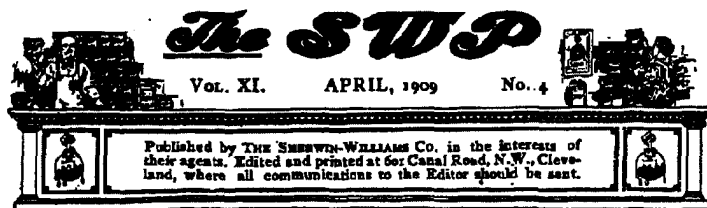


The SWP

APRIL

1909





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A GREAT INCENTIVE.



HERE is probably no greater inspiration or incentive in the business world today than the magic word "success." It has a personal and almost magnetic attraction for every ambitious man. How often in walking along the street you hear the remark, "There goes a man who has built up a successful business." Instinctively you stop and watch him as he passes, wondering what hidden power he possesses that has made him successful; at the same time there comes to you the desire and determination to make a success, too.

Success means the accomplishing of some definite purpose, a purpose which at first may be a "castle in the air," but which gradually assumes its true proportions as it is developed. It does not come to the man who sits and waits for it, but to the man who hustles. Success means the assuming of great responsibilities and the solving of problems that at times seem to be almost impossible of solution. It means being aggressive, and abreast of the times, yes, not only abreast, but a little ahead of the times in which we live, thus outstripping all competitors who still cling to the beaten paths of custom and habit.

The Sherwin-Williams Company today is forging ahead faster and with greater certainty than ever before and this is due not only to the fighting spirit of our own organization, but to the loyalty and aggressive spirit shown by all S-W. Agents. It was this latter spirit, tested last year to the uttermost, in a fight against heavy odds, a fight in which many went under, that enabled us to come through with flying colors, with the sales of our agents practically equal to the year of 1907—our banner year.

The past is now behind us, and after this temporary halt, we are starting out again on the road to success with even greater determination than ever before. The campaign for Spring business is now on and we hope that all of our agents will enter into this campaign with the same old grit and perseverance they have always shown. Let's "stand together" and shoulder to shoulder, with coats off and sleeves rolled up, fight for the same cause—the greatest thing in the business world—*success*.



Brighten Up

The Spring Painting Season.



PRING is here and with the clear skies and warm weather, it is only a question of days before spring painting will be at its height. Every agent wants a share—and a good big one at that—of this spring business. How big this share will be, depends largely on the individual effort of each man, for it is by his own initiative and push that he will attract business to his store. If each S-W. agent will furnish the "go-to-it-iveness" we will do all we can in supplying the ammunition for the campaign, and by this combination of efforts help to make your paint and varnish profits reach the high water mark this season.

The Selling Power of Personal Letters.



*Gee—But that's Interesting
Reading.*

Personal letters sell paint. We know this from years of experience. What is more—they sell paint better than almost any other form of advertising. Many of our agents are aware of this and make hay while the sun shines by using them; some know it, but send in lists taken from the local directory, which are naturally not prolific of results; others let the chance slip entirely because they think it is too much trouble to send in names; while others have

never given the personal letters a thought and therefore know nothing about the results they bring.

If you have tried it with success, do it again and see if you cannot beat your last season's record. If you have tried it without success, see if the trouble does not lie in the names you have sent in. Instead of making out a big list all at once, take the names of the property owners in your town who you *know* are going to paint and send those along, then, whenever a likely prospect comes in sight, send his name in, too. If you have never tried out the system, begin by doing so now, it is never too late to make use of a scheme which has proven to be a good one

Results Secured from Personal Letters.

Remember we are talking from *experience*. Here are a few lines from S.W. agents on the subject which speak for themselves:

We enclose herewith a list of prospective paint buyers. We consider this method of personal letter advertising one of the most positive trade getters that we have ever attempted to use. We thank you for the assistance given.

S. A. HOWEY & CO.,
Lake City, Mich.

In connection with your personal letter system, we have found it one of the best advertising features we have ever had. In many cases it has helped us land customers, very averse to prepared paints. We trust you will continue to give us this assistance in reaching this class of consumers.

THE TRADERS CO., Inc.,
Buckingham, Que.

With regard to the personal letters you write to property owners, will say that I am sure that I have sold a good many gallons by using the same. I am looking for a great deal of paint business this season, and by the aid of your letters am satisfied I will sell more paint than last season.

