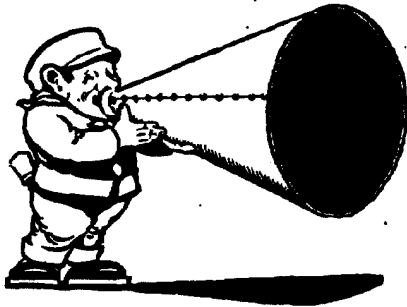
THIS STREET PAINTED WITH S. W. P.



An S. W. P. Street.

THE accompanying cut was sent to us by our agents, the C. W. Ireland Co., of Bainbridge, N. Y. It shows one of the main streets in Bainbridge, where all the houses on the right side and first four houses on the left were all painted with S. W. P.

A Prize Contest.



Hear Ye!

Hear Ye!

Give ear, all good friends of S. W. P., to The Little Paint Man while he explains the conditions of the approaching Prize Contest.

In the February issue of THE S. W. P. will appear a story entitled "The Crabbed Old Property Owner." It will be carried up to a certain point by the Editor and will then stop—

Here is a chance for the enterprising clerk in any of our agents' stores to not only win a prize, but to make a reputation for himself as an author.

Don't forget to look for the story in the next S. W. P., and remember there are two prizes—the first for \$10.00 for the best ending to the story, and the second for \$5.00 for the next best ending.

Of course the story has to do with the sale of paint; so that places everybody on an equal basis—but no more at present.

Watch for the February S. W. P.

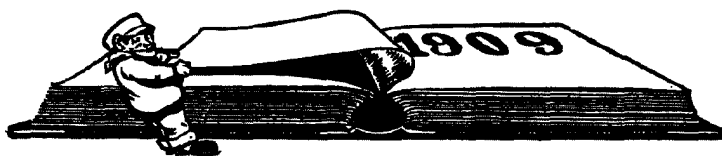
HOW CO-OPERATION WITH THE DECORATIVE DEPARTMENT BRINGS RESULTS.



WE FEEL that a good many of our agents do not realize the extensive range of our Decorative Department and the great possibilities for new business which it offers them, provided they will give it their active co-operation. By co-operation we mean keeping this department in constant touch with the situation in your town—advising who are going to build or who are thinking of making alterations.

The two best methods for our agents to follow in keeping the Decorative Department posted is either through the post cards (PC-79) or the Decorative Department Information Blank (S-461). A copy of the former was included with every number of the last S. W. P., so you have one to start with. If you have not already secured an extra supply of these post cards, write to us and we will send you some at once. Better still, if our representative happens along, ask him for them and he will fix you up. *But—be sure to have some on hand all the time.* Our Decorative Department Information Blank is intended to be used in cases where you can secure definite information from the property owner regarding the kind of job that is to be finished. This blank contains space for detailed information about floors, walls, ceilings, etc., and in this way enables our artists to specify more intelligently the correct finishes for the entire decorating. It can be used either for new houses or in cases where old rooms are to be refinished. You can secure these blanks from our representative or from the Decorative Department at Cleveland. Every agent should have at least two of them on hand.

The following concrete example of the results obtained by one of our agents from this service shows how it not only frequently means a sale of our goods instead of those of some other concern, but that it tends to increase the size of the order, in both instances resulting in a profit to the agent. We recently had a case in Missouri where a man had accepted the specifications on his new residence for finishes other than those manufactured by The Sherwin-Williams Co. Work was about to begin when our Decorative Department was advised of the case and immediately sent the house owner full S-W. specifications, both inside and outside. Although these plans arrived after the other specifications had been approved, the owner was so delighted with them that he ordered a change to be made, using S-W. goods throughout the interior of his house. Through this job two others were landed in the same town, the three amounting to \$900, and our agent got all the sales, whereas if the Decorative Department plans had not been carried out, our agent would not have figured in the deal at all, as he did not carry the goods included in the first specifications. You can see from this instance that it surely pays to co-operate very closely with the Decorative Department by keeping them posted on all matters of this kind in your locality.



