

THE
SWP

JUNE 1904

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THE S. W. P.

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JUNE, 1904.

No. 6

REPUTATION.



THE great thing necessary to success in business, and in life for that matter, is to secure a reputation.

Once your reputation is made the rest is easy. Emerson said, "If a man writes a better book, preaches a better sermon or makes a better mouse trap than his neighbor, though he build his house in the woods the world will make a beaten path to his door."

Such is reputation. It's worth a mighty effort. It's no easy matter, however, making it. It's a hard, slow process. It requires much skill, great patience, and infinite persistence.

Reputation is the world's estimate of the man or the concern; and the world is suspicious, and slow to appreciate or applaud but quick to condemn. It's a long hard pull *up* to a good reputation, and an easy rapid fall *down* to a poor one.

There's no escaping judgment—and we're all found out sooner or later for exactly what we are; a faker may pass for a while, but he won't last.

In business it's the goods you sell and the methods you employ in selling them that establish your reputation. The highest reputation can only be gained by selling good goods by right methods.

Quality and value are the two things to keep constantly before you—high quality and good value. The best in anything at a fair price is the best value.

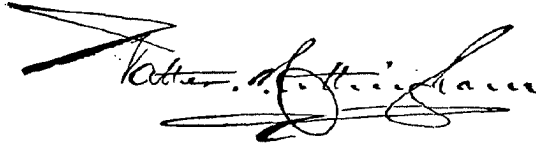
A workman can't do good work with poor tools, neither can a merchant gain a good reputation with poor goods. Don't try it. Stick to the best, and the best only. It pays in the long run—in profit and in satisfaction. As soon as the public know that they can depend upon everything that comes from your store your reputation is made and your success assured.

There are not many merchants who have the nerve to handle or sell only the best, neither are there many manufacturers of this order. The temptation to sell something cheap and inferior for immediate profit is too great for the majority—and away goes their reputation. They never amount to much. Their trade is a sort of catch-as-catch-can business—there's neither profit nor glory in it.

It's harder and slower at the start to build a business on quality, but when you get it, it sticks. It's something to be proud of, something you can become enthusiastic over, something you can put your heart into as well as your energy and ability.

How can a man get enthusiastic over cheap stuff, how can he put his heart into a make-shift? It's not possible, and if you can't put your heart into your business get out of it, and get into something you believe in, some-

thing you can swear by, something you delight in. It's being in *love* with your work that counts. There's a touch of the heart in every success—in every reputation.



Vice President and Gen'l Mgr.

KEEP UP FULL STEAM.

There are Orders to be Landed yet this Spring—many of them.

SOME fail in their undertakings because they begin too late, others because they stop too soon. Most S. W. P. agents could stop special efforts for spring paint orders right now and the season might still be a success; but two or three weeks more trade will make a greater showing on the ledger—it's in the last lap that the record is usually broken.

In many territories the spring season was backward and a large part of the painting will be done during this month. And June is a first class month to go after orders—and to get them. A vigilant survey of your territory will undoubtedly unearth many trade possibilities. Make each "possibility" a customer. Keep up full steam in your advertising power house and instill in the prospective customer a part of the confidence that is yours in the economy and quality of The S-W. products.

Don't hesitate about sending us the names of all prospective trade. A strong "personal letter" from us will help land the order. The advertising that we send direct will supplement all your work. Working together,

we'll pile up paint orders.

Then, too, it would be very short sighted business policy to give up going after trade so long as there is trade to get. It would be better—a great deal better—to keep right on hustling for a week or two after the season is well closed. Good paint advertising never falls on barren ground—the results will come, if not this spring, next fall or next spring.

Personal outside work will be the most important factor in getting trade this month. By going out and "seeing the man" you can turn the order into your store. The good advertising you have been doing and are doing has brought your paint stock to the property owners' attention, and a few words by you personally will now, nine times out of ten, "clinch" the sale.

It will be worthwhile to *keep up steam*.

Don't worry about the ads of your competitor. If he mentions you in any but a complimentary way he is acknowledging that your competition is felt, which is the best kind of advertising for you.

Agricultural Advertising.

Read "*The Economy of Mixed Paints*".

GOOD WORDS FROM S. W. P. AGENTS.

The Strongest Straight Line.

Mr. F. C. Kenower, S.W. P. agent at Harvard, Neb., has the right kind of enthusiasm. This is what he thinks of S. W. P.:

"I will say that I shall put on new armor and *push S.W.P. hard*, also the *shelf goods*, in fact the whole line to the best of my ability. I am aware that a *straight line* is the *strongest line*, and S.W.P. is the *strongest straight line* in the paint business. I thank you for the field signs; they are "hummers," and though five other manufacturers employ them here, the S.W.P. signs are by far the most attractive."

