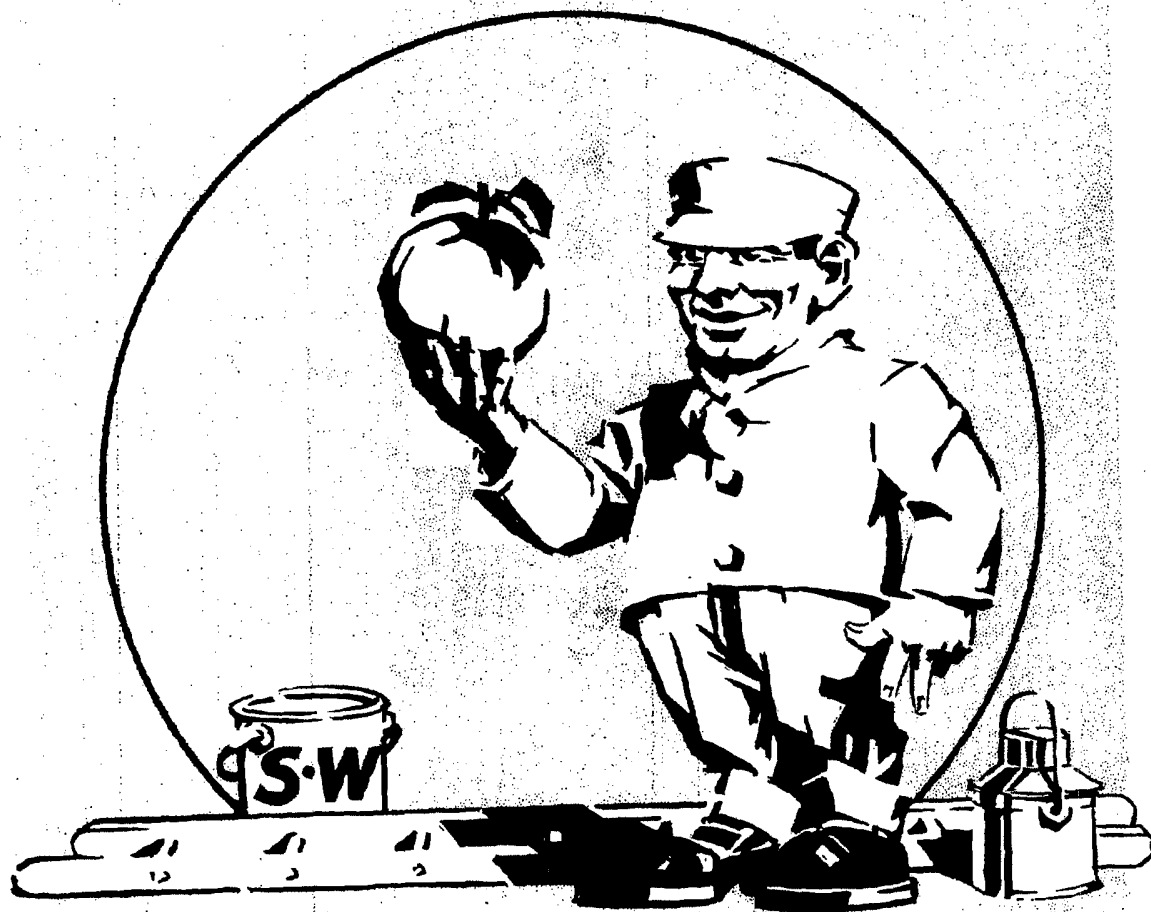
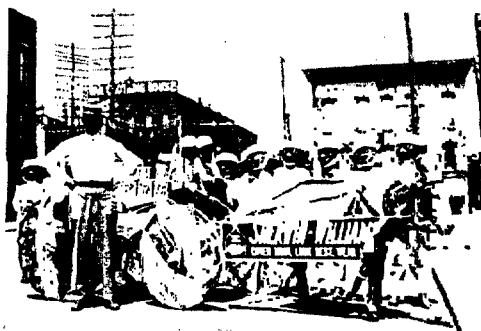


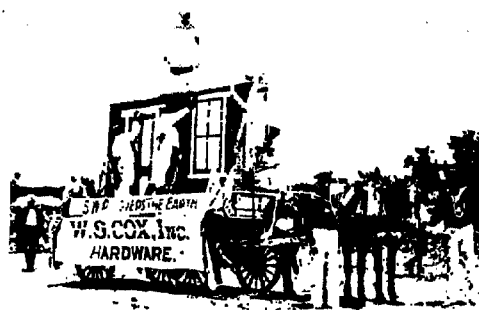
The S.W.P



OCTOBER
1911



A clever parade planned by Peck's Hardware Store, Hornell, N. Y. The Little Paint Men are on the job.



Making a float gives a lot of trouble, but you are generally well repaid. This is a decidedly original one.



Another view of the float prepared by W. S. Cox, Inc., Silver City, N. M., for their Fourth of July parade. These live agents are to be congratulated upon the original display. It is one of the most effective we have seen, and is the result of some very clever planning. On one side the painters are sitting on a staging, while on the other they have ladders.

The S W P

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Volume XIII. No. 6.

OCTOBER, 1911

Fighting the Mail Order Business

By S. H. Stewart

[The following article written by Mr. S. H. Stewart will be read with a great deal of interest by our agents. Mr. Stewart is our Chicago Division Sales Manager and is at work right in the stronghold of the mail order houses, so is familiar with their operations. The solution of the problem seems to be for the merchant to recognize the competition of these concerns and fight it by showing that he can offer goods at just as economical prices and of a better quality and further, that the purchaser will have the reputation of the dealer as his guarantee. We shall be glad to hear from our agents telling how they overcome this competition.—EDITOR.]