J. B. WHITTAKER,
Menomee Falls, Wis.

The Direct Appeal of Personal Letters.

The personal letter is effective because it is *personal*, it appeals to the man or woman who receives it for the very



*Just look what I did to that type.
Here's where I duck before the Editor arrives.*

reason that it is addressed directly to him or to her. Of course much depends on the class of letter that is sent out. Ours are of the best, the paper is of high grade, the heading is lithographed, and the workmanship and composition of the letter are all that care and experience can make them. The result is a deep and lasting impression on the person who receives the letter, and in all probability a sale for the S-W. agent in the town.

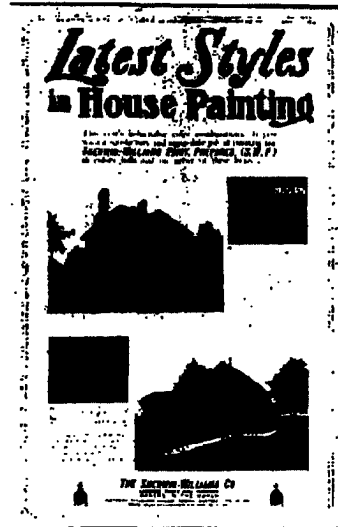
What the Personal Letters Do for You.

We hope every S-W. agent will take advantage of the personal letter system this spring. At least give it a trial—it means very little trouble on your part, simply a minute or two now and then, to jot down a name whenever a person comes into your store whose property you know needs painting and who can afford it. It will surely bring you results. Enclosed in this number of THE S.W. P. is a blank for the names of property

owners who are going to paint or who ought to paint. Fill out this blank with the names of the most likely prospects in your town and send it to us at once. We'll get the personal letters off to those parties just as soon as the names are received, telling them of the merits of S. W. P. and referring them to you as our distributor in their town. These letters will go just where you want them to—to the people you should reach—and will make the sales for you. There is no



I guess that short cut saved my life all right.



Hanger—Showing Shades for 1909. (H-14)

A SCHEME THAT WILL GIVE YOU GOOD PUBLICITY.—TRY IT ON APRIL 22nd.

REMEMBER

We are exclusive agents and carry a complete line of the "BRIGHTEN UP" PINKETTES advertised on this page.

DEMETER & SEITZ

New Phone 444

Ball Phone 1491

Freeport, Maine

HERE is an advertising scheme recently tried out by our agents, Demeter & Seitz, of Freeport, Ill., that we think is the best ever. In the March 27th issue of The Saturday Evening Post we had a three-quarter page ad. As soon as this number was in the hands of boys who sell it, our agents got each boy to stick in each number the little paster, cut of which is shown above, at the top of the page where the S-W. Ad appeared. This paster called attention to the fact that S-W. Products could be secured in that town at Demeter & Seitz's store.

In the April 24th number of The Saturday Evening Post, which is distributed about April 22nd, we will have a *full page* ad. Why not try out this scheme in your town at that time? Have a paster printed a few days before that date, and make arrangements with the boys who peddle the paper, and with the news-stands where the Saturday Evening Post is on sale, to stick this little paster in each copy on the top of the page where the Sherwin-Williams ad appears. You can do this at a nominal expense, and it will give your store the best kind of publicity.

ARSENATE OF LEAD.



VERY one of our good customers should acquaint himself with the vast opportunities that are opening up for the sale of the Sherwin-Williams Arsenate of Lead. We feel that our Agents and Dealers are peculiarly well fitted to handle this new insecticide. The splendid reputation of our Paints and Varnishes makes it an easy thing for our Dealers to sell any of our new lines.

Every farmer, fruit grower and every market gardener in your locality buys insecticides and every one of them will be particularly interested in our Arsenate of Lead. We will be glad to send you booklets and full information regarding this splendid product and we urge you to address our nearest office immediately. You will be interested to know that Arsenate of Lead is rapidly superseding all other forms of insecticides for use in the destruction of "biting" insects. Now is the time for you to become well informed concerning this comparatively new product and to get your customers to

at least purchase small quantities for experimental purposes, for if you can do this, you will be assured of a good lucrative trade next year.