OW, let's see what's on page 1909. Ah, that's encouraging; although there is one day less than in old frayed weather-beaten '08, on the whole the quality is better—much better. And for every day, the whole year round, there's a plum for the chap that works and whistles and does a little to help the general scheme of things along. But the chap that grouches and grunts and hasn't the brighten up idea through his physical and mental cosmos and sticking all over his face—there's lemons, sour and crabbed, that will drive the trade from his store and the joy of living from beneath his vine and fig tree. To sum the whole thing up, next year, according to my book, is going to be a fat one for the chap that wears his boots out, but so thin you can see its ribs for the chap that wears out the seat of his pants. You see if I'm not right.

Of course, everybody is turning over a new leaf. You are, I know, and I am—I give you my word. But here's a tip, brother: when you finally get the page over and lying nice and smooth without any wrinkles or creases, *nail it down*. I've known chaps to turn leaves over and, thinking everything was all O. K., go away and leave them, when along comes a wind and blows them all back again; and they don't seem to notice when they come back that the leaf they see is last year's. So, gentlemen, see that your page is down tight. Nail it down or glue it down or put a brick on each corner—anything at all, so as it doesn't blow back. Not that last year's page might not have been all right, but we are older now and wiser. I hope I've read page 1909 correctly. I think I have—here's hoping.

The Little Paint Man

Speaking of ice——Do you play hockey?

It's by long odds the best winter sport going. I'm a crack, as you can see by the picture, but I never would have made the deciding goal in the championship match if I hadn't bought that pair of skates and hockey stick from Toughwear & Co. You can't break the stick or wear out the skates. I've had experience at the game, so take the tip from me.

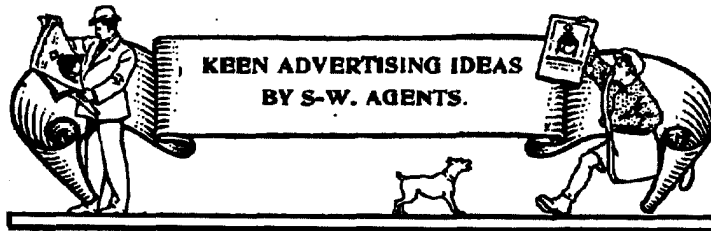
—THE LITTLE PAINT MAN.



TOUGHWEAR & CO.

SKATETOWN, O. K.

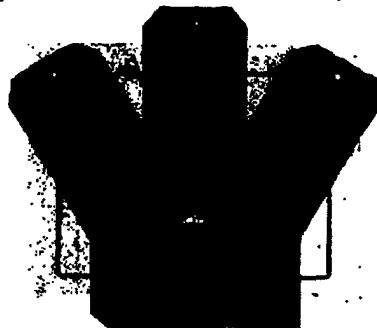
If You Sell Skates or Hockey Sticks Let This Little Paint Man Cut Help You Sell Your Goods. Write for the Cut and Use it in Your Local Newspaper Advertising.



HERE are some of our agents who deserve great credit for the cleverness and originality of their advertising methods. The schemes they work out are often unique and as they are adaptable to one locality as well as another, we feel that some of the ideas might be used to good advantage by others of our agents. With this end in view, we show some of the schemes which have been most successful.

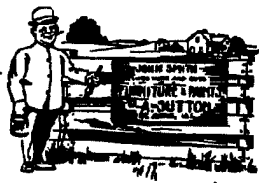
Mr. John Corbett, our agent at Kingston, Ont., evidently believes that it is a good plan to keep his customers well informed regarding Brighten Up Finishes. Whenever he makes a shipment, he attaches a tag which bears his name on one side, and cuts of the Brighten Up Finishes on the other. It is a clever idea and might be a good suggestion for those who make out-of-town shipments. It costs very little, advertises your store and at the same time gives publicity to the line of paints and varnishes you are carrying.

If an agent has a trade that is widely located in the rural districts, the following plan might be found to be a good one. Mr. A. Sutton, our agent at St. Anne, Ill., writes that he has tried this scheme out



Tags as an Advertising Medium.

most successfully. Nail three or four packing box boards together and paint the face some good color as a background. Have a stencil made, showing your name and line of business, as per the accompanying illustration, but without the name of the party at the top. This should be left in blank. Then go to your customer in the rural district and ask him if you can nail this board to his fence or to the



Rural Advertising.