Mr. S. H. Stewart

THIS is a matter that has been studied carefully by a large number of concerns, both wholesale and retail, and many schemes have been tried to combat the Mail Order House, yet their business has steadily increased, and unless something is done by the dealers throughout the country towards meeting this competition on an equal basis, their business will, no doubt, double again within the next ten years.

In my opinion there are two reasons for the success of at least two large mail order houses doing business out of Chicago. First, their business ability and keen foresight in figuring out that money could be made by selling goods at a close margin of profit, and second, the desire of hundreds of people to buy direct.

One of the Mail Order Houses in Chicago sold over \$75,000,000 worth of goods last year. They handled everything from a needle to a threshing machine. At first they bought all manufactured products, such as wagons, plows, etc., but in recent years they have either built their own or contracted for the entire output with different factories, which has resulted in a big reduction in the cost of these goods, and they consequently can offer them to their trade for less money. They sell on a very close margin of profit, which they can afford to do, because they receive cash in advance; in fact, they are using their customer's money to buy the

goods for him. I am informed that their business is run on a very systematic basis and that they have the complete co-operation of all of their employees. They pay good salaries and offer cash prizes to those who show the highest efficiency. While the sales they make are confined mostly to the farming trade, they also enjoy a large business from others. They issue a large catalog, wherein everything is described in detail, as well as the net price, and in this catalog they give full information regarding freight rate to different points, which enables their customer to order without any difficulty. There is no question but what they get a large amount of business that rightfully belongs to the dealers in the different towns.

The reason for this, in many instances, is because many of the dealers when they first commence to feel this competition, endeavor to combat it by disparaging the goods and methods of these concerns. While it may be true that a large number of the products they sell have no real merit, yet it is also a fact that they handle many goods that are standard, and if a dealer expects to regain the business that he may have lost, he can not do so by telling a customer that a certain article he bought was of low grade, unless he is absolutely sure of his ground and has personally examined the goods referred to.

The dealers should make a canvass throughout their territory and call upon all of the consumers whom they know are sending away for some goods, talk with them and find out just what products they have been buying and

then make it a point to find out the merits or demerits of the goods, in comparison with those they are offering for sale. They will then be in position to talk in an intelligent way, and if they can conclusively prove, several different times, to the property owner that he is not getting value received, they will soon induce him to discontinue the practice of sending his money to the mail order houses.

I think that many of the dealers are afraid to talk to their customers straight from the shoulder. If they are favoring many of their customers by granting them extra time on goods purchased, they certainly should not hesitate to tell them frankly that they were wrong when they thought it was to their advantage to send their money away from home for merchandise.

I remember being in a small country store one time when a customer came in and asked the dealer (who was also the Postmaster), for a money order for \$11.00. This customer had the \$11.00, but did not have the additional 10c necessary to pay for the exchange, and asked the dealer to make a charge of it. He did so without any complaint. In my opinion, he should have refused to do so, even though this particular customer should never have come in his store again. By this, I do not mean a dealer should take an arbitrary stand or do anything that would result in his customer getting the impression that he was too independent, yet I again say that if a dealer will handle his trade in a forceful way and demand his rights, he will gain in the end.

Many dealers today are issuing monthly bulletins, making a special drive on staples, which many of the farmers may have been buying from the Mail Order Houses. In sending away for goods, it is largely a matter of habit, and if the dealers in the smaller towns will make their stores more attractive and demonstrate to their trade that they can buy goods from them just as cheaply as anywhere else, they will soon have them where they will be able to change conditions and regain much of the trade that has been lost.

I am glad to say that the paint business with the Mail Order Houses has not developed in as large a way as on other lines. While there is no question but that they have sold hundreds of dollars' worth of paint,

the class of goods they have put out has been very poor, and they have seldom secured a second order from any one customer. They make strong, if not stronger claims for the paint than any other product, and in some localities they have enjoyed a large business, yet in most instances I have found this was due to the fact that the dealers in those sections were not reliable or pushers.

If they are selling considerable paint in your locality, Mr. Dealer, my suggestion would be that you send immediately to them and get a sample of these different paints, and have property owners from every section of your territory come to your store on a certain day, and then make a comparative test with the goods against the ones you are offering for sale.

You will be able to convince every one that there is no value whatever in their paint and it will not be long until this news will be spread throughout your entire section and then if you will follow up the advantage gained by doing some advertising on paints, you will have the enemy routed and will be able to double your business.

The property owners of today want quality when it comes to the matter of paint, but they have to be shown, and this can be done in all cases if you are handling the Sherwin-Williams' Line and will not be afraid to use the can opener.

Summing it all up, it is evident that if the dealers will simply show their customers that they can buy as cheaply from them, quality considered, and will study out what is necessary for them to do to convince these customers, their sales will quickly increase. This work will result in securing the business of the best people anyway, and it is the good trade that means profit in the end.

How They Do It in Texas

When we send you in a mailing list of parties that should paint, we give them time to get about two or three of your letters, then we send the painter to them. If he does not get the job, in a few days we send up another. The property owner gets to thinking about painting and looks at his house and thinks everyone is thinking he should paint and he will ask the second or third man to estimate his job; he gives the job to one and we sell the paint.

HEREFORD LUMBER CO.,
Hereford, Texas.

The mail order houses handle everything from a needle chine. One of the houses sold over \$7 goods last year.

The dealer should make personal examinations before he states comparisons. Find out who buys from mail order houses, then call to see them. Show how you can give better service.