Creosote the Best Ever.

Messrs. J. E. Hawley & Co., S.W.P. agents at Burr Oak, Kans., have this to say about Creosote Paint:

"About five years ago we sold a bill of The S-W Creosote Paint to the Chicago Lumber & Coal Co., of this place, which they used to paint their new sheds here. Since that time I have found it easy to sell Creosote Paint, but it has killed my Venetian Red and Oil sales, as it is simply a case of being shown to be sold, and last year our sales of Creosote Paint ran over 100 gallons. Our trade come in and call for the same kind of paint the Lumber Co. used, and we don't have to push it; it simply sells itself."

What a "Personal Letter" Did.

Messrs. Herr & Snively, S. W. P. agents at Lancaster, Pa., writing of the good effect the personal letters had in their business last fall, cite this instance:

"A Mr. Stanton Johns came in to get prices on lead and oil. We, of course, tried to sell S.W.P. but failed to interest him. That night we

sent his name in so that he might be promoted with "personal letters" with the result that a few days later he came in with the letter in his hand and asked us if we would back up its statements. We agreed to do so and he placed his order for 40 gallons of S. W. P. We have since referred a prospective customer to Mr. Johns who gave the paint such a strong recommendation that we had no trouble in getting the order."

Spotting Them.

The Bertsch-Boal Drug Co., S.W.P. agents at Oskaloosa, Ia., are after the spring trade in earnest.

They say:

"We have a man out spotting farmers and others that intend to paint, and interviewing them. We are trying the 'early bird' racket."

Personal Letters Increase General Business.

A letter recently received from Messrs. Mitchell and Fisher, S. W. P. agents at Delta, Ia., reads:

"We are very much pleased with the good the "personal letters" have done for us in helping us enlarge our drug and paint business. *They do the work.*"

Aluminum Paint Beat Them All.

Here is a letter recently received at the Cleveland office from C. C. Folsom, South Bend, Ind.

"Please send me at once by express 2 one-gallon cans of Aluminum Paint, and send by freight 8 one-gallon cans Aluminum Paint.

"This, you understand, is to be the same quality as you sent us before. We have been giving others a thorough test, but find that yours works better than any other."

PAINT ADS FOR BUSY AGENTS.

Some suggestions for "copy" to be turned over to the printer and adapted to any style of display you choose.

**NO MATTER WHAT
YOU WANT TO PAINT**

house, store, barn—either outside or inside, or the thousand and one little things about the home, we have a paint made expressly for the purpose that will do the work better and at less cost than anything else you can use.

The secret of success in painting lies in using the right paint for each particular surface.

THE SHERWIN-WILLIAMS PAINTS

are each made for a special purpose and with a full understanding of the needs of that purpose. They are good paints, every one of them. Let us figure on your painting.

**THE VALUE OF A
CAN OF PAINT**

is determined by the number of square feet it covers, by its ease of application, by the wear it gives—not by the price. A low cost per gallon always means a high cost per job.

THE SHERWIN-WILLIAMS PAINTS

are the most economical to use because you don't have to buy so many gallons to cover a given surface, it does not take so much labor to put them on, and because they give best results—best appearance and best wear.

Let us figure on your painting.

**THERE'S A GREAT
DEAL OF SATISFACTION
IN KNOWING YOUR
HOUSE LOOKS RIGHT**

That's the kind of satisfaction you will have if you paint your house with

THE SHERWIN-WILLIAMS PAINT

It insures good results. There's no other paint made in such a careful, thorough manner and with so many checks against unreliable results. Call for color card.

**USE FLOORLAC FOR
STAINING FLOORS**

It will give splendid satisfaction—dressy floors. It correctly imitates the most expensive woods. Gives a hard wood finish to old floors. It's fine used as a border around rugs. Very easy to put on—works easily under the brush—anyone can apply it.

Made by

THE SHERWIN - WILLIAMS COMPANY

—that means that you can depend on it absolutely.

Call for color cards.

**PUT S. W. P. ON YOUR
HOUSE AND YOU WILL
GET SATISFACTION AND
SAVE MONEY EVERY TIME**

THE SHERWIN - WILLIAMS PAINT (Prepared) S. W. P., for painting buildings, outside and inside, costs just as much as good paint ought to cost—if you pay more you pay too much, if you pay less you won't get as good paint. Made in 48 good shades; also black and white.

