

THE SWP

DECEMBER, 1905

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Edited and printed in the Department of Publicity at 104 Canal St., Cleveland, where all communications to the Editor should be sent.

VOL. VII.

DECEMBER, 1905.

No. 12

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The 25th Annual Convention.



THE quarter-century consecutive annual convention of officers, managers and representatives of the various divisions and departments of The Sherwin-Williams Co. was held in Montreal, Quebec, during the first week of November.

It was an occasion of vastly more than ordinary interest. It was not only our twenty-fifth regular annual gathering but also commemorated the thirty-ninth year of our business and the tenth anniversary of consolidation between The Walter H. Cottingham Co. and The Sherwin-Williams Co., when we came into closer touch with the trade in the grand old Dominion and into more progressive sympathy with the royal hearts fostered by that sturdy soil and climate.

Moreover, it was the first S-W. convention ever held outside of the United States and only the second one in recent years held away from the Cleveland home.

The wonderful strides in our Canadian business in the decade since we have been manufacturing in that country have not been less great than our magnificent gains at all of our other centres.

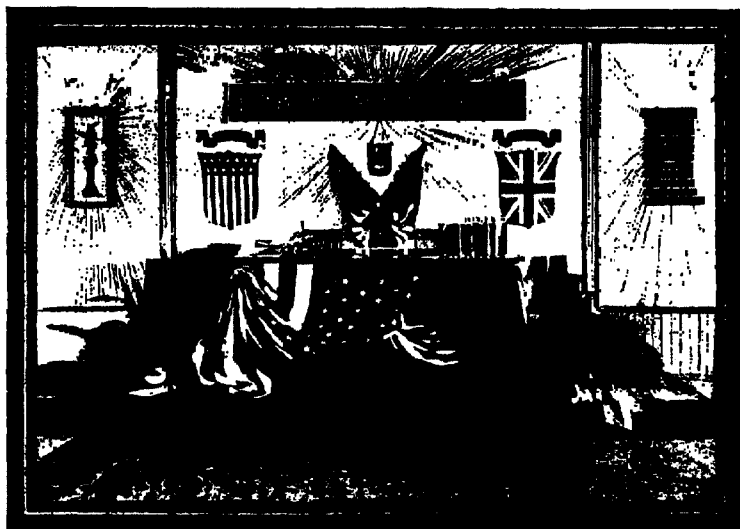
The story of the success of S. W. P. in Canada is one that all our loyal agents should know. The difficulties of the establishment of our business there would have been disheartening to any save men who had an unconquerable enthusiasm for and belief in the possibilities of trade in none but the best goods. Our steady advance to the position we now hold as leaders of the trade in Canada speaks more forcibly than anything we could say for the merit of our products, the effectiveness of our advertising and the personality of the men who were the pioneers of good paint in the Dominion. S.W.P. has now supplanted cheap paint to such an extent that our agents are recognized as among the leaders of the retail business everywhere in Canada.

The Walter H. Cottingham Co. was the first company in Canada to manufacture and sell the best goods only. It was founded in 1886. At that time consumers as a rule had no idea of the economy of using good paint, and at the

very start there was hard competition with cheap products. The company grew steadily, however, and at the time, ten years ago, when it was consolidated with The Sherwin-Williams Co. as the Canadian Division, it began making and selling a full line of high class products.

The special train which was chartered from Chicago for the exclusive use of the representatives and man-

fought the battles of The Walter H. Cottingham Co. and now continue their success in The Sherwin-Williams Co.—in welcoming the representative body to the ground of their splendid achievements lent a warmth and enthusiasm to the occasion that was the forerunner of the spirit of confidence and ambition that characterized the whole convention.



The Stage of the Convention Hall, Montreal Factory.

agers consisted of baggage, dining and buffet cars and sleepers, and was one of the finest ever run over the Lake Shore Road. It reached Montreal about 5 o'clock Sunday afternoon, October 29, having gathered on its way the representatives and managers of all divisions from Pacific to Atlantic and from the Lakes to the Gulf.