The mail order paint business hasn't developed as much as other lines—and won't where the dealer is on to his job.

When it comes to paint, the property owners want quality. Get the can opener busy.



Here are two good fall window trims. They are very appropriate for this season of the year and will not give very much trouble in carrying out. Did you use the window display enclosed in the last SWP? If not, you should do so at once and perhaps carry out the idea shown in one of these windows, too. Your windows are one of your best advertising mediums.

The Price of Paint



Of your customers who cannot understand why paint is higher in price than it was ten years ago we submit the following figures (Table A).

Table B is added to show that the painter and carpenter in the U. S. who has used SWP for the past ten

years is today better off than ever before, as far as paint affects his earnings.

The figures in Table A are taken from the Market Pages of the Cleveland Plain Dealer of April 8, 1901 and April 8, 1911. In 1901 the retail selling price of SWP was \$1.50 as compared with \$2.50 in 1911.

TABLE A.

	April 8 1901	April 8 1911	Per Cent Increase
Flaxseed—No. 1 Northwestern (Chicago)	\$1.54½	\$2.56½	66.02
Raw Linseed Oil—5 bbl. lots (Cleveland)	.60	.96	60.00
Turpentine (Charleston)	.33	1.02	209.09
Lead (Cleveland)	.04¾	.05	5.26

TABLE B.

TEN YEARS AGO.		TODAY.	
10 hrs. labor, at 17½c, painter	\$1.75	8 hrs. labor, at 40c, painter	\$3.20
1 gal. SWP	1.50	1 gal. SWP	2.50
1 gal. SWP equals 8 4/7 hrs. labor	\$0.25	1 gal. SWP equals 6 ¼ hrs. labor	\$0.70
10 hrs. labor, at 17½c, carpenter	\$1.75	8 hrs. labor, at 45c, carpenter	\$3.60
1 gal. SWP	1.50	1 gal. SWP	2.50
1 gal. SWP equals 8 4/7 hrs. labor	\$0.25	1 gal. SWP equals 5 5/9 hrs. labor	\$1.10

Canvassing for Business. Does It Pay?

By E. K. Owens, S-W Agent, Susquehanna, Pa.

[There is no doubt that canvassing for business is decidedly profitable and many merchants make it a practice to pay personal visits to their customers. The chief difficulty, however, with many, is finding the time for work of this kind. Mr. Owens is a firm advocate of personal solicitation—he also believes in our Personal Letter System as paving the way to a welcome reception.—EDITOR.]



Mr. E. K. Owens

MY experience in selling paint is that you can work up a fine shelf goods trade by letters, newspapers and circular advertising and sell some house jobs this way, but if you want to capture the big end of the house paint business you have got to go out after it.

This was particularly true last spring when the average property owner had read of the high prices of oil and if you mentioned paint in the store, he would say: "Too high. Will have to wait until paint is cheaper," and would go in the air about the trusts, cornering the oil market, etc. Then there would be several others standing around to join in with a discouraging line of talk about high prices. Against these odds it is hard to sell paint, but take the man in his own home and you have a chance to go into the matter intelligently without interruption. I would take a property owner at his home, show him how badly his house needed painting, explain the merits of SWP and that the longer the building went without painting the more goods it would take, which would more than make up the increased cost, mentioning that the advance only makes a difference of three to five dollars on the ordinary house. The shrewd property owner is not going to let his building deteriorate for this small amount. With a strong line of talk like this I could land the job three out of five times.

Another good point in canvassing is that you are right on the ground and can measure the building and make a close estimate as to the amount of goods it will take. This is a strong feature and combined with helping select some attractive color scheme goes a long way towards landing the job.

Right here I want to say that the Sherwin-Williams traveling men are the right sort to help in this work. Mr. Spettigue

who comes here will walk and talk 15 hours a day if I will only lead him to the prospects. When a firm's traveling men show in this way that they are interested in your success, it is an incentive for a dealer to get out and hustle. In a canvass of two days last spring, Mr. Spettigue and I sold 17 house jobs using 217 gallons SWP. What we have done, I know any live Agent can do, so if you have not tried canvassing get a list of prospects and go after them. You will be surprised at the number of jobs you can close that would otherwise have gone elsewhere.

If you don't land the order the first time, call again and keep at it until SWP or some other goods are on the house. If you don't know all the good talking points of SWP study up and you will have no trouble in showing the superior quality of this paint over lead and oil or cheap mixed paint.

Canvassing to me is very interesting work and I find it helps my general business. When a man finds you want his trade badly enough to call and see him, he is pretty sure to look you up when in the market for your line of goods. It creates the impression that you are a live wire and most people like to trade with a live firm.

Try canvassing this fall, brother agents, it will be money in your pocket and add to your reputation for selling the best paint made—SWP.

A Letter Sent Out by the Foster Hardware Co. to their Paint Customers

Little Rock, Ark., August 28, 1911.

Dear Sir:—Brighten up time is here again.

You are interested in making this a Spotless Town. Sherwin-Williams Paints, Varnishes, etc., are a great help in doing this.

The enclosed folder gives some idea of what a little paint and varnish will do. It will help you in selecting suitable color combinations, how to do the work and most important, "The Right Paint to Use."

No matter what you desire to paint or finish, the services of our Paint Expert are at your disposal free. Call, write or telephone him.

We have three car loads of Sherwin-Williams Paints and Varnishes to take care of your requirements. No matter what sort of surface you want to finish, we have a specialty made for the purpose.

Yours very truly,

FOSTER HARDWARE CO.

