

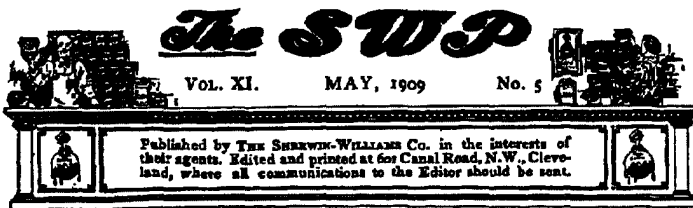
The SWP

MAY

1909



N23710



Copyright, 1909, by The Sherwin-Williams Co., Cleveland, O.

No portion of this magazine can be used, except by Sherwin-Williams agents and dealers, without full credit being given as follows: "From THE S. W. P., published by The Sherwin-Williams Paint Co."

BRIGHTEN UP.

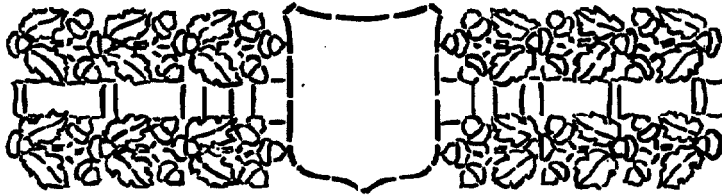


IN THESE days of commercial activity the slogan, "Brighten Up," is peculiarly appropriate. And it is perhaps especially so to the retail store, because, no matter what comes up, the retail dealer is obliged to wear a smile. The man at a desk may occasionally have an off day—something may have gone wrong—and, although he does his work mechanically for that day, his temporary blues may have no bad influence. But it is different with the man behind a counter. His attitude may be the means of making a sale or losing a sale. The store is his own. He has a personal interest in all its transactions, consequently a few temporary spells of dullness or seeming indifference on his part may prove well nigh disastrous to his business. The Brighten Up slogan is the winner in all lines. Look out of doors at the grass, trees and flowers. We have had a rather late Spring, but now everything seems all the more beautiful. It's the same with your store. If you have been experiencing a backward season, brighten up! Wear a smile—have your clerks cheerful and courteous—give the Brighten Up tone to your entire store, and you will be surprised indeed at the change. But most important of all is to have your own cheerfulness and that of your clerks, genuine. Don't give your customers the idea that you are artificial. If you do they may have suspicions, and suspicions are bad things in a retail or any other kind of business. Make your store a Brighten Up center. The news will soon spread around and the

Brighten Up 

cheery atmosphere will be contagious. This is the Brighten Up season. Look pleasant, feel pleasant, and you will unconsciously find yourself being pleasant. And it's so easy! An easy conscience is the foundation of a cheerful attitude, and little things done as they come to hand will go a long way toward bringing this about. It's pretty hard to be gloomy—far harder than it is to be cheerful. Brighten Up!

FULL-SIZED STENCIL PATTERNS.



A Stencil Transfer Pattern of this Design 12 Inches High Retails for 15c.



FOR the benefit of painters and decorators who prefer to cut their own stencils, we have made up full-sized stencil patterns of several designs, one of which we show above. This step is a distinct innovation, as it provides an easy and economical way of producing color suggestions on the actual decorating.

Stencil transfer patterns are made in the same manner as fancy work patterns on Manila tissue paper and the design (in full size) can easily be transferred to the stencil paper (or heavy wrapping paper) by means of a hot flat-iron. The stencil is then ready for cutting. Full directions are given on each transfer.

We give the above information for the benefit of our agents, as they will, no doubt, receive inquiries regarding this stencil transfer proposition from painters and decorators.

These patterns enable the painter to cut his own stencils at one-tenth the cost of ready-cut stencils. We expect to prepare more of these designs at regular intervals, so that they will always be strictly up-to-date. Write our Decorative Department, 601 Canal Road, Cleveland, O., for complete information regarding these patterns. There is a good profit in them for the dealer.

We are receiving a great many inquiries regarding stencil transfers, and are taking this opportunity to call your attention to our plans, so that you will be able to explain them to your customers. If you want further information, our Decorative Department is always at your service.

 **Brighten Up**

THE CRABBED OLD PROPERTY OWNER.

In the February S. W. P. we offered two prizes for the two best endings to this story sent in by clerks in our agents' stores. We are publishing the first part again in this issue to enable you to recall the characters and their conversation.