The Sherwin-Williams Arsenate of Lead is made according to a new process and is much more satisfactory than any other brand on the market. We give the consumer more real value for the money in this product than do other manufacturers.

Write us today for further information.

WINNERS IN THE PRIZE STORY CONTEST.



THE "Crabbed Old Property Owner" has been successfully ended, and we are glad to say that Cy bought S. W. P. We wish to take this opportunity of thanking all the competitors for sending in their respective endings to this story, and of congratulating them on their good work. The manuscripts received were uniformly good, and the judges had to read them over many times before coming to a decision. Owing to the closeness of the competition, in addition to the first prize we have given two prizes of \$5.00 each for second place. We feel quite certain from the arguments advanced that the competitors in this contest will be able to uphold the S. W. P. end in good shape if any customers come into their store who are undecided as to what line they want to buy.

THE FOLLOWING ARE THE AWARDS:

1st Prize—Glenn A. Henry, Oshawa, Ontario, Canada.
2nd Prize— { H. C. Woolley, 2937 Archer Ave., Chicago, Ill.
 { T. A. Washington, Garden City, Mo.

HONORABLE MENTION.

Carroll E. Armstrong, Clinton, Ia.	Z. Q. Miller, Casper, Wyo.
Chas. D. McCaffrey, Oremce, Ont., Can.	Wm. H. Snyder, Carreth, Ill.
M. J. Taylor, Jefferson, N. Y.	J. C. Murphy, Baltimore, Md.
E. C. Wendler, Little Rock, Ark.	Albert C. Hoffman, Huntington, Ind.
Miss Susie B. Ould, Lawrenceville, Va.	J. A. Sabia, Sullivan, Ill.

The photograph of the winner and his ending to the "Crabbed Old Property Owner" will be published in the May number of THE S. W. P., the endings and photographs of the winners of the second prize following in the June and July issues.

LATEST STYLES IN HOUSE PAINTING.

(Plate No. XXV).



THE colored reproduction on the opposite page shows a house finished with one of the latest combinations of colors for house painting for 1909. The body is of Colonial Yellow (No. 375) with trimmer and blinds of French Crown Green (No. 389), while the sash is of Bottle Green (No. 484) and the roof of Lincoln Green (No. 371), or Shingle Stain (C-75). A Deep Buff (No. 47) is used on the porch floor, the ceiling being finished in Pearl Gray (No. 479). This combination of colors is especially effective on houses that are surrounded with a large lawn or by many trees. The numbers given are the regular S. W. P. Colors, and in case of the Porch Floor, our Porch and Deck Paint is specified. These combination of colors are practically the same as the ones shown on our fashionable shade hanger (the H-14) with only a few minor changes. They have been selected by experts for the season of 1909. If you have not got any of these hangers on hand, send for two or three now. They make a good display in your store and are likely to attract the eye of the house owner who is in the market for paints.

A MODERN ENGLISH HALL.

(Plate No. XXVI).



BECAUSE of the adaptability of this scheme to a variety of houses, this dignified modern English Hall has been reproduced in color for our readers. Neither the beam ceiling nor the high wainscoting are essential in the carrying out of a scheme of this kind, although these features are extremely interesting. The sand finish plaster should be used on the ceiling whether beams are employed or not, and finished with three coats of S-W. Flat-tone, Old Gold, No. 840. The decorative frieze, "Fall Leaves," adds materially to the attractiveness of this room. Its size and character makes this scheme possible in less elaborate hallways than the one shown, while the many colors permit of its use in connection with a variety of wall and woodwork effects. This frieze is 40 inches in width, but in this case only 32 inches were used. Complete information regarding this frieze will be supplied upon inquiry to our Decorative Department.

This beautiful oak wainscoting was finished with the best of materials and its final rubbing brought out the Handcraft Stain Brown Oak, equal in every way to the furniture. The varnish coating was produced as follows: First coat, S-W. Mission-lac; second, S-W. Hard Drying Coater; third and fourth, S-W. Durable Wood Finish Interior; all carefully sanded between coats. The floor was first filled with S-W. Antique Filler, bringing it into better harmony with the dark woodwork, and followed with three coats of S-W. Mar-not.



PLATE XXV



PLATE XXVI



PLATE XXVII



PLATE XXVIII

A COLONIAL LIVING ROOM.