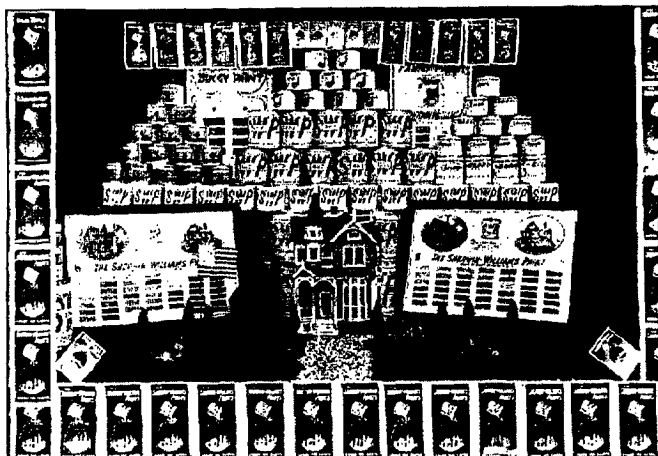
Call for color card and prices.

**BETTER THAN
WALL PAPER**

THE S.-W. ENAMELOID is fast taking the place of the easily soiled, germ gathering wall paper. It is cleaner, more healthful and more durable than wall paper.

ENAMELOID is a high gloss wall paint—it is easily applied—does not fade—stands any amount of soap and water and has other advantages that we want to tell you about.

Call for color card.



*A window that is selling paint for J. S. Davenport & Son
at Stamford, Conn.*

A SUGGESTIVE PAINT WINDOW.

THE window shown above was designed and dressed by Mr. P. W. Cuddy, of the Paint Department of Messrs. J. S. Davenport & Son, S. W. P. agents at Stamford, Conn. It is complete in every detail, with house, lawn, trees, fountain, and walks.

In addition to its originality, the window is unique in that the model little house in the center is constructed of lumber skillfully whittled out of large boards with a jack-knife. It contains 4,500 separate pieces, 3,000 of them being shingles; is perfect in construction; and painted throughout with The Sherwin-Williams Products.

Mr. Cuddy in describing the display states: "I made the floor of the window represent a lawn by using excelsior stained green, with gravel walks

leading to and around the house. In the center of the lawn were placed oval shaped mirrors which look like small ponds and on the bank of each pond was placed a duckling. Small fir trees were placed around and the whole presented a very natural and pleasing appearance."

Mr. Cuddy is a strong advocate of window dressing and has built up splendid sales in his department through this medium.

The days of sharp practice in business are going or gone. The demand on a man's faculties is too severe to allow them to be hampered with all that is involved in the concealment of trickery and questionable methods—*Exchange.*

Are you using the "personal letters"? You'll never know the way they will build up sales for you until you try them. Send in some names today.

"THE S. W. P. AGENCY WORTH A HUNDRED CENTS ON THE DOLLAR."

EXPRESSIONS on the merits of the S.W.P. agency have long since become ordinary incidents. The following letter recently received from Messers N.W. and E. W. Cunningham, S.W.P. agents at Bradford, Vt., is reproduced as an example of the "good cheer" that leavens the daily mail:

We regard the S. W. P. agency as one of our valuable assets *worth a hundred cents on the dollar every day in the year*. We have, of course, had many invitations to give it up and pin our faith to some other line of the "just as good" kind, but as your goods have been sold in our store for the past fifteen years and have never failed to give satisfaction, we have never been able to see how any man or firm could improve on this record and give us anything "as good"

We regard your system of advertising as

the most complete and up-to-date of anything that we know of in the paint business, for you not only supply your agents with stock advertising, such as color cards, etc., but you go out in the highways and byways and bring in customers for us. The "personal letters" have done very good work for us in the past, and we intend to make use of them more in the future.

THE S. W. P. magazine is a welcome visitor every month and we have found many ideas and suggestions in it that have been of value to us in the other lines of our business as well as in the paint line.

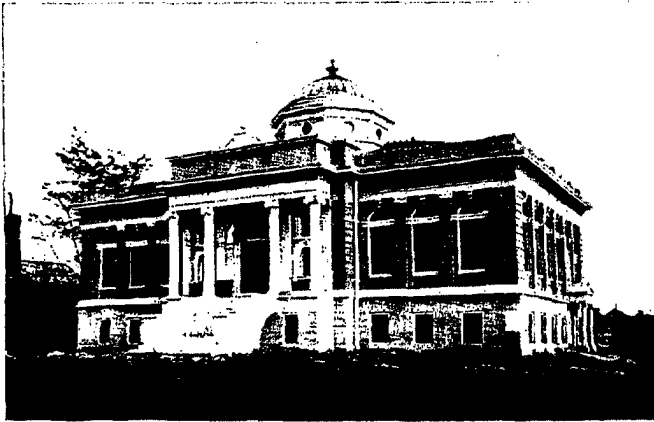
Trifles make perfection, and perfection is no trifle.