IN THE little village of Golden Rod, Ill., there once lived a crabbed old fellow named Cy Raindrops. Now, Cy was not exactly a bad sort, but he had a very stubborn "Missouri" way about him that did not make him very many friends. This stubbornness was largely due to the treatment he had received from his father in his youth, for he had been forced to stay at home nights and could not do as the rest of the fellows did.

All this tended to spoil dissatisfied, so that he a sour old fogey. Cy's property, and when he this property naturally ing had much experience for his father had always—Cy was soon the mark the target for continual

Along about ten came into Cy's possession him—as it had been bors for several years—buildings were sorely in to improve their appearance protect them from the of the elements. And



Mr. Glean A. Henry.

him and make him gradually grew up to be father had considerable died at a ripe old age went to Cy. Not having in handling property—managed his own affairs for much ridicule and jesting.

years after the property sion, it suddenly dawned dawning on his neighbor that his houses and out-need of paint, not only ance, but primarily to constant wear and tear so one day it happened

that Cy went into the local paint store in his town to look over the stock. We will not relate the mental effort that it cost him to make this visit, for he knew the comments it would create. Perhaps the sign of "The Little Paint Man" on the sidewalk helped him to get up sufficient courage to make the step, for as he walked into the store his face wore a determined look which indicated that he was ready "to argue along some line if it took all summer," and not to spend one cent until he was fully convinced that the paint he bought was absolutely the best and most economical that there was on the market.

Brighten Up 

So he pushed open the door of the shop and entered. Now, "Buck" Squaredale, who owned the shop, was an enthusiastic paint man. He had just put in a full line of Sherwin-Williams Paints and Varnishes; formerly he had carried a line of other mixed paints, but had just made the switch to the S-W. Line. He still had a stock of the other mixed paints left on hand, and also had a supply of lead and oil, because many of his best customers were master painters who were not fully won over to the use of mixed paints. As Cy entered he saw that "Buck" was talking to a man over the counter, so he sat down and lit his trusty old corn-cob pipe. Now, it so happened that the other man who was in the store was the salesman for the mixed paint concern whose line "Buck" had just replaced with the S-W. Line. He had come to try and get "Buck" to renew his stock order.

As Cy came into the store the C. M. P. salesman turned, and as he saw Cy glance at the cans of paint all neatly placed in rows on the shelves, he sized up the situation. Knowing that if he could make a sale of his mixed paints he would be helping "Buck" by disposing of some of his old stock and in this way might secure a renewal order, he went over to Cy and asked him if he was interested in paints. Receiving a nod in the affirmative, he started out in a glowing account of what his paints would do. He was just bringing his fist down on the counter to emphasize some point when the door opened and a jovial, red-cheeked exponent of a leading lead and oil house made his appearance. As soon as the latter arrival saw the drift of the argument he, too, prepared to get into the fray, when the door again swung wide and an S-W. representative entered. This made a three-cornered fight with Cy as the central figure.

The following ending to the above was awarded the first prize in this competition. It was written by Mr. Glenn A. Henry, of John Bailes & Sons, our good agents at Oshawa, Ont., Canada. In the June S.W.P. we will publish the ending which was awarded one of the second prizes and in the July issue we will publish the ending awarded the other second prize. Instead of giving the first and second prizes only, we found upon examining the manuscripts that two of them were close behind the first prize. We consequently decided to award two second prizes of \$5.00 each to the two contestants who were tied for second place.

THIS IS THE PRIZE WINNER:

The C. M. P. salesman remarked: "There is no better mixed paint made than I am offering you. It will go just as far, cover just as well, and wear just as long as any paint on the market, and look at the price! You can save at least forty cents a gallon on every gallon you buy by using my paint"—and his fist descended again on the counter, with force enough to shatter it, as if to help clinch his point.

"Buck" Squaredale gave a little shrug of his shoulders, as much as to say, "I want to get rid of this tail end stock, but I don't want to see all of Cy's buildings painted with it as an ad for my store."