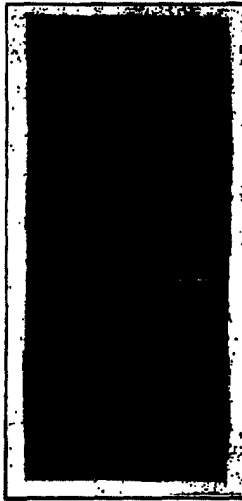
post in front of his house. If he says yes, fill in the space at the top of the stencil with his name and nail the board to the fence. Mr. Sutton says that as a general thing the farmer takes a pride in keeping the sign there because it interests him. The scheme costs very little and should be a good one because of its adaptability to any line of business.

We feel certain that if our agent, Mr. Renault, at Beauceville, Que., had gone into politics he would have made a world-wide reputation for himself. The accompanying stump speech is certainly one that ought to elect the Little Paint Man and S. W. P. by a unanimous vote. For the benefit of our readers who were not born of French parentage we give the following translation:

Messrs. the Electors of Beauce County.

Pardon me if my first words were said in English; I thought I was in the Province of Ontario. You know that, at this time, it is question of Red and Blue. Politics, however, interest me very little, as I am of 77 colors, and, as against your representatives, I boast of being sold and of being for sale. It sometimes happens that certain candidates are afraid of discussion and fear the anger of the people. Sherwin-Williams, the party who now addresses you, does not fear of boasting his 77 national colors, his oil double boiled, which he offers as substitute to rum and tomatoes, and boasts of keeping the power in the paint line as well as the esteem and patronage of the people which he has won through the quality of his products.

There are lots of good and clever ideas worked out by our agents which we never see, so we take this opportunity to ask for samples of any of your advertisements in which S. W. P. figures. Send them to the Editor of THE S. W. P. at Cleveland.



A Good "Stump" Speech.

Brighten Up

1 2 3 4 5 6 7 8 9 0

*Here is a scheme by which you can use the
two words "Brighten Up" as a price
code for the goods in your store.*

PARIS GREEN.

Now is the Time for You to Place Your Specifications for Paris Green.



CHECK over your orders for 1908 and make up your approximate stock estimate for 1909 now. Get in on the first shipment we make for 1909. Our output of Paris Green is large and it takes us considerable time to figure in advance the requirements of our customers, so let us know yours early.



We will guarantee your Green at the best opening prices for 1909 for the quantity purchased, and will also furnish you with assistance in the way of advertising and circularizing among the trade, so as to help you build up a bigger business in Green than ever before.



It means money in your pocket to handle S-W. Paris Green because of the strong points in its favor over other lines. It is lighter in gravity, stays in suspension longer, requires less stirring and produces a more uniform spray, thereby insuring the covering of a larger area. S-W. Paris Green contains a very small per cent. of free or uncombined arsenic, so it will not burn or blight the foliage and vegetation. It is sure death to bugs, worms and insects.



There is always a big Spring trade in Green. Get your estimates in early so as to be sure of prompt shipment and delivery. Then you will not disappoint your customers when their orders begin to come in for Green.

On Their Way Up to Eat



ARSENATE OF LEAD.

Have You Placed Your Orders for Arsenate of Lead ?

THE Spring will soon be here and you had better begin to think about taking care of your requirements along this line *now*. Make a canvass of the farmers, fruit growers and orchardists in your locality and see if you cannot get an approximate estimate as to how much they will use. Then send in your orders so as to insure prompt shipment and delivery.