It is the littleness of a man that makes him see no greatness in trifles.

Kites rise against, not with the wind.

No man ever worked his way in a dead calm.

The N. C. R.



An S-W. Library.

*Carnegie Public Library, Paducah, Ky. Finished with The S-W. Varnish.
Durable Wood Finish, Interior; floors waxed with S-W.
Floor Wax. Architect, A. G. Lassiter.*

THE ECONOMY OF MIXED PAINTS.

Editorial from "Drugs, Oils and Paints."

This is the second of the two able editorials that recently appeared in "Drugs, Oils and Paints" on the subject of mixed paints. The first editorial, on "The Logic of Mixed Paints," was reproduced in THE S. W. P. for May. The one printed, herewith, discusses a question that every S. W. P. agent meets many times—the question of economy.



IN our preceding issue we considered at some length the logic of the mixed paint proposition, proving, to our own satisfaction at least, that a paint ready for application is the only form compatible with modern progress. The superiority of factory appliances and conditions over the limited facilities of the paint shop is sufficiently obvious, and were there no other conditions to be considered, doubtless paint-making in the paint shop would already be a thing of the past.

In the first place, however, it must be remembered that custom is a tyrant and yields only to force. It has been but a few years, comparatively, since painters not only mixed paint, but did their own grinding of the dry pigment. It was the physical impossibility of meeting the demand that led to the substitution of lead and colors in oil for the dry pigments as the raw materials of painters. The further advance to the ready-for-use paint is still in progress. As a matter of fact, it is inevitable, though painters oppose it, as those affected oppose every advance in economic industry.

The second obstacle in the way of the prompt triumph of the factory over the paint pot and paddle is the technical question of economy, and here the painter faces not only the paint manufacturer, but the paint consumer. That the painter—and by "painter" we mean the conservative who has stopped at lead and oil and means to stay there—that the painter is steadily losing ground in this contest is demonstrated by significant statistical facts:

The domestic production of white lead has increased from about 90,000 tons in 1895 to about 100,000 tons in 1903; while during the same period the production of zinc white has increased from nearly 21,000 tons to nearly 60,000 tons. While exact figures are lacking to show the relative proportions of lead in oil and dry lead marketed in the years named, figures at hand for intervening years indicate that the proportion of one to the other in the total remains practically unchanged.

Now since fully three-fourths of the zinc white produced is consumed in the manufacture of ready-mixed paints, it is evident that while lead in oil shows a normal increase of something over ten per cent., the consumption of mixed paints has increased by nearly 200 per cent. If these facts proved nothing else they at least demonstrate beyond controversy a phenomenally disproportionate increase in the two types of paint. Moreover, as it is perhaps safe to assume that at least ninety per cent. of all the paint consumed is applied by practical painters, it might also be a just conclusion that an increasing number of painters are finding their profit in the use of mixed paints or are yielding to necessity in using them. That this is the case is a fact familiar to all paint manufacturers.

But while forced to admit the obvious technical and economic superiority of paints furnished in this form, many painters and architects sincerely deny the possibility of their excellence or even equality with pure white lead

Continued on page 93.

MANY ATTRACTIVE FLOATS USED BY :

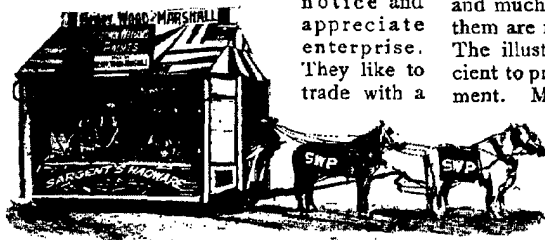


FLOATS, simply-designed, attractive floats, have for several years been a feature of the advertising of many S.W.P. agents. It is effective advertising. In Dominion Day, Fourth of July, Labor Day parades and in local celebrations a great amount of publicity can be secured by a striking float. It is publicity of a good order—the kind that leaves a good impression.

Illustrated on these pages is a selection from a number of photos received of floats that were used successfully during the last year. They show various displays, all of simple design. Each display suggests ideas that can be adopted and incorporated in arranging exhibits for future parades or celebrations.