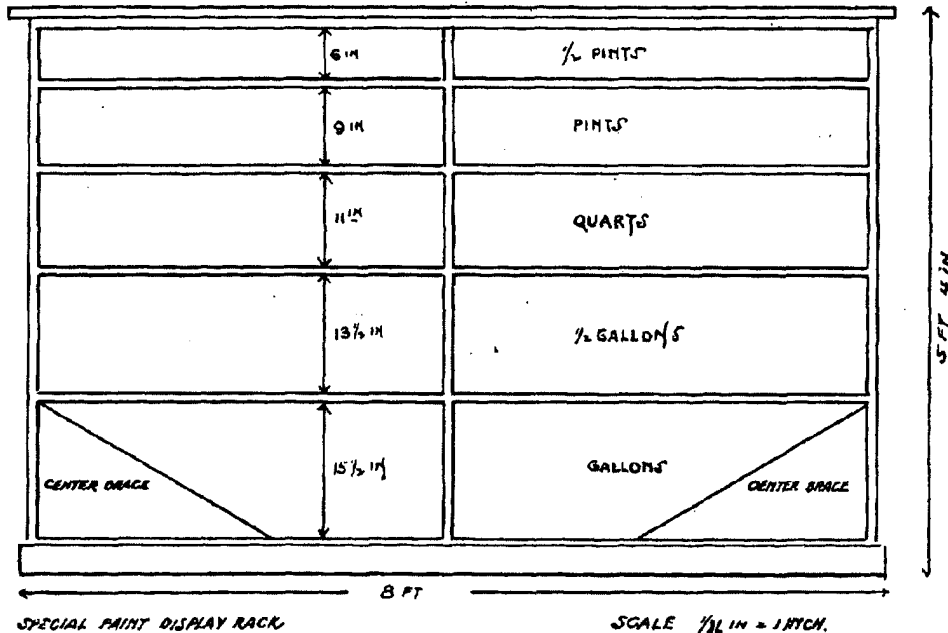
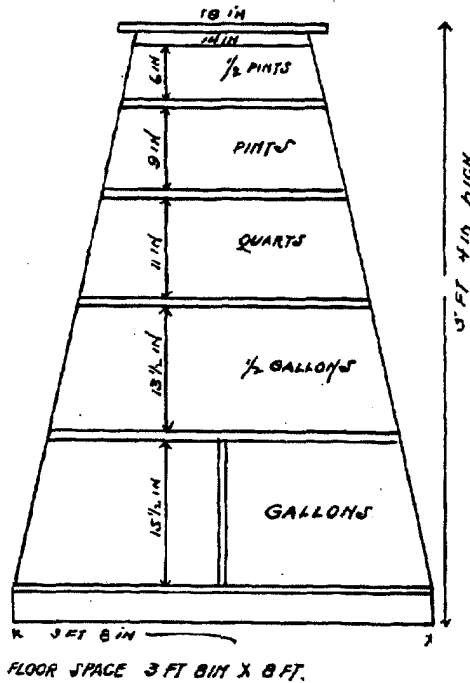
A Practical Paint Rack

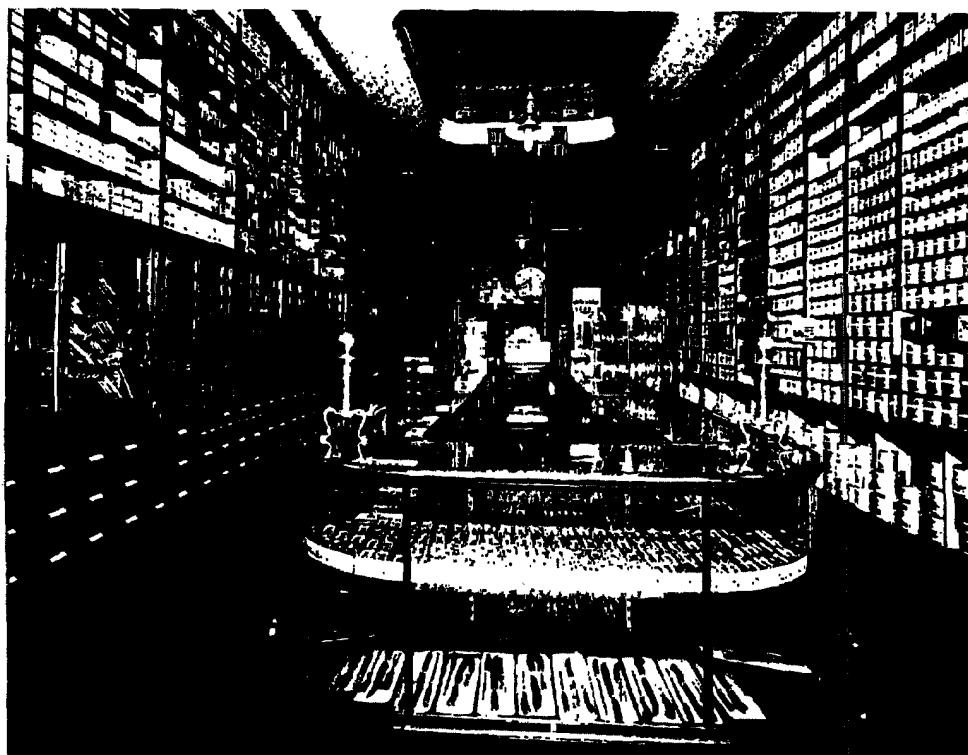


SHORT time ago The Alves Hardware Company, Guntersville, Ala., sent us drawings of a paint display rack they designed and we feel that some of our other good agents will want to carry out a similar idea. In their letter to us these hustling agents say: "Our paint sales were scarcely any before we put up this display. Now we practically have the paint business of this vicinity." Of course this rack would have been of little use unless they had been "onto their job," and talked paints and varnishes whenever the opportunity presented itself, but without doubt the rack is a good advertisement itself.