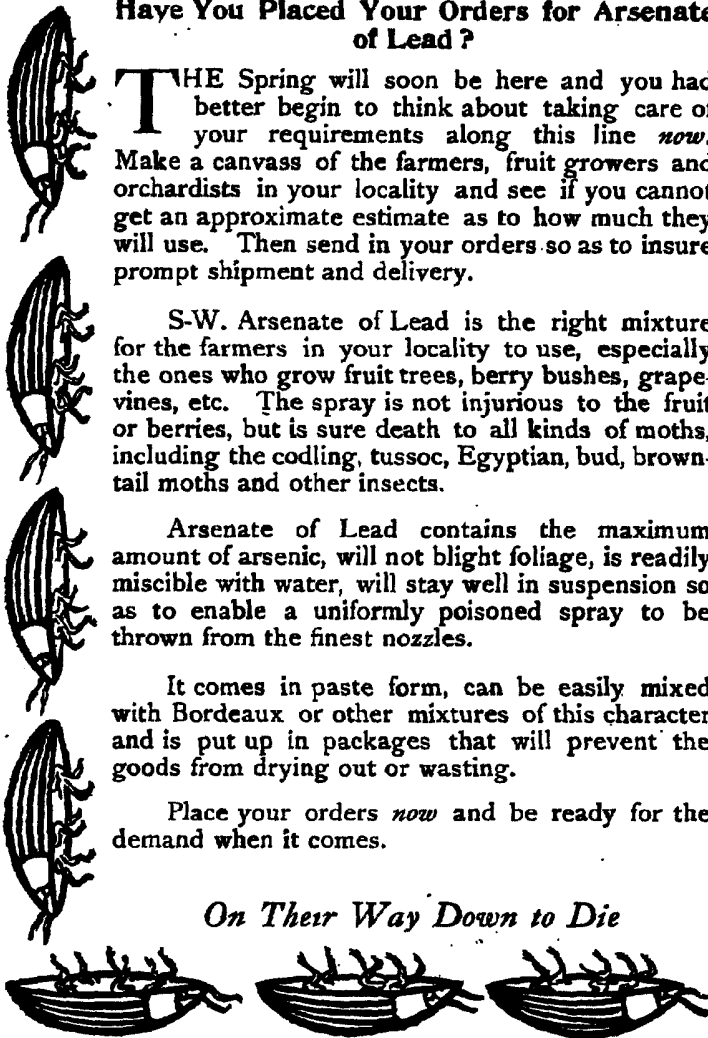
S-W. Arsenate of Lead is the right mixture for the farmers in your locality to use, especially the ones who grow fruit trees, berry bushes, grape-vines, etc. The spray is not injurious to the fruit or berries, but is sure death to all kinds of moths, including the codling, tussoc, Egyptian, bud, brown-tail moths and other insects.

Arsenate of Lead contains the maximum amount of arsenic, will not blight foliage, is readily miscible with water, will stay well in suspension so as to enable a uniformly poisoned spray to be thrown from the finest nozzles.

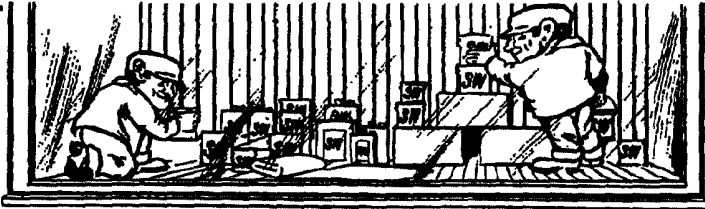
It comes in paste form, can be easily mixed with Bordeaux or other mixtures of this character and is put up in packages that will prevent the goods from drying out or wasting.

Place your orders *now* and be ready for the demand when it comes.

On Their Way Down to Die



WINDOW DRESSING.



IT IS a strange but true fact that only the leading merchants in our big cities seem to have a proper realization of the tremendous business bringing power of well dressed windows. Such merchants spend hundreds and thousands of dollars in the trimming of their windows, employing experts at large salaries to give their undivided attention to thinking and planning suitable and attractive ways of exhibiting in the windows the merchandise on sale. This condition of affairs does not hold good, generally speaking, in the smaller cities, and is rarely seen in some of our smaller towns. Here, then, is an unusual opportunity for the merchant in the smaller city or town who will come to a proper realization of the possibilities of his store windows, and so obtain splendid publicity for his business by devoting time and attention to the dressing of these windows. In this way he will make his store stand out in comparison with his less progressive neighbors.

Remember that your windows are always advertising your business, are constantly advising the buying public that you are either a progressive, up-to-date merchant, carrying the best and newest merchandise, or that you are slow and unprogressive, as shown by the cobwebby, untidy windows of your store. First impressions are always important, and a possible customer may be attracted or repulsed, according to the appearance of your store front. Paint it in some harmonious and striking color. For your windows, of course, plate glass is very much to be desired, but the smaller merchant need not feel discouraged if it is beyond his means, as it is what is behind the glass that really counts. Be careful not to have too much lettering on the glass. It is generally best to keep it perfectly clear, and depend upon a sign hung above the windows to exploit the firm name and perhaps in addition a neat sign below the base of the window outside. No matter what kind of window you may have, the glass should be always kept clean and bright. Then fill the space behind the glass with interesting merchandise, and it will attract attention and sell the goods.