The lead and oil man now saw his chance and started in to tell how much better and cheaper the job could be done by using lead and oil. "You see," said he, "when you buy ready-mixed paint you do not know what you are getting—you don't know what is in it. Now I can sell you pure lead and pure oil and you can mix it yourself, and know just what you



Brighten Up

have. And as for price—it is by far the cheapest, and will wear just as long." Twisting his cigar to the other corner of his mouth, with a satisfied look, as much as to say, "The order is mine," he took a glance at "Buck," who was beginning to get a little worked up over the way things were going. For if there was anything "Buck" believed in, it was giving a customer value for his money—the best value that could be found, and he knew the S-W. Line well enough to know that if Cy accepted either of these arguments, giving way to his love for the almighty dollar, he would always regret it.



As for Cy, he held down the one lonely stool, wearing the usual dissatisfied expression, as though he hadn't found all that he was looking for, though the saving idea appealed to him somewhat.

The S-W. representative had been taking it all in, smiling to himself at some of the arguments put up, and feeling that he had his work cut out to land this man with the stubborn "Missouri" way. His interests were now worked up to their highest pitch, for he knew if he landed Cy's order for "Buck," S.W. P.'s reputation would be made in Golden Rod.

"Now, sir, maybe you have never heard much about my line," said the S.W. P. representative, "although it's not new to Golden Rod. And you have seen the ad—'Sherwin-Williams Paints cover the earth—for all kinds of good painting,' and they do.

"The time for hand-mixed paints made with lead and oil is past. They are all right as far as they go, but they do not go far enough. It has been found by many severe tests and careful experimenting, that better paint can be produced by combining zinc and a very small percentage of a proper reinforcing pigment in right proportions with the lead and pure linseed oil.

"The zinc counteracts the tendency of the lead to powder and chalk, greatly increasing the life of the paint. It also makes a whiter paint. The reinforcing pigment helps to soften the zinc, and, through its capacity for absorbing oil, enables us to get the largest possible quantity of pure linseed oil into each gallon—and this is important, too. Our "screw press" linseed oil gives durability and life to the paint.

"It is very necessary to know the exact proportion of these different ingredients to use to get the best results. This is what we call 'paint knowledge,' and this knowledge, combined with skill and business push, is what the S-W. Line has made its reputation on. It has been on the market for forty years, and is known the world over as being the most honest paint on the market. As for price"—

"Never mind the price," said Cy, jumping off his stool, "that's what I want, *honest paint*—that's enough. I don't know that I'll ever paint these buildings again, so I want the best, though the price is a little higher. You come over with 'Buck,' measure up all my buildings and I'll select the colors."

By this time the C. M. P. salesman had found the conversation uninteresting for him, and had retired. The lead and oil man had hung on

Brighten Up 



S-W. Line, and the S-W. representative, because he had won another heart-to-heart friend for his line in "Buck" Squareddeal.

INSECTICIDE ADVERTISING.



IN ORDER to help our agents secure larger sales on Paris Green and Arsenate of Lead, we have embodied some interesting facts about these insecticides in an advertisement. We show a reproduction of it on this page. When ordering, please mention Electrotpe No. 669. This advertisement is two columns wide by eight inches high and is ready to use in your local paper, with the exception of your name, which can be readily printed at the bottom.

Every farmer, fruit grower and market gardener in your locality buys insecticides, and by running an advertisement such as the one shown on this page in your local paper, you can reach this class of consumers in their homes when they have time to read the paper carefully. You will find that insecticide advertising will pay you well.

Our advertisements in horticultural publications have been very effective and we have been able to trace direct orders as a result of these inquiries.



Brighten Up

2 Poisons

THERE are very few farmers, nurserymen, horticulturists, etc., nowadays who don't appreciate the necessity of spraying. It has been proved that spraying improves both the yield and the quality. But spraying involves time, labor and expense, which are wasted if the poisons used are not effective. There are two poisons which you can rely on absolutely. They are carefully and skillfully made of the purest raw materials—S-W Paris Green and S-W Arsenate of Lead.

S-W. PARIS GREEN

ARSENIC is the killing agent in Paris Green. It is a powerful poison which will kill all insects on the leaves of plants. It is a very effective poison and is used by all farmers, nurserymen, and horticulturists. It is a very effective poison and is used by all farmers, nurserymen, and horticulturists.

S-W. ARSENATE OF LEAD

QUINQUEDWILLIAMS ARSENATE OF LEAD is a very effective poison which will kill all insects on the leaves of plants. It is a very effective poison and is used by all farmers, nurserymen, and horticulturists. It is a very effective poison and is used by all farmers, nurserymen, and horticulturists.

Insecticide Electro No. 669.