And it is surely neglecting a business opportunity, aside from any other considerations, for an S. W. P. agent not to take an active part in any general celebration in his territory. The buying public

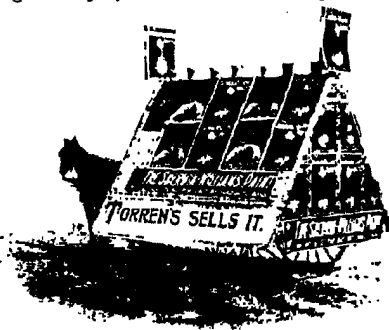
notice and appreciate enterprise. They like to trade with a



Henry, Wood & Marshall, Plattsburgh, N. Y.

progressive merchant—they like to see the store they trade in represented in any worthy movement.

It is by no means a difficult task to make an attractive float—in fact, it is surprisingly easy and interesting; nor is it expensive to make a float. A few hours work with the materials at hand in most any store and any S.W.P. agent can arrange a display. It's an interesting work



Mr. E. I. Torrens, Tilsonburg, Ont.

because it gives one a chance to work out new ideas—to make his display the most unique and attractive in his town.

S.W.P. and any of The S.W. Products and much of the advertising that goes with them are readily adapted to good display. The illustrations in these pages are sufficient to prove at once the truth of this statement. Many of the phrases used in the advertising can be worked out in detail with good effect.

The float shown of Mr. Sayward, S. W. P. agent at Haverhill, Mass., is a good example of this work. "S. W. P. always on top"



Swanton

is cleverly a gallon can. Many of similarly be



Mr. J. I.

ED BY S. W. P. AGENTS.



Sawanton Drug Co., Sawanton, Vt.

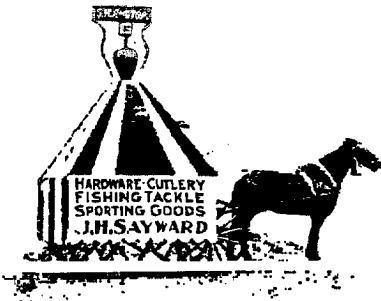
Neidich, Drake & Kolb, Goshen, Ind.

Mr. W. H. Kehnast, Defiance, Ohio.

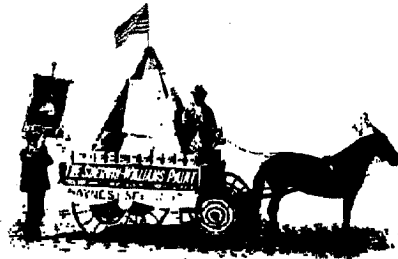
cleverly illustrated by a large top and
gallon can of S. W. P.

Many other good catch phrases might
imilarly be interpreted.

Make a display in any celebration that
is held in your territory this summer.
Make the celebration help you to adver-
tise your paint stock. Make your dis-
play the best and most-talked-about in
town.



Mr. J. H. Sayward, Haverhill, Mass.



Mr. J. H. Haynes, Colebrook, N. H.

S. W. P. ADVERTISERS.

What the Agents are doing in the way of Special Advertising.



NEWSPAPER advertising—good newspaper advertising—has been the feature of the Spring Campaign. Never before has so much newspaper space been employed to tell the public about "the best paints and varnishes made," and never before has the standard of the advertisements been so high.

This is good news. It is an *advance*. And advancement is the aim of everyone associated in the making and selling of The S-W. Products.

Some Full Page Ads.

Mr. A. D. Lemon, S. W. P. agent at Guthrie Center, Ia., is doing some vigorous advertising in the local papers in his territory. He recently ran a well written, well displayed, full page ad. The ad gave testimonials from prominent property owners of the vicinity and was forcefully worded.

In the same issue of the paper, Mr. Lemon ran a number of "locals" calling attention to the full page ad. One feels assured that no one received that paper without learning about The S-W. Products and where to buy them. Some of the "locals" read as follows:

"Read it. What? Lemon's ad. Where? On page 6."

"Money in your pocket. How? By reading that ad on page 6."

"Read those testimonials in Lemon's paint ad on page 6, and you will use nothing but S. W. P."

Lamson & Trowbridge, S. W. P. agents at Marlboro, Mass., recently used a full page in the Marlboro Enterprise for advertising The S-W. Paints and Varnishes. The ad was printed in colored ink and made a very striking and pleasing display.

Smith & Co., S. W. P. agents at Horse Cave, Ky., have been running full page ads regularly this spring. The "talk" is always good and one or more of our regular electrotypes are displayed to advantage.



Good half page ad run by Mr. E. C. Peck, S. W. P. agent at San Bernardino, Cal.

Extracts from Good S. W. P. Ads.