The reproduction of the drawings will enable any ordinary "saw and hatchet carpenter" to make it. It is made of pine flooring, and one of your clerks can easily put it together on dull days and "between times" at a small cost. The floor space occupied is 3 feet 8 inches by 8 feet.

Many of our agents who haven't proper shelf accommodation for their paint and varnish stock will find this shelf arrangement convenient as it takes but very little room and can be placed in a prominent position without interfering with the other fixtures.





Did you ever see a more complete and up-to-date stock than this? Byrum & Butcher, our distributors at Birmingham, Ala., have one of the finest hardware stores in the South. They buy paints and varnishes in car-load lots.

Just a Reminder

DID you return the postal enclosed in the last *SWP* asking for particulars about the Flat-tone stencil proposition? If not, drop us a note today and we will then send you color cards, prices, etc. This is a proposition it'll pay you to investigate. To sum it up briefly: If you put in a \$25.00 stock of Liquid Flat-tone in any of the many colors, we will include with it an assortment of wall stencils which retail for \$4.70. In other words you can get an extra 20% profit on your investment besides the regular margin.

You know the way flat washable wall finishes have jumped into popularity during the last two or three years. They are being used everywhere—for residences, churches, buildings, stores, etc.

S-W Flat-tone is made in a variety of handsome and artistic shades. It is put up in liquid form, ready to use, and is applied with a wide brush, saving much labor. We can help you line up some profitable business in Flat-tone through the assistance of our Decorative Department.

How to Estimate

TO ascertain the quantity of SWP required for two coats, measure the distance around the building, multiply that by the average height, which will give the square feet of plane surface, add to this the gables, two of which are usually equal to about one end, to this add $1/7$ for lap of siding, waste, etc., divide the total by 360, the number of square feet SWP covers two coats to the gallon, which will give you approximately the number of gallons of SWP required for the body. Then compute $1/5$ of this quantity which will give you the amount necessary for cornices, corner boards, casings and other trimmings. After this obtain the square feet in floors and ceilings of porches, steps, etc., divide each, as before, with 360 which will give you the approximate quantity needed. For sash, if it be painted an individual color, add at the rate of 1 quart for each 40 windows. For outside blinds, (usual size) add 1 quart for each pair, two coats. For lattice figure 4 to 6 times the quantity necessary for plain smooth surfaces.

What is Your Financial Standing Today?

By D. C. Lowles

(We feel that there are many problems of accounting and bookkeeping which our readers will be interested in having discussed through the pages of *The SWP*. Mr. D. C. Lowles, who has consented to write a series of brief articles for this magazine, has had many years' experience in all branches of accounting, cost finding, auditing, etc., and will be glad to answer any questions, which may perplex our readers, direct by mail. Address—Financial Problems, c/o Editor, 601 Canal Road, Cleveland, Ohio. Editor.)



HERE is no question so important, nor one so seldom satisfactorily answered by the retail store as this, yet after all it is only a matter of simple bookkeeping and making use of the information shown by the record. Suppose a possibility to purchase a large quantity of salable goods at a very low price should present itself. Do you know whether or not you could take advantage of it? Very often such purchases are made, but when the bill comes due there are no funds at hand to meet it, and the extraordinary efforts made to raise the necessary funds may not only impair one's credit but may also cost enough to take away a large proportion of the profit on the purchase.

It is important then, to know at any time just where one stands and the only way to do this is to arrange one's method of bookkeeping so that this information is readily available.

The first thing to know is "What is the cash balance?" Next, "What will my future receipts probably amount to?" and then, "What have I already contracted to do with this money when received?" It is not my intention here to give a complete accounting system for a retail store, but to suggest the use of a small daily or weekly report from which the proprietor of a store can instantly obtain a knowledge of just those important facts that he needs.

The illustration shows just such a report,

Sales			Purchases			Value		
Today			Received today					
Balance			Personal					
Total to date			Total to date					
Average per day			Estimated value of purchases made not yet paid					
Cash			Inventory					
Out hand yesterday			Estimated value of stock on hand at end					
Received today			Accounts Payable					
Total			Accounts Payable to be paid during next days					
Goods sent to day			Accounts Payable after that time					
Balance forward			Total					
Accounts Receivable			Operating Expenses					
Goods due and not yet paid			Today					
Goods not yet due			Personal					
Total			Total to date					
Next Statement			Average per day					
Time left of year			Percent to date					
Additions to date			Today					
Total			18 of year this date					
Special Fund			14 of year					
Today's Standing								
Assets: Cash								
Accounts Receivable								
Inventory								
Total								
Liabilities: Accounts Payable								
Notes Payable								
Balance Not Paid								

which can be adapted to meet any special requirements.

While made up as a daily report, this form can equally as well be used weekly, by changing the entries marked "today" to read "this week" or "week ending _____"

With such a report it is a simple matter to estimate the cash possibilities so that purchases may be made to advantage, and the report will also be found to act as a stimulus to the prompt collection of the "Accounts due but not yet paid." Where provision is made for showing the previous year's figures for comparison they should be

WHICH HOUSE WOULD YOU PREFER?