ABOUT THE ENCLOSED POST CARD.

WHATEVER you do, don't forget to read the enclosed post card. But don't stop there. Please fill it in carefully and send it back to us with the information required. It is a government post card, so all you have to do is to write the information and drop the card in the nearest mail box. We are anxious to be of all the assistance possible to our agents and are planning our future advertising and advertising methods, so that they will be of the greatest value to you. The information asked for on this post card will be of particular help to us in planning to make our advertising more effective than ever. Your co-operation will be appreciated.



An Effective Brighten Up Window—The Painters' Supply Co., Cleveland.

Brighten Up 

ELECTROTYPES FOR YOU.



ON THE opposite page we show a group of ready-made advertisements which are suitable for your newspaper advertising this Spring. The value of newspaper space is very great at this season of the year, when housewives are brightening up their homes, painters are busy at work and painting in general is in full sway. In these advertisements we have followed the same copy and designs that we have been carrying out in our magazine advertising.

These advertisements will identify your store as the Sherwin-Williams agency and magazine readers will associate your advertising with our advertising in the magazines. Our advertisements are directing buyers to your store and the quality of S-W. Paints and Varnishes will hold their trade. We are receiving letters continually asking for these ready-made advertisements, and from the returns which they have been giving our agents, we feel confident that they are business-getters. Take liberal space in your local paper and get the fullest value for your investment by using attractive advertisements. Read over the ones on the opposite page and order by number, as shown under each. They're all new, written and designed especially for your "Brighten Up" advertising this Spring.

These electros are all ready for your paper. All you have to do is to have your name and business set up underneath them. Write us now while everyone is brightening up their homes.

WHAT ADVERTISING SCHEMES HAVE YOU?



WE regret exceedingly that we are unaware of much of the good advertising that is being done by our agents. Now and then an agent sends in an advertising stunt that he has tried, and occasionally one of our representatives finds a new scheme that is being worked out. The fact remains, however, that there is lots of good advertising going on which we do not know about.

This was recently brought home very forcibly by the receipt of a very clever newspaper, "The Canso News," published by our agent, A. N. Whitman & Son, Ltd., of Canso, Nova Scotia. It was one of the best pieces of advertising we have seen in some time and we would never have known of it, if our representative had not happened to send it in. To help further a good cause along, please make it a point in future to send us all advertising schemes or stunts you are trying out which you think will be of interest.

We are planning from now on to devote a page or two to "advertising by S-W. agents" in each number of THE S. W. P. and your co-operation in this step will be greatly appreciated. We feel that this new idea of presenting advertising schemes with a few lines of comment, should prove of benefit to all S-W. agents who are interested in the subject of advertising or who are looking for new ideas.

 **Brighten Up**

Brighten Up



NOW is the time for repainting your house, both for protection against the weather and for the sake of its appearance. There is nothing that will show better returns for the time and money spent at housecleaning time than paint and varnish used inside the house. Tell us what you wish to paint or varnish and we will show you a Brighten Up Finish that will do it—and do it right.

SHERWIN-WILLIAMS Brighten Up Finishes

are a line of Paints and Varnishes which do exactly what they are intended to do—give a right guarantee on each surface. It is impossible to obtain one paint or varnish that is suitable for a wide variety of uses, so at a very important moment we obtain a product that is exactly suitable for the purpose you have in mind. Come in and ask us. We may be able to help you with suggestions.

ELECTRO NO 665



Brighten Up

PAINTING season is here. The house probably needs re-painting, both for protection against the weather and for the sake of its appearance. There is nothing that will show better returns for the time and money spent at housecleaning time than paint and varnish used inside the house. Come in and tell us what you wish to paint or varnish and we will show you a Brighten Up Finish that will do it, and do it properly.

SHERWIN-WILLIAMS Brighten Up Finishes

are a line of paints and varnish which do exactly what they are intended to do, giving a right guarantee on each surface. It is impossible to obtain one paint or varnish that is suitable for a wide variety of uses, so it is very important to obtain a product that is exactly suitable for the purpose you have in mind.

ELECTRO NO 667

Brighten Up



TELL us what you want to finish and we will give you the Brighten Up Finish that will do it. We are handling a complete stock of

SHERWIN-WILLIAMS Brighten Up Finishes

This line includes a paint, varnish, stain or enamel for every imaginable purpose. There are 12 kinds and 77 attractive colors. Come and talk over your painting problems with us.