J. H. Brewster, S. W. P. agent at Lisbon Falls, Me.

The right road to a safe investment in

Uncle Rastus on Paint

I done hearn de white folks talkin'
'Bout our gran' new city streets,
An de va'r'us new improvements
Dat on ebry side we nects,
An' it somehow sorter seemster me
Hits our duty, dogged if 'tain't,
To kiver some o' our houses
Wid a bran new coat o' paint.

Now paint is suttinly cheap enuff
Ter suit de public pusses,
An' dat's de reason why I am
A writin' uv dese vusses.
So now my frien' tek my advice
Paint yo' house an' paint it quick
An' Sherwin-Williams am de paint
What's sholy gwinn' ter stick.

There's "more truth than poetry"
in Uncle Rastus' "vusses." Paint
your house with

THE SHERWIN-WILLIAMS PAINTS

and you will find that he knows
what he is talking about.

Walker-Carroll-Adams

Hardware Company

One of the clever advertisements of S. W. P. agents at Charlottesville, Va.

paint matters is the S. W. P. road. Some of the rolling stock can be seen in Brewster's window.

A. D. Lemon, S. W. P. agent at Guthrie Centre, Ia.

It is a poor plan to paint a fine house with poor paint. "Just as good" means taking chances.

E. C. Peck, San Bernardino, Cal.

S. W. P. insures us your friendship—and your trade.

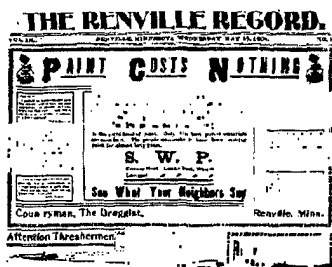
Weed & Co., S. W. P. agents at Buffalo, N. Y.

Ask the best painter you know which is the best paint made and three to one he will tell you Sherwin-Williams.

Using Newspaper Space.

Newspapers have been received containing specially good paint and varnish ads by the following agents:

W. F. Pauly, Apollo, Pa.; Marius B. Olsen, Melrose, Wis.; Albert Huckle, Belle-



Striking front page ad of Mr. Countryman, Renville, Minn.

ville, Ill.; A. K. Tucker, Concord, Mich.; Wm. M. Mead, Chillicothe, Ill.; Cottrell & Co., Paullina, Iowa; J. W. Dysle & Co., Marietta, Ohio; Bliss & Compson, Clyde, N. Y.; Geo. Schaaf, Franklin, Ill.; L. L. Dittoe, Somerset, Ohio; Weed & Co., Buffalo, N. Y.



An S. W. P. House.

Residence of Mr. L. E. Dancy, Goderich, Ont. Body, 457; Trimmer, 473 and 493; Gable, 498; Baseboards, 382.

SUCCESSFUL S. W. P. AGENCIES.

Mr G. W. Bruske, Saginaw, Mich.



THIRTEEN years ago, Mr. G. W. Bruske, Saginaw, Mich., placed an order for 150 gallons of S.W.P. last year he came to Cleveland to select a car-load stock order of The Sherwin-Williams Paints and Varnishes. In these two statements lie the history of the S. W. P. agency at Saginaw.

Mr. Bruske was not at all convinced when placing his first order that he was taking hold of a paying proposition. In describing the incidents connected with giving this 150-gallon order and his later experience, he writes:

"After the representative of The S-W. Co. took the order and left for his hotel, I was strongly inclined to follow him and cancel the order. I was afraid of the price and did not think I could sell S.W.P. in competition with the 'cheap' paint sold in our city

and which I sold myself, and as soon as the paint arrived I made it a business to 'show' it and to 'talk' it. I admit that it was somewhat slow at first and it took all the year to

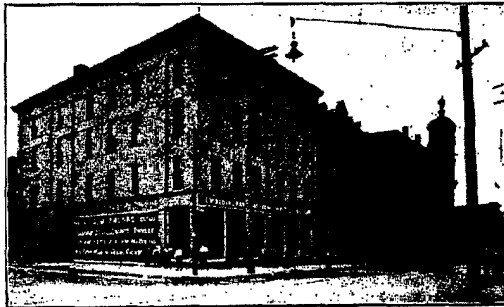
get the name before the people. But the following year I placed a spring order for 500 gallons—and did it without any hesitation.

"My trade increased year by year, not on S.W.P. alone, but on all The S-W. Products. S. W. V. has sold well and pleased the painters. In fact, every product added to The S-W. line has sold satisfactorily."

Mr. Bruske has always adhered to an aggressive advertising policy. He has always firmly believed in the policy of "going after business" and it has resulted in "getting business" — the biggest paint and varnish business by far in his individual territory.



Mr. G. W. Bruske



Store of Mr. G. W. Bruske, S.W.P. agent at Saginaw, Mich.