**THIS IMPROVEMENT WAS
EFFECTED BY THE USE OF
Sherwin Williams' PAINTS**

THIS drawing is a reproduction of one made by Mr. Jack McLeod who assists Mr. Gilbert McLaren, our agent at Port Elgin, Ont. Mr. McLeod has exhibited great talent in work of this kind and as he is still a young man of seventeen, there is a very promising future before him. The idea is clever and the comparison made in an excellent way.

(Continued from page 71)

put in with red ink to contrast with the current year's figures entered in black.

It will be found of advantage to establish definite limits on both purchases and stock on hand, such limits to be governed by their relative value to sales. The cost of operating, covering wages, stationery and supplies, cartage, repairs, insurance, advertising, etc., will repay careful supervision, and in this case also an estimate or limit should be made which should never be exceeded except under very exceptional circumstances.

With this report coming regularly before the proprietor of a store, there would be no excuse for ignorance on his part as to what his financial standing is, and the operation of his store should be improved, and his profits increased.

The Little Paint Man on the Job

Campbellsport, Wis., July 13, 1911.

Sherwin-Williams Co.,
Chicago, Ill.

Gentlemen:—"All work and no play makes Jack a dull boy," consequently this letter.

One of our business men just came into the store and informed me that he was going to have me arrested for keeping that Paint Man in the window, claiming that he could not go past here without the fellow making faces at him and made him stop and look back.

I told the man that the Paint Man in the window had just paid for the space which he occupied and therefore he would have to bring his complaint against the man himself instead of me.

This is the first time that anyone entered a complaint against our faithful little painter but I notice that he stops quite a few people and makes eyes at them. He has caused quite a bit of comment since his arrival.

He has been at work every day except Sunday from 6 o'clock in the morning till 9 o'clock at night.

Thanking you for this aid and hoping that the additional trade will more than recompense you for the expense, I remain,

Yours very respectfully,

(Signed) ALBERT SCHWANDT.

THE letter we reproduce on our back cover needs little comment only we want to say it is one of the most effective straight-talk letters we have seen. It fairly bubbles over with the "personal feeling" about which we read such a lot. The Brenner Drug Co. are good live hustling agents, they believe in personal letters and newspaper advertising. We also show some of the advertisements they have been running. These were prepared by our Advertising Department who furnished cuts and copy—they will do the same for you.

The Brenner Drug Company advertises in their two weekly papers and the daily. Stillwater, Minn., is quite an SWP town.



Photograph of the hangars of The Aero Club, Long Island, N. Y. Painted with S-W Paints. The woodwork on several of the aeroplanes is varnished with S-W Varnishes.

S-W Concrete Finish



DURING the last few years, the use of concrete for building and structural purposes has experienced a sudden wave of popularity, and now this material is being used in the construction of homes, buildings, silos and many other structures. This has opened up a new field for the use of paint and the dealer who is aggressive and gets after this business quickly will find it a splendid outlet for sales.

On account of the extreme porousness of concrete surfaces and their natural tendency to absorb moisture, it is essential that they be protected in such a manner to prevent this action which frequently results in subsequent seepage through to the interior of the building, bringing with it dampness and ruining the decorations. The painting of concrete surfaces is also desirable from a decorative point of view because very often the plain natural effect is considered uninteresting and then when it becomes streaked or stained, presents a very unattractive appearance.

In order that our agents may fully understand this proposition, we mention briefly the different preparations that are now on the market and for the sake of convenience classify them as follows:

- Dry powder Preparations.
- Products with a Tar Foundation.
- Water Paints.
- Liquid Preparations.

The first finishes referred to are mixed with the dry cement before either the water or sand are added. It is claimed that they enter into intimate union with the cement, in fact become a part of it, rendering not only the surface but the entire thickness impervious to water. These finishes, however, do not interest the paint and varnish dealer because they are generally handled through the Building Supply Companies.

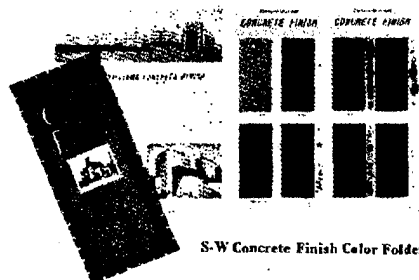
Certain products with a tar foundation have been used successfully for such work as tunnels, bridges and tank bottoms but owing to their color and nature they have not been found practicable for exposed work. Such products are also quite expensive both in regards to first cost and application, but for filling joints and crevices are particularly efficient.

The next on the list is water paints. Any-

one familiar with the subject of paints can readily understand that because of their very nature, water paints would render little, if any protection from moisture and dampness.

Then comes the class of liquid preparations in which the dealer is chiefly interested. By far the majority of the liquid paints, or concrete surfaces on the market today have as a base linseed oil and to anyone who is unfamiliar with the proposition, this would seem quite natural, but after chemical laboratory work, it has been found that the action of the alkali which is always present in cement causes the linseed oil to saponify in practically the same way as linseed oil soap is made. When this chemical action takes place, the oil naturally expands and in many cases has a harmful effect upon the concrete weakening its bond or unity upon which rests its entire strength.

After working on this problem for many months, our chemists have perfected a material



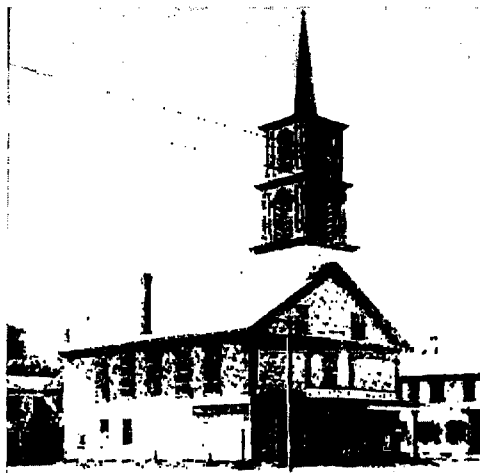
S-W Concrete Finish Color Folder

which successfully withstands the most severe exposure tests to which it has been subjected. Instead of the linseed oil we use a special liquid which is absolutely non-injurious to the surface over which it is applied, protecting it from all action of the elements. The line of finishes which we have produced as a result of our experiments are made in a variety of handsome colors and are not affected by the free alkali contained in the concrete.