The planning of the window space and background is important. The character of this background should depend largely on the character of the merchandise you handle. A drug store can get along with a shallow window space, while a strictly hardware and paint store requires a roomy window. As to background the drug store, of course, should be daintier

in its treatment than a hardware store, requiring a more sober background. In a drug store a background of mahogany paneling is harmonious and pleasing. This need not necessarily be solid mahogany, which, of course, would be very expensive, but birch, gum, or whitewood paneling stained dark mahogany and varnished. A panel window is, of course, probably more expensive than the merchant in the smaller towns can afford. In such cases a suitable curtain in a dark neutral shade of denim or other inexpensive material, suspended on a wooden curtain pole, or better still, a brass curtain pole, makes a very nice background for the window. It is a good idea to have two or three sets of these curtains of different colors so that they can be used in rotation. In this way you always have a set of curtains to harmonize with the color scheme of your window.

The actual dressing of your windows involves a few underlying principles which should always be kept in mind. They are as follows: Simplicity, color harmony, arrangement, variety, seasonableness and association with local advertising.

Do not try to exploit too many lines at once. Avoid overcrowding.



A Well Dressed Window by the Warner Hdw. Co., Minneapolis.

A window filled to overflowing with a miscellaneous conglomeration of merchandise makes no definite impression on the passerby. It allows him to carry nothing away as it does when the window is simply dressed and the attention concentrated on some particular article or group of articles.

Before placing any goods in your window it is a good idea to build a pyramid of empty boxes in units, so as to be used in varying heights according to the nature of the window trim. This can be covered with white paper, and then with white cheesecloth, which is inexpensive, or better still, with some finer material if you can afford it. You then have a very suitable background for the display of your goods.

Window cards can be used to good advantage, but not too many of them nor too large ones. Very effective cards can be made up by simply writing some short terse phrase descriptive of the goods, or giving prices in

black crayon on a white card. A good idea is to write a bulletin on a piece of white wrapping paper and attach it to the front of your window. This kind of display work is characteristic of some stores, and is very helpful in attracting the proper attention to the window. Many lines of goods are exploited by means of attractive counter displays, cutouts or hangers. In showing lines of this character in the windows, be sure to utilize the advertising that goes with them. By all means avoid elaborate window cards. Have your local sign painter make these signs for you, but make him understand that you want them perfectly plain and simple.

Change your windows often. If you make a practice of this, passers-by will get the habit of watching your windows to see what is to be displayed next.

Be sure your windows are seasonable. Keep the window dressing idea ever before you and when a happy thought comes, jot it down. Very often in the winter you will think of an admirable summer window, and vice versa. Don't let these good ideas get away from you. Make a memorandum that will bring it back to your mind at the proper season. Take advantage of the various public holidays, and trim your window for that week in a way particularly appropriate for the holiday.

Don't forget to make your window advertising always back up any other advertising that you are doing. For instance, if you are running some special line in the newspapers, be sure that your windows give a practical demonstration of the line advertised. Newspaper advertising will make your windows more effective than they would be ordinarily, and your windows will in turn drive home the newspaper work you are doing.

Another good idea is to show in your window those lines of goods that are being pushed aggressively by the manufacturers in a national advertising campaign. The consumer is impressed and influenced by this national advertising, and only needs your direct appeal to turn his favorable impression into a desire to buy. Most of the national advertisers furnish the retailer with special window trims. You should see that you are supplied with these and that they are properly used. Usually they are very effective if put up the way that they are intended to be, but many a clever window trim loses all its effectiveness on account of the careless way in which it is handled by the dealer. Remember, above everything else, the importance of clean, neat windows. Be careful to use only fresh, bright packages of goods for your displays. Let your windows be representative of the inside of your store, and see that the inside is the acme of tidiness, cleanliness and system.



The James Hoyt, with Load of Flaxseed, after a Recent Storm on Lake Erie.

A UNIQUE EXHIBIT AT LITTLE ROCK, ARK.



AT THE recent Pure Food Show in Little Rock, Ark., our agents, the Foster Hardware Company, arranged an exhibit that for originality of advertising methods used deserves great praise. In fact their booth, which was finished in Flat-tone, Handcraft Stain, Mar-not and Snow White Enamel, was the center of attraction most of the time.