(Plate No. XXVII).



IMPLICITY should be the key note in the modified even more than in the pure Colonial home. Treated in this manner a small and inexpensive house built on Colonial lines may be made extremely dignified and attractive, but if too much detail is shown and the ornamentation is overdone, the house will stand for all that is most objectionable in decoration.

In the rooms illustrated by Plate XXVII, the walls were covered with prepared decorators' canvas, although equally good results could have been obtained over rough or smooth plaster. We were supplied with a sample of the imported Cretonne to be used in this room and a description of the rug colorings, and with these as a guide we were able to work out a sketch of the proper Matt Glaze Colors for a suitable wall color. This illustration is a very faithful reproduction of the wall color which is obtained by applying Matt Glaze Colors, Asphaltum 1 part and Permanent Crimson Lake 1-10th part reduced with Glazing Liquid over Flat-tone Ivory, 833, as a ground color.

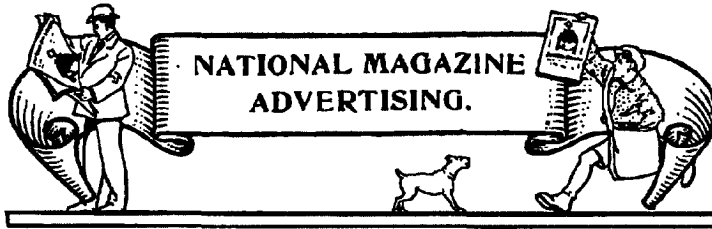
S-W. Enamel Pure White was used on the woodwork in this room and applied over three coats of S-W. Flat-tone White. Birch was used for the entire woodwork, the door being stained Handcraft Mahogany to match the furniture. Just a slight tinge of mahogany was apparent in the birch floor, bringing it into harmony with other parts of the room. This result was accomplished by first applying a coat of S-W. Handcraft Stain Mahogany L. reduced 200% with Handcraft Stain Reducer and following it with three coats of S-W. Mar-not.

LATEST STYLES IN HOUSE PAINTING.

(Plate No. XXVIII).



NOTHER of the latest combinations of colors for house painting for 1909 is shown on the opposite page. The body and the blinds are of Tobacco Brown (No. 393) with sash of Rich Maroon (No. 382) and trimmer of Ivory (No. 462). The roof is of Tan Brown (No. 472), while the porch is finished with Brown Stone (No. 50) on the floor, and a Warm Drab (No. 485) or Kopal varnish finish on the ceiling. Shingle Stain (C-78) may be substituted on the roof if desired. This combination of colors is very well adapted for use on city houses as it will make a house stand out in good taste from others that may be near. The numbers given are regular S. W. P. colors and in case of the Porch floor, our Porch and Deck paint is specified. These are good combinations to push with the property owners. Be sure and get the H-14, a hanger showing these same combinations of color. If you have not got one in stock, write for it now.



OUR ads are appearing regularly every month in the national magazines, and from the number of inquiries we are receiving, it looks as though people were fast beginning to realize that the best thing they can do is to Brighten Up, and that the best way to do it is to use Brighten Up Finishes. These inquiries are being referred direct to our agents as our local distributors.

That ought to secure you the sales from the people who write in to us, but that is not sufficient. You want the sales of the men and women who read our national magazine ads and are interested, but who possibly haven't the time to write in to us for information. Here is a scheme to get that class of trade.

On the opposite page is a copy of the S-W. ad which will appear in all the national magazines during the month of May. We have had a newspaper electro made of this, two columns wide with suitable copy for our agents. We will send this ad to any agent who will write for it. (Order No. 665). Now here is the point. There are many people who, in reading the national magazines come across our ad, it interests them, but they haven't the time, or possibly the inclination to write us. If you as our agent have practically the same ad in your local paper, they will see it and will immediately connect it with our ad which they have already noted in the national magazines. If they live in your locality, they will very naturally come to your store and buy their paints and varnishes with which to Brighten Up their homes, whereas if they hadn't seen your ad, they might never have realized that you carried a line of Brighten Up Finishes. Give it a trial, it is certainly worth while. Remember the electro is No. 665.

HAVE YOU A PHOTO OF YOUR SPRING WINDOW TRIM?