S-W Concrete Finish can be used with equally good results for both interior and exterior concrete work, floors, plaster, stucco, brick work, etc., drying with a semi flat effect which is especially desirable. For exterior work the Finish is applied over a coat of S-W Concrete Sealer which presents a suitable foundation for subsequent coats of paint. This sealer is not absorbed by the concrete.

These materials are put up in quarts, halves, ones and five gallon cans. We shall be glad to send one of our new color cards and prices upon request.

A Unique Paint Store



A Rather Unique Location for a Paint Store

SELLING SWP in a church! Sounds funny doesn't it? And yet this is what Mr. L. E. Thayer does. But let us explain.

The accompanying picture shows the Universalist Church at Oxford, Mass., and if you look closely you'll see the name Leonard L. Thayer on the sign-board. His store is situated on the ground floor, the meetings being held on the second floor.

This church is recorded as being the oldest Universalist Church in the world. It was built in 1792 and meetings have been held regularly since that time. The lower part has been used as a store for over 70 years, being occupied by Mr. Thayer since he commenced in business about 30 years ago. Oxford was settled in 1650 by the Huguenots and was incorporated in 1711.

Mr. Thayer says that being under the influence of the church he could hardly do anything but prosper, having everything to sell from a tooth-pick to a meeting house steeple.

Something New in Sample Rooms



WHEN Coudy Bros. opened their branch at Granite City, Ill., a short time ago, their well appointed store, and especially the complete sample room they installed, attracted much favorable attention among the residents of their city, who came in hundreds in response to an invitation sent out for their opening day. This sample room, as can be seen from the illustration on the next page, is something decidedly novel for a lumber dealer to possess and our agents are being well repaid for their originality and enterprise.

In this sample room are displayed 10 doors with wall panels behind them which have been decorated in various colors of Flat-tone, neatly stenciled and complete with baseboard and moulding to resemble actual wall sections. The doors themselves are all different from one another and stained to show the complete line of Hand-craft Stains that Coudy Bros. carry. There are also displayed sections of mouldings, plate rails, etc., and a large colonade finished in the best style. The hardware fixtures, too, are all different designs being intended for display purposes.

In answer to inquiry addressed to them, asking what results in business they could attribute to this sample room, Coudy Bros. wrote us the following letter:

The Sherwin-Williams Co.,
Cleveland.

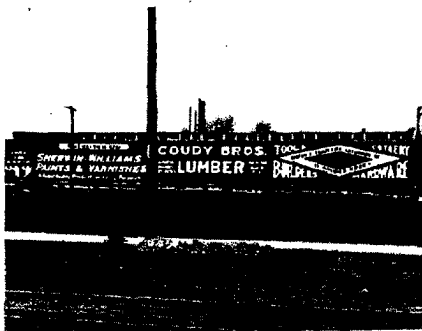
Gentlemen:—While we have only had our decorative display rooms finished about three months, we have had all of the Building Contractors, most of the Paint Contractors and nearly all of the important citizens of the Tri-Cities (Venice, Madison and Granite City) to visit and admire them, it is such a novel idea for a Lumber Yard, Paint and Hardware Store to present an attractive display that it is talked all over. We are having a steady increase in sales of Sherwin-Williams products as well as in our other lines. The ladies are especially interested in the show rooms and insist on having S-W Flat-tone wall paint and S-W Stains and Varnish on their homes.

One cannot realize from pictures and printed matter the beauty and value of these sample rooms any more than a prospective paint customer can understand what his house will look like when painted by looking at a color card. We are selling S-W goods on all the best jobs. Thanking you for your co-operation,

Yours for business,

COUDY BROTHERS.

This sample room measures 14x16 feet and in it the decorations have been done in the best of taste. The hardware and paint depart-



Sign Board of Coudy Bros. Advertising Two of the Lines They Handle



"A place for everything and everything in its place."
Interior of Store



Our enterprising agents at Granite City, Ill.—View of Coudy Bros.' Sample Room

ment is also a model for neatness and arrangement for displaying their well assorted stock and it is quite evident that our hustling agents have adopted the motto of "Everything in its place." Our illustration also shows the sign

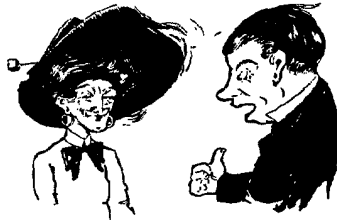
boards on their lumber yard fence, indicating that they sell the highest grade merchandise.

Their plan of a sample room could be followed to advantage by some of our other agents who have the room to devote to it.

From the Little Paint Man's Scrap Book



So far nobody has been able to discover an acceptable substitute for common sense.



Woman—Three ounces of carbolic acid, please.

Clerk—Madame, this is a hardware store; but—er—we carry a fine line of razors and revolvers.

“Be a live wire and you won’t get stepped on. It’s the dead ones they use for door-mats.”

You need advertising to help you sell paint. When you run out of color cards, want a new window display or other advertising, just drop us a postal telling what you need. Don’t forget that we always want to be of assistance.