ELECTRO NO 666

Brighten Up



THE effect of paint or varnish properly applied to your house and to the things inside and outside of your house will be to brighten up your home wonderfully, provided you use the right paint or varnish. We have a complete line of Brighten Up Finishes, which includes a paint, varnish, stain or enamel for every purpose. All you have to do is to tell us what you want to finish and we will tell you the Brighten Up Finish made for the purpose. Housecleaning time suggests painting and whenever you have any surface that looks shabby, remember to buy the Brighten Up Finish made for that surface. Ask us for Color Cards.

ELECTRO NO 668

Brighten Up



THESE ARE THE "BRIGHTEN UP" DAYS.



HE Spring is here. The bright sunshine and the sweet, mild Spring air make you want to leave the front door open and the back door open and all the windows open, so that they can enter into every nook and cranny of the house and dispel the stuffiness that somehow seems to have crept in during the long Winter. The busy housewife is bestirring herself, taking her cue from nature. She is making the home look bright and fresh, touching up the dingy spots and cleaning scrubbing and "Brightening Up" from cellar to garret so as to be in harmony with all out-of-doors.

The small boy is out raking up the yard and occasionally we get a whiff of something that tells us that the back yard rubbish heap is going up in smoke. The man of the house is busy with his garden and the rusty garden tools are being pulled out of the dark corners in the cellar or woodshed or the barn. Yes, these certainly are the "Brighten Up" days and we're all busy and happy in our industry.

This "Brighten Up" idea certainly has a great hold on all of us this time of the year. Some don't know it by that name, but they have the idea all right. We think "Brighten Up" is a mighty good slogan for people who make paints and varnishes and the many other things that are used in "Brightening Up." It's just as good a slogan for the man that sells paints as it is for the man who makes them. We think so much of it that we're spending thousands of dollars letting everybody know about it, that it's a Sherwin-Williams slogan, and, being so, it belongs to every Sherwin-Williams agent. Are you in sympathy with us and are you pushing to make your store the "Brighten Up" store in your town?

I tell you, boys, the slogan's catching on. We see it every day. Here's a town in Indiana taken it up and the local paper comes out with big headlines: "Brighten Up Day set for Saturday, May 15—committee of ladies named to take charge of movement—everybody can help. Unclean spots will be located and cleaned up," and so on. In a letter to us a prominent manufacturer of this good town says: "The writer innocently suggested that 'Brighten Up' would be a more suitable term to use than 'Clean Up.' We took it for granted that you would not object to having your trade mark made use of very freely by the residents of our little city." Of course we won't; we'll be glad if it's of any assistance to them.

So you see the "Brighten Up" slogan is making good, and every Sherwin-Williams agent can profit by it by having his store the "Brighten Up" store in his town. We mean this in the broader sense and not only as applying to the paint department. Have this optimistic, cheerful idea show up everywhere.

Is your store front attractively painted? Are your show windows bright and clean and filled with "Brighten Up" merchandise and the display changed often, so that people won't tire of looking at the same old thing?



Have the inside of your store clean and tidy, the goods on sale attractively arranged, your clerks cheerful and obliging, and the boss setting an example "with a smile that won't come off."

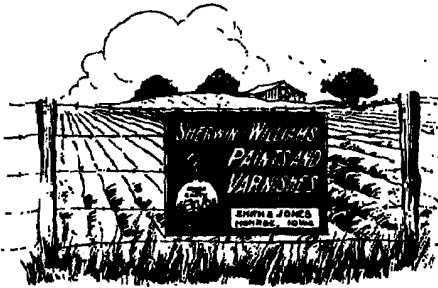
Don't hide your light under a bushel. If you have good things to sell, tell the citizens about them. Use your local papers; use them liberally. It's the bold advertiser that makes advertising pay, not the timid, uncertain fellow, who isn't sure that he believes in it anyway.

And let us help you. We want you to have the full benefit of all our Brighten Up Campaign. We want you to tie up your store to the Sherwin-Williams national advertising, and so reap the full measure of benefit. Have you used our Spring window trims? Have you used some of our ready-made Brighten Up ads in your local papers? Have you all the color cards and display cards you need? Do you want some posters for the fences around town? Are you prepared in every way to go out aggressively after business and to get a liberal share of what's going these "Brighten Up" days?