The pride and satisfaction of the Canadian Old Guard—the men who

The extensive new buildings and facilities recently added to the Montreal plant afforded ample accommodation for the meetings.

The stage, where were seated the presiding officers, was handsomely draped with the twin flags of the United States and Great Britain, while the shields of the United States and the Union Jack were displayed behind the platform with S-W. flags be-

tween them. Above all was a banner bearing the keynote for this convention—"Demonstration—seeing is believing."

"Demonstration" was emphasized in every way throughout the convention. Almost every one of the regular morning and afternoon sessions was largely devoted to learning the goods—showing what can be honestly claimed for them and why they are the best that can be made for their particular uses. Many of the excellences of S-W. products shown under absolutely impartial tests confirmed the salesmen in their belief that under fair conditions no products excel, and few equal, the S-W. line in integrity of manufacture and ability to satisfy the consumer.

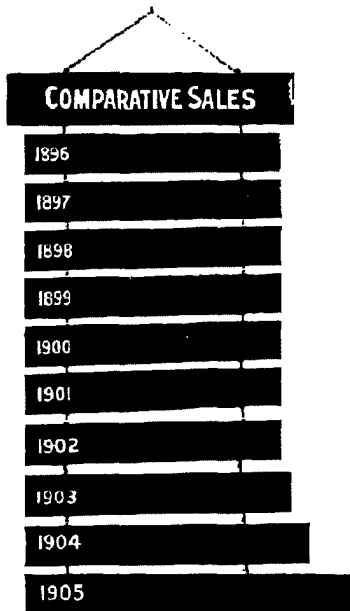
The sessions were systematically planned to cover all the phases of the representatives' work, to equip them with all knowledge which they can turn to use in assisting the agent and lay a foundation for the work which is sure to make the coming year a long step ahead in S-W. sales and profits everywhere.

Every morning and every afternoon in the week was devoted to careful study—work made light by the universal enthusiasm and eagerness which

was maintained throughout at the highest pitch of interest.

Never before in our history have so many of our scattered workers been assembled from such wide distances or brought together under circumstances so hearty and uniting.

The first session was called to order by Mr. Cottingham, Vice President and General Manager, and after roll call and a cordial welcome for new and old to his former home of Montreal, he outlined briefly the pressure of the important work before the convention and the necessity for higher ideals than ever before. He thanked all for the splendid work in the year just ended, by far the greatest in our history, as shown in the graphic series of tablets exhibited above the stage and reproduced in these pages. Concluding, he said:



Illustrating our increase in sales from 1896 to 1905.

"If you were to ask me to what I attribute the success of the Canadian business, I would not hesitate to say, first, to the men who have worked so hard and faithfully for the business; second, to the principles and methods they employed, and next, to the good goods which they handled. That is the combination—good men, good methods and good goods—that will win anywhere, whether it is selling paint in Canada, tea in China or diamonds in Africa. It makes very little difference what you are selling, where you are selling it and when you are selling it.

The important factor is always the men and their personality; not in time, place or circumstance, but in the MAN lies success."

Mr. Sherwin's appearance in the hall was met with a most emphatic outburst of applause—an expression of loyalty and enthusiasm such as few men are privileged to receive.

He referred especially to his satisfaction in the sturdy growth of the business in Canada as well as elsewhere and to his pleasure in coming face to face with those who have been so active and successful at the front, as well as with the new men who are to aid in holding up our banners and spreading our goods all over the world.

A special welcome to all from the Canadian District was extended by Mr. Ballantyne, Manager, and the convention then settled down to hard work.

A great deal of interest was manifested in the awarding of the annual Top-Notcher prizes and the Division Trophy.

Some of the agents have seen the badges worn by the Top-Notcher representatives, and have some idea of the splendid struggle which goes on through the year for these highly-prized trophies. The honor of winning is great, and the interest is keen to the last day of the competition year.