THE ECONOMY OF MIXED PAINTS.

Continued from page 87.

and linseed oil, or admitting equality, question their actual economy. Since both objections are capable of practical test, it appears strange that they should not ere this have wholly prevailed or have been completely answered. The fact is that the "human equation" so subtly pervades all human actions that it is far easier for human experimenters to prove an *a priori* proposition than to reach an unbiased conclusion. Thus we have from one practical painter or committee of painters a demonstration entirely at variance with the conclusions of another. In the final event, it is the consuming public who decide when "doctors," whether of paint or of medicine, disagree, and the consuming paint public is evidently in the way of deciding that from their point of view (that of the pocket book) the mixed paint has the better of the argument.

Ready-mixed paints, including the so-called combination "leads," are, as a general proposition, compounded of zinc white, white lead and linseed oil, with or without greater or less proportions of inert materials, such as gypsum, china clay, barytes, whiting, etc. This outline of composition applies, of course, only to the high grade paints containing no water and emulsifying materials. They retail at prices ranging downwards from about \$1.75 to \$1.25 a gallon, according to the proportion of inert extenders contained. They will cover, per gallon when ready for application, from 300 to 350 square feet, two coats, the cost per hundred square feet covered amounting, with the additional oil used in the priming coat, to about 50 cents.

With pure white lead, on the other

hand, it has been repeatedly demonstrated, the cost per gallon ready for application—with linseed oil and other added ingredients at the prices assumed for the mixed paint, as above—and allowing for the shortage always encountered when white lead is bought in packages of 100 pounds or under—is \$1.60 per gallon, with lead at 7 cents per pound. It has also been repeatedly demonstrated that with such paint not more than 225 square feet can be covered with two coats, giving us for the lead paint a cost of 71 cents per hundred square feet painted.

As to the use of the inert pigments in these combinations, opinions differ; but Dr. Dudley, of the Pennsylvania Railroad, who has given perhaps more time than any other living authority to the practical study of this question, maintains, and has for years maintained, that to insure the best attainable results with the available white pigments, they must be heavily loaded with such materials. Their addition, in most cases, somewhat reduces the spreading capacity of the paint, but this reduction is generally accompanied by a compensatory reduction in price per gallon.

Why should a gallon of ready-mixed paint cover and conceal a greater area of surface than a shop-mixed gallon of lead and oil? For the same reason that an ounce of gold hammered into gold foil will cover and hide a vastly greater surface than a gold coin of the same weight. It is merely a question of actually shielding every particle of the surface with a particle of opaque pigment. If that be accomplished, it is a matter of indifference, so far as the visual effect is concerned, whether the coating be one-thousandth of an inch or one-tenth of an inch in thickness. The obscuring power of opaque pigments is practically identical for

the individual particles, therefore of any two opaque pigments that with the smaller ultimate particles will hide the greater surface area. Generally speaking, it is the zinc content of ready-mixed paints which gives them their advantage in area covered. If a pound of pure zinc in oil were placed on a surface of the same area as that covered by a pound of lead in oil applied by the brush, the coating would be impracticably thick, as has been repeatedly demonstrated in this office. When spread out to the normal thickness of a practical coat of paint, the area covered is fully fifty per cent., and in some cases may be one hundred per cent. greater than that covered by the lead. The disparity in favor of lampblack, the ultimate particles of which are still smaller than those of zinc, is correspondingly greater.