HAVE you put up your Spring window trim yet? If so, have you a photograph of it? We want to show some of our agents' windows, with the Little Paint Man trim in them, in the next number of THE S.W. P., and will certainly appreciate any effort on your part to get us a photograph of yours.

Brighten Up



Brighten up—but buy paint with discrimination. The quality is as important as the color. There is a name which is a safe and sure guide to good paints and varnishes. It is

SHERWIN-WILLIAMS **Brighten Up Finishes**

There is a Brighten Up dealer in your town. Tell him what you want to paint or varnish, and he will show you the Brighten Up finish that will do it. He will prove to you that the Sherwin-Williams finish is the right finish for the purpose.

A booklet, "Brighten Up Finishes," sent free on request. If you are going to paint your home this spring, write us for color suggestions and other interesting information that will help you decide on your painting.



THE SHERWIN-WILLIAMS Co.

LANCASTER (MAKES BEST) PAINT & VARNISH MAKERS IN THE WORLD

Address all inquiries to: **CLEVELAND, O., U.S.A.**
In Canada to 220 Centre St., Montreal
London Address: 7 Wall Court, Queen Street, E. C.



May Ad in National Magazine. Do you want 2 Column Newspaper Exposure of this Ad? Order No. 603.

AN ENTHUSIASTIC AGENCY IN THE NORTH-WEST.

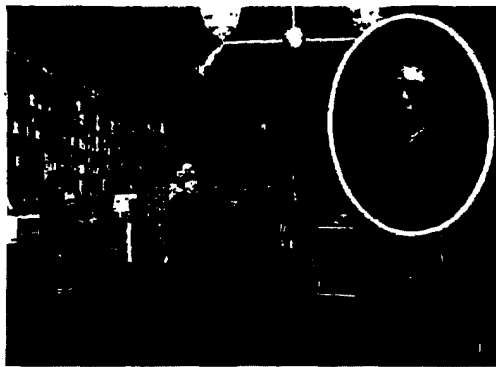


A Little Paint Man Price List.

WE HAVE many enthusiastic agents in all parts of the country, agents who believe that S.W.P. is the only paint to use and who will back it with all the power at their command. Prominent among these concerns for hustle, push and energy in selling S.W. Products is the Northwestern Paint Company of Duluth, Minn. This firm is alive to every selling opportunity and makes the best use of our advertising helps, including our campaigns, electrotypes, personal letters to property owners, special ad service, and last but by no means least the Little Paint Man, as you can see by the reproduction shown of their price list. Not only is he given a place on the outside cover, but he is prominent throughout the inside of the price list as well, pointing here to one Sherwin-Williams Product, and there to another. The Northwestern Paint Co. have a full line of S-W. Products, and are rapidly increasing their sales throughout the north-

west territory. They have not left it to us to build up a trade for our products, but have pitched in and co-operated with us in every way, taking advantage of all the opportunities of our line. This is the secret of their success, if there is any secret in the S.W. P. agency success.

The accompanying photograph shows the interior of the Northwestern Paint Co.'s store at Duluth, and their Manager, Mr. H. H. Borgen. He has been our agent for ten years and furnishes a good example of what can be done with an S-W. agency if there is a hustling, energetic, enthusiastic man at the head. We might add that notwithstanding the rather unfavorable business conditions last year, the Northwestern Paint Co. made a nice gain in their sales over those for 1907.



*Interior of the Northwestern Paint Co.'s Store
Mr. H. H. Borgen, Mgr.*

THE GREATER BIRMINGHAM PAINT SUPPLY CO.



Our New Agency at Birmingham, Ala.

THE Greater Birmingham Paint Supply Co., our agency at Birmingham, Ala., is the outgrowth of some good personal work done by our Mr. C. W. Wallace among Birmingham architects who began to specify our goods and thus made it necessary for somebody to furnish them. The merchants in Birmingham refused to carry our line, preferring to sell lower grade goods on which a larger margin of profit was possible. We therefore took up with the five or six big contracting painters of Birmingham the question of organizing a stock company and carrying our full line. This plan was carried out and the store, the finest paint and varnish store in the South, was opened about the first of February with $2\frac{1}{2}$ car loads.

The transient business of the store in addition to the sales to the stock holders, has been most satisfactory from the start, and gives promise of increasing. The painters and property owners are beginning to see that they can obtain there anything in manufactured paints, stains, fillers, varnishes,

enamels, dry colors, etc., that are made.