One of their special attractions was a guessing contest for housewives, the winner receiving every evening a quart can of Floorlac and a brush. It was the phonograph concerts of S-W. songs that made the big hit of the show, however. Our agents secured the records by having one of the leading singers in Little Rock make them before the show began. As the songs were all popular airs, the people who happened to be passing the booth frequently joined in the choruses. These songs were interspersed with Little Paint Man talks from other phonograph records, and to make these more realistic they had a Little Paint Man attached to the horn as though he was making the speech. It is needless to say that the booth was packed most of the time and by the end of the show the Little Paint Man and S-W. songs were familiar to nearly everybody in Little Rock.



Booth of Foster Hardware Co. at Little Rock, Ark.

This is certainly good work for our hustling agents at this point.

THE J. J. ARMSTRONG AGENCY.

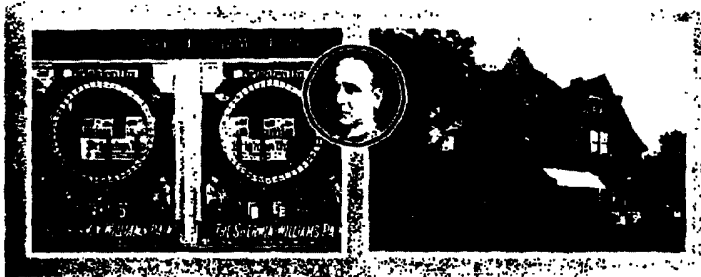


WE HAVE always been great believers in our slogan "Brighten Up" as being extremely apt to our particular line of business and as appealing especially to the up-to-date housewife. It is therefore a pleasure when we find one of our agents who believes as implicitly in the cry as we do.

The accompanying window display of Mr. J. J. Armstrong's store at Arcola, Ill., shows very plainly what our agent at that point thinks on the subject, and from the clever way in which the Brighten Up signs have been interspersed with the cans of S.W. P. we feel sure that he must have secured resulting orders for brightening up a good many homes.

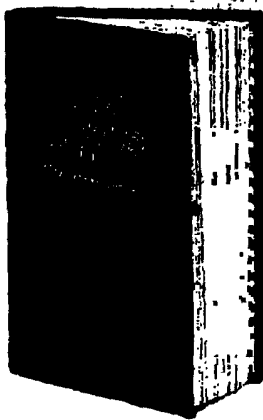
Mr. Armstrong is an S-W. agent of long standing, having handled our line since 1893. He shows what he thinks of the line when he says, "I have sold S.W. P. continuously for 15 years, since 1893, and all this

time have had a growing confidence in the S-W. line, for it is a winner." Mr. Armstrong's house, which we also show, has never been painted with anything but S. W. P. It is this kind of confidence in our line that make successful agencies.



Mr. J. J. Armstrong—His Brighten Up Windows—And House.

A CONVENIENT BINDING FILE FOR THE S.W. P.



A Strong S. W. P. Binding File.

WE WILL send this cloth covered binding file for THE S.W.P. to any of our agents who will write us for it, enclosing 10 cents in stamps to cover the actual cost of mailing.

Frequently there are suggestions offered in THE S.W.P. for newspaper ads, window displays, etc., that you may not be able to use at once but that might come in opportunely at a later date. It is always well to have a means of locating these easily when you want them. This binder will help to keep your S. W. P. records intact and handy so that you can refer to them any time you want to without extra exertion on your part.

The issues of THE S.W. P. can be preserved each month by being fastened in by thin metal strips which you can unhook for the purpose. It is strongly bound, with the title S. W. P. on both the front cover and on the back.

If you write for a binder now, you will receive it in time to start this system of filing beginning with the January number of THE S.W. P. for 1909.

S-W. CONCRETE AND CEMENT FINISHES.

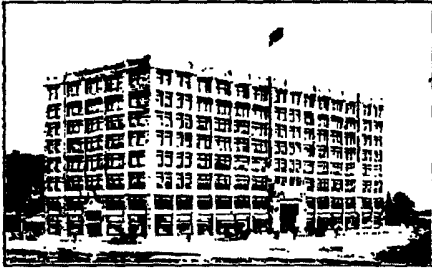


WITH the comparatively recent advent into the realm of building of reinforced concrete and cement constructions a new field for painting materials has been opened up, one that has not heretofore been explored, and which presents new problems that can only be solved with specially prepared materials.