“We may live without poetry, music and art;
We may live without conscience and live without heart;
We may live without friends, we may live without fads;
But business today cannot live without ads.”

Johnny—“Grandpa, do lions go to Heaven?”
Grandpa—“No, Johnny.”
Johnny—“Well, do ministers?”
Grandpa—“Why, of course. Why do you ask?”

Johnny—“Well, suppose a lion eats a minister?”

“De real resourceful man,” said Uncle Eben, “when some one hands him a lemon is ready wif de sugar and other fixin’s to make it tol’able pleasant to take.”

Ideas wanted. We would like to hear from any of our good agents who have employed any special methods in pushing SWP. We can then use them in *The S W P* to show our other agents and in this way have one agent help another.

A woman came into the general store with a jar of butter. She desired to exchange it for another jar of butter. In churning her butter she had discovered a mouse in the churn.

“It didn’t injure the butter,” she said to the storekeeper, “and to any one who did not know the circumstances it would taste all right.”

Taking the woman at her word, the merchant carried her jar into the back room, transferred her butter to another jar, and the gratified customer took back her mouse butter with a thousand thanks for the accommodation.

Clear Minds

Have purposes.

Muddy minds—

Wishes.



Small Boy (applying for position as office boy at a factory): What kind of a boy do you want?

Manufacturer: A nice, quiet boy who doesn’t use bad words, smoke cigarettes, whistle around the office, play tricks on the young ladies, or—

Small Boy: Hully gee! You don’t want no boy—you want a girl!

Brighten Up



**SHERWIN-WILLIAMS
PAINTS AND VARNISHES**

Don't let your paint job get shabby and faded. Brighten up your paint job with Sherwin-Williams. It's the only paint that will keep your paint job looking like new for years to come. It's the only paint that will protect your paint job from the elements. It's the only paint that will make your paint job look like it was just painted.

Better Crops



**SHERWIN-WILLIAMS
PARIS GREEN**

Use Paris Green to protect your crops from insects. It's the only insecticide that will keep your crops looking like they were just harvested. It's the only insecticide that will protect your crops from the elements. It's the only insecticide that will make your crops look like they were just harvested.

The Housewife's Friend

SHERWIN-WILLIAMS PAINT

Don't let your paint job get shabby and faded. Brighten up your paint job with Sherwin-Williams. It's the only paint that will keep your paint job looking like new for years to come. It's the only paint that will protect your paint job from the elements. It's the only paint that will make your paint job look like it was just painted.

Brighten Up



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BRENNER DRUG CO.

St. Paul, Minn. Aug. 4, 1913

Mr. G. A. Schaeffer, Ltd.
Route 3 City
Dear Sir:

Naturally you want to take care of things about the place; you spend a certain amount each year in having up fences, buildings, machinery, etc. You do it because it pays to keep things up. It pays to protect the lumber in your buildings, to keep the lumber from checking and then rotting.

In these days of poor lumber men much Resolux wood instead of pine — it is very important to paint. Resolux, Cedar and all heavy woods should be painted as soon as a building is finished or they will check, split, and warp badly. They also require special paint, one that does not contain too much oil. Resolux and Cedar are hard grained and will not absorb much oil.

Look over the card I have sent with this letter. Mr. Vissel of No. 7 tells us that the paint looks better in his barn than it does on the card and you will admit it is the most beautiful bright barn red you have ever seen.

I built a site just to show you how this paint covers. On road. Part of it is painted with 1 coat plus with 2 coats of Cummings Barn Red and I want you to come in and see it. You can't rub this paint off as you can the hand-painted one and oil, and the Resolux red in this paint contains 35% of iron oxide dry and contains about 8% of oil.

Above all take care of your good old pine lumber, with pine varnish from \$22.00 to \$40.00 a thousand. It doesn't pay to sacrifice a few dollars when painting would cost. The best time to paint is in August or September. Come in and get some of this paint while it is selling for just the same price that Resolux will sell for. Mr. Schaeffer of Route 4 is interested in a large quantity near here where he wants to have his barn painted at the lowest possible price. He bought 400 lbs. of our paint at our special quantity price. Let us serve you at the same price and in the same way that we serve Mr. Schaeffer.

Very truly,
The Brenner Drug Co.
J. Brenner

POISON THAT SAVES

**JAPANESE
POISON**

Don't let your paint job get shabby and faded. Brighten up your paint job with Sherwin-Williams. It's the only paint that will keep your paint job looking like new for years to come. It's the only paint that will protect your paint job from the elements. It's the only paint that will make your paint job look like it was just painted.

WILLIAMS VARNISHES



Don't let your paint job get shabby and faded. Brighten up your paint job with Sherwin-Williams. It's the only paint that will keep your paint job looking like new for years to come. It's the only paint that will protect your paint job from the elements. It's the only paint that will make your paint job look like it was just painted.

Sure Death to Bugs.



BRENNER DRUG CO., ST. PAUL, MINN.

THE QUALITY STORE





HERE'S nothing like getting a perspective view of your business once in a while. It may hurt, but it does one good. You know the story of the man who couldn't see the forest because of the trees obscuring his vision. The fellow that's on the inside looking out doesn't always realize how things look to the fellow who's looking in.

So, one day, imagine yourself to be a prospective customer and walk into your store; think what the customer would when he enters. Are the windows neat and tidy; is the stock displayed tastefully; is there a general appearance of prosperity; are the clerks well informed and onto their jobs?

These are some of the little things that influence the great buying public. Of course you know them, but try the experiment anyway.

The Little Print Man