This concern marks a new era in the distribution of paints and varnishes, and shows what can be done by getting the architect to specify S-W. Products. These contracting painters became dissatisfied at not being able to purchase the goods specified by the architects and demanded by the property owners, and despairing of any one else taking hold of the line, they grouped together and formed a company of their own, selling to themselves at dealers prices, to avoid conflict with local competitors. The accompanying photographs show the exterior and interior of the Greater Birmingham Paint Supply Co.'s store shortly after it was opened.

There are nothing but S-W. Products on the shelves.



Nothing but S-W. Goods on these Shelves.

THE TRUTH ABOUT LINSEED OIL TESTS.

By C. M. Durbin.



NOTWITHSTANDING the marked efforts that have been made during the past few years to protect the consumer against unscrupulous and dishonest manufacturers there is still sold large quantities of adulterated and so-called Prepared Linseed Oil. Just at this particular time with the price of Linseed Oil at the highest point it has reached in some years, the possibilities for adulteration are greatly increased. Anyone who knows anything about the paint business knows that it is of the utmost importance that a pure Linseed Oil be used both in the manufacture of paint and its application. After the dealer or consumer has made sure that he has the right paint, he is naturally anxious to know that he is obtaining a pure Linseed Oil. This has led to the use of many so-called Short Tests for determining the purity of Linseed Oil, all of which are very deceptive. Careful investigations on the part of reputable chemists have shown that none of them possess sufficient merit to warrant their use. None but a well trained chemist is in a position to determine the purity of Linseed Oil, and this can be done by him only after the most thorough investigation. Even though these Short Tests did possess some merit, the layman's knowledge of Linseed Oil and his opportunities for investigation are so limited, that their use should be most vigorously condemned.

The following will show why these tests cannot be relied upon:

Nitric Acid Test: This is placed at the head of the list because it seems to be the most commonly used. Nitric acid is a powerful oxidizer and has a destructive action on organic matters. The result is that yellow or brown spots become visible to the eye wherever a drop of nitric acid comes in contact with skin, wool, paper, oils, etc. Those who have faith in this test claim that the depth of this yellow or brownish tint measures the amount of impurities in Linseed Oil. This, in itself, means absolutely nothing, and why this test has become so popular and should die so hard is a question difficult to answer. Its use cannot be too strongly condemned.

Freezing Test: The Freezing Test is one of the most unreliable ones ever proposed. This is principally due to the fact that so many of the most common adulterants of Linseed Oil have freezing points the same or nearly the same as Linseed Oil itself.

Bubble Test: This is based on the observation of Linseed Oil which is being poured from a bottle with a narrow neck. The air forces its way through the liquid and throws up bubbles which are supposed to fill the bottle for sometime after the flow of oil has ceased. The friends of this test advance the theory that oil which shows no lasting bubbles is adulterated. A little consideration, however, will teach us that what we really judge by this test is not the purity of the oil, but its body. This is governed to a very great extent by the temperature of the oil. It is possible to have many pure oils fail in the Bubble Test.

Lather Test: If Linseed Oil is rubbed briskly between the palms of the hands it will generally give a sort of lather due to the resistance the air encounters in passing through it, and, like the Bubble Test, is very much dependent on the temperature of the sample. It means absolutely nothing.

Color Test: The color of Linseed Oil is a rather indefinite factor. While it is generally described as a golden yellow, very much depends on the quality of the seed used, its degree of ripeness, the soil on which it was grown, and so on. These, however, have very little influence on the quality of the oil so long as it is produced from flaxseed as nearly pure as it is possible to obtain. From this it will be seen that pure Linseed Oil produced from a certain crop of seed may have a somewhat different color from that produced from another crop. This should condemn this test as useless.

Another objection to this test is that there are hardly two persons whose eyes are impressed by coloring matter in exactly the same way; and again, there are many people whose eyesight in this respect is very deficient. It will thus be seen that the color obtained is very hard to define and is, at best, only a subjective impression of the eye.