After much investigation and practical tests we have manufactured a *Concrete and Cement Weather-Proof Coating (clear liquid)* and *Concrete and Cement Finish* (7 colors, paste form) for the finishing of concrete and cement surfaces on the outside or inside of buildings.

Unlike ordinary preparatory coats containing linseed oil, our Concrete and Cement Weather-Proof Coating thoroughly seals up the porous surfaces, making them satisfactory for the application of subsequent coats of paint and at the same time does not weaken the bond of the cement.

S-W. Concrete and Cement Finish is supplied in paste form and may



*Phelps Publishing Co. Building, Springfield, Mass.
Turner Construction Co., New York City, Con-
tractors; Fred. S. Hinds, Boston, Architect.*

be thinned for use with pure raw linseed oil and turpentine to a finishing consistency and applied over the Concrete and Cement Weather-Proof Coating. If desirable a finish in various colors which closely simulates the character of a cement surface can be obtained and we are prepared to furnish specifications for producing this effect upon application. These finishes have been used with the greatest suc-

cess on some of the finest concrete and cement buildings in the country and are the standard of the Turner Construction Co., builders of the Phelps Publishing Co.'s building, Springfield, Mass., cut of which is shown above.

The use of such a coating as has been referred to obliterates all form marks, dirt stains and other irregularities of the surface and at the same time enables the original character of the surface to be preserved.

For cement floors of power houses and rooms in which running machinery is housed, where it is vitally important to prevent gritty dust from raising and depositing on metal bearings to their very great damage, a coat of Concrete and Cement Weather-Proof Coating (liquid), followed by two coats of our Concrete Floor Paint, will prevent the damage referred to and give entirely satisfactory results.

Concrete and Cement Weather-Proof Coating (clear liquid) is put up in five gallon square tin cans and barrels.

Concrete and Cement Finish (paste form) is put up regularly in seven colors, also white, in 12½ and 25 lb. tin pails, 250 lb. kegs and barrels.

For interior surfaces requiring rotation of the work in the shortest time, use Concrete Floor Paint and for exterior floors, those receiving especially severe foot wear and where extra time can be given for drying, use Porch and Deck Paint.

S-W. Flat-tone was used throughout the interior of the Phelps Publishing Co.'s building and Concrete and Cement Finishes on the outside.

ADDRESS REPLY TO A. C. JOYER, SUPT., 20 BRIDGE STREET, SPRINGFIELD, MASS.
TELEPHONE 6142

TURNER CONSTRUCTION COMPANY
REINFORCED CONCRETE CONSTRUCTION

REINFORCED CONCRETE CONSTRUCTION
RANDOM SYSTEM.
11 BROADWAY,
New York

W. E. TURNER, C. E. ENGINEER
PRES. & MGR., TURNER CONSTRUCTION CO.
110 NASSAU ST., NEW YORK, N. Y.
J. W. CHAPMAN, SECRETARY
J. LOUIS ANDERSON, CHAS. TURNER, JR.

NEW YORK BRANCH OFFICE
JAMES TWENTY SIX
TELEPHONE 2805 REGENT

PHILPS PUBLISHING CO. BUILDING,
SPRINGFIELD, MASS.

April 20, 1908.

The Sherwin-Williams Co.,
Boston, Mass.

Gentlemen:--

The Paints #7504-7505-7506, being those which were under test for prospective use on the Phelps Publishing Co. building at Springfield, Mass. were applied to the cement and concrete surfaces and after thoroughly drying were immersed in water. #7505 and #7506, after a week's immersion thus, showed signs of looseness and a pulverulent condition. #7504 was firm, adherent and in excellent condition.

It is my opinion that paint #7504, manufactured by the Sherwin-Williams Co., their "Flat-tone," is the best for application on cement and concrete surfaces in damp situations, where something more durable than a cold water paint is desired.

Yours truly,

A. C. Joyer.
Superintendent.



Permit me, Mr. Agent, to make a suggestion, and that is, Analyze your selling price. A selling price should be made up of three parts—cost, expenses and profit!! Grandfather used to tell of a man who always had cheap prices and lots of customers but never any money. He overlooked the fact that insurance costs money, light and heat cost money, and that even the delivery boy has to be paid.

The Little Girl Who