HOW TO HANG SIGNS ON BARB WIRE FENCES.



WE RECENTLY had an interesting letter from one of our good agents, asking if we knew of a way to hang his signs on barb wire fences. For the benefit of any other agents who may be interested in this matter, we show an illustration of a sign hung in this manner: Four holes are punched along both upper and lower edges of the sign and ordinary hog rings inserted for fastening the sign to the wire. By placing these rings in both upper and lower holes it will keep the signs from blowing or coming loose, as might be the case were the signs fastened at the top only. Where wood signs are to be hung, screw eyes may be inserted at the top, the eye or ring opened with a pair of pliers, slipped over the wire and closed again. This method of hanging signs is unusual, which is the chief reason for its effectiveness. Farmers driving into town will be impressed with this sort of advertising and will bear you in mind when buying their paints and varnishes. Try it.



Brighten Up 

A VARNISH THAT CAN BE WALKED ON.



WE have recently received the following letter on our Transparent Floor Varnish, from our agent in Bethlehem, N. H.:

"It may be of interest to you to know of my experience with your Transparent Floor Varnish. In the Spring of 1908 I sold to Mr. W. S. Phillips your varnish to put on the floor of his new store, which he was then building on Mt. Agassiz. The building was so arranged that all who went up in his steel observatory were obliged to pass through his store. Mr. Phillips states that there were more than 5,000 people who went through the store, returning the same way, making 10,000 people passing over the floor, after climbing over his road which is composed of hard pan and ground rock. It seems to me varnish could not have a better test, and yet, although only two coats were applied, the floor shows no signs of wear, or scratches. Mr. W. P. Lovejoy spread the varnish and after looking it over after the season's wear declared he believed it was 'the best varnish in the world.'"

GOOD ADVERTISING.

A Novel Way to Reach the Farmer.



ONE of our aggressive agents, Mr. W. F. Howell, of Newton, N. J., has hit upon an unusual method of reaching the farmers of Northern New Jersey. He ordered our full-page Brighten Up electrotypes, which we offered in our S. W. P. Supplement of March 8th. Instead of running a full-page ad in his local paper, he had a large two-page folder printed up in the form of a newspaper insert, with the full-page electro prominently displayed. A heading, "To the Farmers of Northern New Jersey," and good, forceful copy, together with several electrotypes showing engines, harrows, planters, binders, "The Little Paint Man," etc., rendered the entire circular very interesting. Mr. Howell sent these to selected lists of farmers, and we feel sure that he will derive a great deal of benefit as a result.

An Interesting Pamphlet.

Mr. James P. Ryan, our aggressive agent at Easthampton, Mass., has recently issued a very attractive little mailing booklet called "Ten Years of Business Life in Easthampton." It covers Mr. Ryan's business experience from 1899 to 1909 and is handsomely illustrated with views of Easthampton. The booklet was written chiefly to acquaint its readers with the articles Mr. Ryan handles and to give them a handy view-book of the city. Sherwin-Williams Paints are mentioned at the head of the paint department articles, with the following notation: "A famous line that has been used with such great success about here for years that it needs no further introduction."

Paper Bag Advertising.

Our agent at Cleves, O., Mr. John Ingram, has used our Electrotypes No. 657 to very good advantage on his paper bags. Mr. Ingram deals in

 **Brighten Up**

general merchandise and finds the Little Paint Men shown on his paper bags, make quite valuable advertising. This electrotpe is similar in design to our Spring window trim.

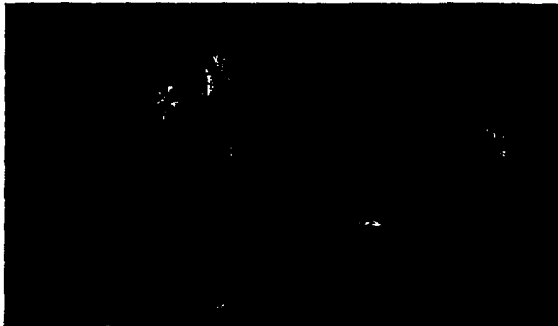
An Effective Window.

Mr. W. A. McClellan, our agent at Willow Springs, Mo., believes in making his windows sell paint. He recently had an Easter window containing a battleship float. Quite a complimentary press notice appeared in his paper after this window was trimmed. Mr. McClellan is also an advocate of newspaper advertising and used our full-page Brighten Up electrotpe to excellent advantage on the front page of his local paper.