Saponification Test: Used in conjunction with the Gravity Test the Saponification Test may mean a great deal or nothing. In the hands of a trained chemist it is possible to show up the impurities in Linseed Oil by this method, but the average layman is almost certain to obtain the same results from a pure sample as from one that is adulterated. This test is supposed to show a perfectly clear solution if the oil is pure, and a milky solution if the oil is adulterated with either petroleum products or with rosin oil. The writer, who has had some years experience in the manufacture of Linseed Oil, conducted this test exactly according to directions in the presence of a well known chemist—the chemist having no interest whatever in the test except as a spectator. A sample of oil known to be pure was used and after the test was completed the solution showed a milky appearance indicating, according to the claims made for the test, the presence of petroleum products or rosin oil. The chemist himself made a similar test with a known pure sample and obtained a clear solution. The difference in the results was due to the fact that the chemist knew how to heat a solution of this kind while the writer did not, notwithstanding that directions were followed to the letter. It will thus be seen that notwithstanding the fact that this test possesses some merits, it is not to be relied upon, for the average layman would undoubtedly have an experience similar to the writer's.

Specific Gravity Test: It is possible to be able to tell by this test whether an oil is adulterated, but on the other hand the result may be absolutely negative. Pure Linseed Oil should have a specific gravity of from .930 to .936 at 60° Fahr. If its gravity is above these figures the presence of a heavy adulterant such as rosin oil is indicated, while, if it is below .930, it would indicate that the oil contains petroleum products. The

skilled adulterator, however, will put in a sufficient quantity of rosin oil to offset the quantity of petroleum used and in this way obtain a heavy adulterated oil of the proper specific gravity.

Drying Test: There are a great many objections to this test. In the first place the results are sometimes not obtained within a week. Again, the conditions governing this test have a great deal to do with it, and the frequently uttered statement that a certain oil dries in so many hours, is, if taken alone, pure nonsense. The amount of moisture in the atmosphere, the amount of sunlight and other factors unknown to the buyer but carefully manipulated by the scientific adulterator to produce the desired results have much to do with the drying of Linseed Oil.

Odor Test: In the hands of an experienced person this is the most reliable Short Test known, but it is possible for an adulterated Linseed Oil to have a good Linseed Oil odor. No one who is unfamiliar with the natural odor of pure Linseed oil should attempt to judge a sample by this test. The odor of Linseed Oil is somewhat hard to define. The best way to observe it is to rub a few drops briskly between the palms of the hands and compare it with the odor of a sample of oil known to be pure. The oil becomes warm by being rubbed between the palms, causing the odor to pass off to better advantage, and the presence of any large quantity of petroleum oil, rosin oil or fish oil can be detected. Rosin and rosin oil will irritate the nostrils by their sharp and disagreeable odor, while petroleum oil and fish oil can be recognized without much difficulty. Boiled Oil ought to have a pleasant nutty odor, with a burnt flavor predominating. This burnt flavor will be absent in the case of "bung-hole" oil.

In addition to the adulterants already referred to, it is profitable to adulterate Linseed Oil with Corn Oil or Cottonseed Oil in view of the disparity in the price now prevailing for the latter two commodities, as compared with the price of Linseed Oil. We do not know of any Short Tests that have ever been advocated for the detection of either of these adulterants.

It will be seen from what has been said that none of the tests outlined have sufficient merit to warrant any dependence being placed upon them. The buyer is now confronted with the question of how to make sure that he is purchasing pure oil. There are only two courses left open to him. One is to take a sample of the oil he has purchased and have it analyzed by a reputable chemist. This is not only expensive, but the buyer does not know anything relative to the purity of the oil until after he has purchased it, and in a great many cases of adulteration he would have difficulty in securing redress. The other, and only safe course, is to buy Linseed Oil direct from a well known crusher whose reputation for manufacturing pure Raw and Boiled Oil has never been brought into question. In addition to being saved any annoyance in determining whether the oil is pure the man who buys in this manner—if he be a dealer—can, with confidence, stand back of the goods which he offers to the trade, and the consumer can feel sure that if the other materials are right, the job on which the oil is to be used will give satisfaction.

 F I owned a retail store I'd have a good "live" window display going all the time. Inviting windows, accommodating clerks, and honest merchandise, are the three things I'd want in my store. I put windows first, clerks second and goods third, because that's the order in which your customers run up against them. If your competitor has the last two, but neglects his windows, you can beat him every time. Get the window habit.

The Little Paint Man 