We give in these pages an illustration

of the Division Trophy, which was offered for the first time last year and carried off by the Southwestern Division. This year the same division, with the officers and representatives, the agents and dealers, working together, repeated their fine record and again were awarded the prize, with genial congratulations and assurance that the other divisions were close after them and were in for a better finish next year.

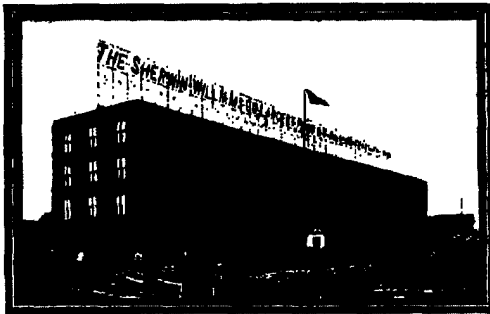
The trophy is a large bronze, mounted on an Italian marble pedestal. It was designed by the noted French artist Picault, who called it

"The Voice of Progress".

The Advertising Session, on Friday afternoon, was the occasion for displaying the booklets, folders, color folders, etc., many of them new that will be

used in the coming year. They were displayed on a large bulletin board occupying the whole platform, and the overflow spread to tables and pillars, showing a line of helps of which no other paint dealers can furnish the equal. The satisfaction was spontaneous and the general opinion was that nothing had been spared to help every S-W. agent to a larger and better business than ever before.

There was a smoker on Wednesday evening in a private hall near the



Main Building of the Montreal Factory.

Windsor Hotel, convenient with stage, piano and other accessories.

The program was impromptu, but many of our boys are good entertainers and the hours flew by with songs and stories, jests and monologues, while at frequent intervals the several division yells were shouted with an earnestness which showed well the vigor of the hearts behind them.

The convention song for the year was introduced at this time and was sung and resung and sung again, each time with greater enthusiasm. Here it is:

In a Pail of S. W. P.

Tune—"In the shade of the Old Apple Tree."

I

The painter man with joy
his brush was swinging
And all the while he whistled off a tune;
The slip-slap of his brush
was gaily singing;
The world seemed brighter
than a harvest moon.
A brother painter from the
street called to him—
"Whence comes your glad-
ness; why are you so gay?
Where do you find the fun
in what you're doin'?"
Then unto him the painter
man did say:

CHORUS.

In a pail of S. W. P.
There is pleasure and profit
for me;
There is lead, zinc and oil
Made to lighten my toil,
And it's backed by a strong
guarantee.

Oh, it shines, and it covers, and wears,
And it ends all my troubles and cares,
So come join the rush
And we'll all dip a brush
In a pail of S. W. P.



*Trophy won for the second time
by the Southwestern Division.*

II

I've worked for years at this here trade of
paintin';
I've used all kinds of stuff that you could
name;
I've loafed it some, and worked till near
to faintin';
There's nothing that I've missed in this
old game.

But now my work comes
regular and steady—
I've found the goods that
beats 'em all a mile.
With Sherwin-Williams,
true and always ready,
I get the biz—and that is
why I smile.

CHORUS.

Another hearty favorite
was the rollicking
old familiar "In the
Good Old Painting
Time":

Tune—"In the Good Old
Summer Time."

I

There's a time drawing
near, to bring us good
cheer,
The good old painting
time;
Not just in the spring for
the fall can now bring
The good old painting
time.
With our push and promo-
tion, we raise a commo-
tion,
In good old painting time,
Soon summer and winter
will surely begin ter
Be good old painting time.

CHORUS.

In the good old painting
time—
In the good old painting
time,
Strolling through the
country towns with a

good old line,
S. W. P. is all we see, and that's a very
good sign,
That it's the paint they always use
In the good old painting time.

After the smoker was over the men fell into line and marched to the hotel, singing S-W. songs, ending in the rotunda of the Windsor with "God Save the King."

But the banquet, on Friday evening!—this was the occasion where royal good fellowship, unbounded enthusiasm, and heart to heart international sentiment assumed full sway. It was no heavy formal public function,

the Canadian Division, presided to introduce the few speakers after full justice had been done to the satisfactory menu.