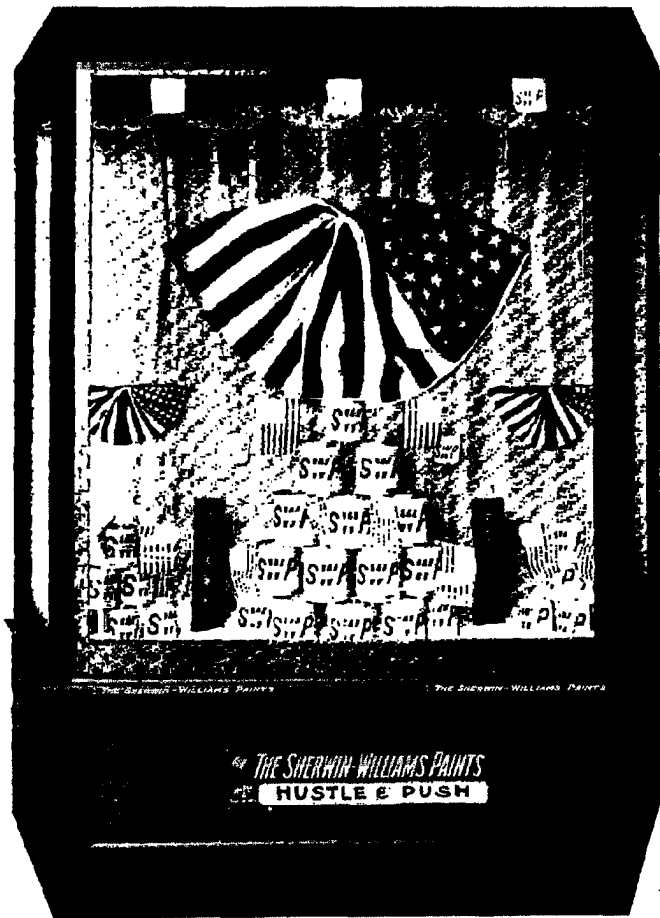
Why, then, are not the bases of ready-mixed paints composed entirely of zinc? Simply because there are practical difficulties which make a combination of lead and other pigments with zinc preferable to the single pigment. The French painters, whose first coat is frequently what our painters would call a knifing coat, find no practical difficulties in the prohibition of lead; but where the ultimate particles are so extremely fine it is incompatible with the essential ease of working to apply a coat of pure zinc with no more than enough oil to admit of a uniform and uninterrupted layer of pigment on the surface. Lead and other pigments are therefore combined with the zinc, among other purposes, to reduce the proportion of oil and to increase the thickness of the single coating.

But the mixed paint manufacturer has not proceeded from the theory to practice, but *vice versa*. It is the

school of practical use and competition that has taught him to devise paint formulas which shall yield to the consumer the greatest average efficiency and economy. His paint must either be cheaper or better than pure lead to gain him a hearing with the distributor or the consumer; and having succeeded in accomplishing one or the other of these feats, his competitor soon forced him to accomplish both.

As noted above, it is the consumer of paints that in the end decides. The decision may be slow in making itself manifest, but it is inevitable and final. This decision is rendered on one consideration and one only: total economy. The form of paint that in a period of years best satisfies the demands of the user for beauty, protection and low average expense is the one that must eventually prevail. It is a case of the survival of the fittest; and from the very nature of the case we are precluded from supposing anything but that the factory-mixed paint is fitter to survive than the shop-mixed variety.

This does not mean that one pigment shall necessarily prevail over another, nor that one in itself is necessarily superior to another. As yet, our knowledge of pigments and the conditions of service is embarrassingly incomplete. There is room—nearly all the room there is—for study and specialization along this line. But the fact remains that the paint manufacturers have gone farther than others in the study of both materials and conditions, and that their better grades of products show a more intelligent adaptation of means to ends. It may today be regarded as beyond the stage of argument that the ready-mixed paint—without regard to its components—is superior in point both of economy and of efficiency to any similar paint that can be prepared in any paint shop.



A PATRIOTIC WINDOW.

IT is wise to keep your window display in line with passing events. On national anniversaries, Dominion Day or July 4, decorate with flags, etc. The window shown is easily trimmed. Drape flags in background. Build three pyramids of cans of S.W. P., largest one in center, placing small flags between the cans. Make two "cannon" fire crackers of rolls of paper, if paper is not red, paint it and place between the columns of S.W. P.

STAY WITH THE CUSTOMER.



ANY salesmen lose their patience because they cannot sell the customer the first time. Even after repeated calls, remember the unexpected is what often happens, and you cannot tell to whom you will sell, until you have exerted every means available. An instance comes to the writer's mind of a woman looking at and inquiring the price of numerous articles of small value in the store without purchasing.

The clerk waited upon her patiently, staying with the customer. After taking up a great deal of his time, in an offhand way, she asked the price of a steel range and was again answered pleasantly by the clerk. He had no sooner told the price than she told him she would take it, handing him the money. *Stay with the Customer.*

L. W. WOLCOTT,

Mgr. of the Southern California Depot of the Company.

COMPANY HOLDS ANNUAL ADVERTISING MEETING.



THE S. W. P. goes to press the managers of the various Divisions and Departments of the Company are in conference at Cleveland formulating the advertising policy for 1905. Sessions will be held daily for a week, and all the plans and features of the advertising that will be done to build up the sales of S. W. P. agents during next year will be considered and decided upon. It is confidently expected that S-W. Advertising in 1905 will be stronger and more effective than

any the Company have ever done. That is the aim and purpose of the present meeting of the managers—to improve our present methods and to make our advertising just as good as it can possibly be made.

There is more business to get—a good deal more in every territory. The S-W. products, with the quality that is in them, will land the orders if properly introduced to the consumer. We are *going after* business harder than ever in 1905.