A CASE WHERE QUALITY MADE A HIT.



OWN in Parkersburg, West Virginia, we have an enthusiastic agent who has built up a large and increasing paint business. His success is largely due to his personal experience with S. W. P. When he needed paint for his house, some years ago, he decided to give S. W. P. a trial, as he had heard from various sources that it was the most economical as well as the most durable paint on the market. So he used it. The results which Mr. Moss obtained were so far beyond his expectations, that he decided to place a stock of S. W. P. and other S-W. Products in his book store. Paint agencies are not often found in book stores, but in this particular case Mr. Moss figured that if S. W. P. gave him such good results, it would certainly give his customers the same satisfaction. Consequently he is enjoying a very prosperous business and is taking advantage of practically all our agency helps. Newspaper advertising, personal letters, attractive windows, an assortment of hangers and a well-arranged paint stock have been great factors in building up his business. We show an illustration of the paint display in the H. P. Moss Book Store, Parkersburg, W. Va.



Paint Display of the H. P. Moss Book Store.

Brighten Up 

ADULTERATED LINSEED OIL.

By C. M. Durbin.



IT HAS often been said that the easiest way to reach a man's heart is by way of his pocketbook. A great many unscrupulous concerns are taking advantage of this physiological fact at the present time in trying to foist upon the public adulterated linseed oil and so-called substitutes for linseed oil, which they offer at a price much below the present price of pure oil. This Company has received a great deal of advertising matter recently, dwelling upon the "merits" of these so-called substitutes, some of them offering certain brands of fish oil, others advertising a mixture of what is probably corn and cottonseed oil and kerosene. As is well known, it is possible to make a mixture of these latter articles that looks very much like linseed, and that will dry quickly, but the man who uses this "dope" upon a job will soon have occasion to know about it and an opportunity to regret it for many a long day. There is absolutely no substitute for linseed oil as a paint vehicle, and any individual or concern who attempts to lead the consumer to believe that he can sell him a "dope" that will take the place of linseed oil is deserving of the fate that surely awaits him—namely, ultimate bankruptcy.

Far worse, however, is the individual or concern offering to the trade an adulterated product under the brand of pure linseed oil. These concerns invariably make astounding claims as to their size, etc., but investigation usually discloses them to be the possessors of perhaps a roll-top desk in an old, ramshackle building on some side street, or in a private house, and their manufacturing equipment usually consists of a funnel through which they pour kerosene or some other cheap adulterant into pure linseed oil. The English language does not contain words sufficiently strong to describe properly any such person or "concern," and it is most unfortunate that the laws of many states are not sufficiently stringent to protect the consumer from such leeches. The majority of the states have passed laws defining what shall constitute a pure linseed oil, and providing for the punishment of anyone convicted of selling an adulterated product. Unfortunately, however, the innocent dealer is usually the victim, and it is almost impossible for him to obtain redress from the fellow who sold him the goods. Mr. W. P. Stephani, of Dent, Minn., offers a case in point: He bought linseed oil from an Omaha concern, supposing it to be pure, but the State Inspector, who took a sample of it, found upon analysis that it was a rank adulteration. Mr. Stephani was fined by the Minnesota Dairy and Food Commission, and in the following letter to the Paint, Oil and Drug Review explains his position:

"The oil I bought from the American Linseed Oil Company, of Omaha (not to be confounded with the American Linseed Company), was found to be heavily adulterated with petroleum, and therefore prohibited in this state. I noticed that the oil was not as it should be, and when the Inspector came around I gave him a sample of the oil. A few weeks after this I was fined \$15 and costs for having the oil in stock.



Brighten Up

I wrote to the company, asking what they wanted me to do with the oil, and also to reimburse me for the fine. They wrote me that the oil could be sold in this state. I wrote another letter, but did not receive any answer."

The above suggests that the loss, whether of money or reputation, always falls on the dealer. These "doped" oils are invariably sold at from 5c to 20c under the price of linseed oil, and what compensation can the dealer get in saving a few cents on the gallon in the purchase of adulterated linseed oil, when he knows that the use of that oil will result in damage to the work and to dissatisfaction on the part of his customer? What explanation can he offer to his friends or fellow-townsmen for his sale of inferior oil? A single barrel of the stuff may ruin a dealer's reputation in his home town for years.

For the sake of his reputation and the good of the community the dealer is bound to handle a pure oil. Likewise, the painter is bound to use pure oil. How shall he know when he is getting it? There are no known means by which the layman can absolutely determine the quality of the oil he is buying, and he cannot afford to have an examination of each purchase made by an expert chemist, as it is too expensive and takes too much time. Furthermore, this examination cannot well be made until the goods are in the buyer's possession, and then it is usually too late for him to secure redress. The safest, surest and most economical way of obtaining pure linseed oil is to buy an oil bearing the brand of a well-known and reputable crusher, and, if possible, from the crusher direct or from a dealer or jobber whose reputation for handling pure goods has never been brought into question. In any event, these so-called low prices will bear close investigation, and the buyer should convince himself that he is getting the pure article before placing his order. Competition in the linseed oil business is so keen that any long profits are not possible, and it is seldom indeed that there is more than one-half of one cent variation in the prices of different makes of well-known oils in the same community, and anyone offering to sell linseed oil at from 5c to 20c per gallon below the prevailing market price can be justly looked upon with suspicion.

AND IT STILL RINGS TRUE.

"Cheerfulness is just as natural to the heart of a man in strong health, as color to his cheek."

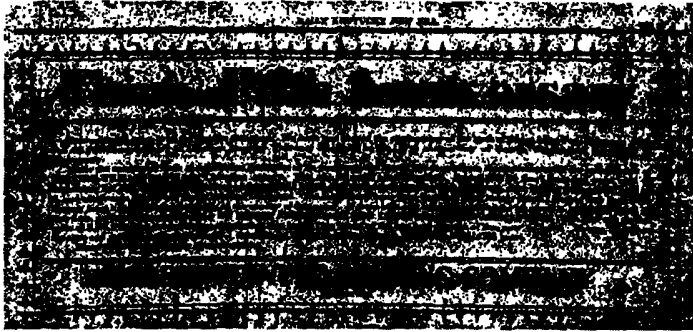
—*Ruskin.*

And I agree with Ruskin in this instance, although at times the authorities and I differ quite strenuously.

THE LITTLE PAINT MAN.

Brighten Up 

GOOD ADVERTISING BY S-W. AGENTS.

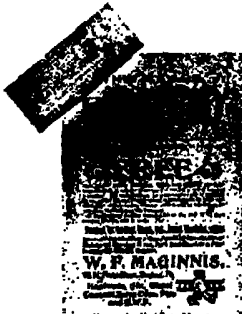


How the Forbes Manufacturing Co. Celebrated an S. W. P. Anniversary.



THE above ad of our agents at Hopkinsville, Ky., appeared in the *Daily Kentucky Era* on February 13th, and we think it mighty good advertising because it was timely. February 12th this year was the 100th anniversary of Lincoln's birth, and in commemoration there were many meetings held and speeches made throughout the country. The next morning when the papers were full of the anniversary and of the various commemoration meetings that had been held, the above ad appeared in the local Hopkinsville paper. It very naturally attracted wide publicity. It was good advertising because it was timely and caught the public eye when the latter was focused on the idea of anniversary celebrations.

It's an old saying that a man will go a long distance "to get something for nothing." So whenever a person sees the word "free" he generally looks the second time to find out what it is he can get. We do not advocate the use of this word in newspaper copy, as it is rather inclined to cheapen your ad, but in this particular case it was used to good advantage on a hand dodger by our agent W. F. Maginnis. He advertised that with every cash purchase of 25 cents in his store he would give a ticket with coupon attached, which would entitle the purchaser to a prize of something in stock equivalent to \$5.00, provided his ticket contained the lucky coupon drawn at the end of the week. We understand that this scheme of having these dodgers distributed around Steelton, Pa., not only increased the cash purchases in our agent's store to a considerable extent, but proved to be good publicity as well.



A Clever Hand Dodger.

 **Brighten Up**



It's a mighty fine thing this building of "Dreadnoughts" to protect the home in case of hostile attack. It sort of makes a fellow feel comfortable all over, to know that even if war is on, he can go to work and that when he comes home at night, his house will still be there. But in time of peace a fellow ought to have his house protected too, and there's only one kind of a "Dreadnought" for that work—there she is now steam-in' out to sea with her flag flyin' at the mast head—and she's worth any twenty of the other crafts as protection, say I.

The Little Paint House