There were but two regular toasts proposed—

1—King Edward;

2—President Roosevelt

and as these names were announced the universal demonstrations of ap-



Special Train which carried the Representatives to Montreal and return.

but a restful, gladsome and inspiring close to a busy and profitable week.

The banquet room in the Windsor Hotel was beautifully decorated and softly illuminated in harmony with the informal character of the gathering.

There were about 225 officers, managers, representatives and guests who had come from nearly every portion of this broad earth, and rarely has the beautiful dining room of the Windsor offered more royal hospitality to such an earnest, high spirited, determined gathering.

Mr. C. C. Ballantyne, Manager of

plause expressed how every heart shared the thrill of common sympathy and felt closer bound than ever in the ties of national brotherhood.

President H. A. Sherwin was then called upon and greeted with rousing cheers. He referred briefly to the staunch policies of the Company adhered to so closely in all the past successful years, and the pride with which he had seen the business progress. He had rejoiced in the marvelous gains of the Company during the short ten years of Canadian business and looked confidently to the

future for far greater success than ever before.

Mr. F. D. Monk, M. P., referred most enthusiastically to the great industrial success of the United States and expressed special satisfaction in the peaceful invasion of Canada by a business enterprise so forceful and all-compelling as that of The S-W. Co.

Acting Mayor Clearihue, of Montreal, gave a cordial welcome to the city.

Rev. Dr. Johnston referred in a very happy way to his interest and pleasure in such a gathering and regarded co-operation and not competition as the soul and substance of successful commercial life.

The evening was much enlivened by frequent S-W. songs, interspersed

with solos and monologues by Mr. Duquette and Mr. McLaughlin.

The banquet closed with the national anthems of the United States and Great Britain, sung under the united flags, then all joined in singing "Auld Lang Syne." It was a memorable occasion.

And so passed the banquet, closing the annual convention for 1905 and landing us on the rushing tide of business for another year. It is safe to say that never were our prospects so large, our facilities so ample, our force so propelling or our hopes so confident.

We regret that it was impossible for every one of our dealers and agents to have a personal share in the spirit of this grand convention, but we know it is the opportunity of each and every one of you to enjoy a liberal portion of the success which it ensures.

An Angell Tries S.W.P. in Paradise.

"You will no doubt be interested to learn that we have sent some S.W.P. to Paradise, where it is giving the utmost satisfaction.

"By a most curious coincidence the salesman's name who took the order is Angell.

"We note you guarantee S. W. P. won't crack or rub off.

"We haven't had a chance to send it to the 'other place,' but presume you'll guarantee it even there.

"Yours faithfully,

"HOCKLEY & CO., LTD."

Maryborough, Queensland,
Oct. 20, 1905.

The trouble is that in the "other place" it would hardly stand a fair chance to be honestly applied.

Personal Letters Endorsed.

"We wish to endorse your system of direct mail advertising with painters, architects and contractors. This has materially assisted us in pushing S-W. products and we hope to see a continuance of this work the coming season.

"We are highly pleased with the record of S-W. products and hope to make a still better showing in 1906 than we have in the past years.

"Very truly,

"CARNAHAN DRUG CO.

"I. H. Carnahan."

Fort Smith, Ark., Nov. 9, '05.

Another Vote.

"These 'Personal Letters' are of great help to us, securing a great many orders that we would not otherwise get.

PRICE HARDWARE CO."
Porterville, Cal.



The Dining Room of the Montreal

CHANGE IN PRICE.

THE following notice of advance was mailed to the trade in the United States on December 1st:

Owing to the constant advance in the cost of production during the past three years and also the recent increases in cost of important raw materials, we are compelled to make an advance in price of The Sherwin-Williams Paint, Prepared, and Porch Floor Paint, in all sizes, of five cents per gallon—the same to become effective today.

In explanation we desire to say briefly that in addition to the very decided increase in labor costs and advance costs of such accessories as wood and tin packages, etc., which have been obtained for the past three years, recent markets on dry white lead, zinc, pure spirits turpentine and many other raw materials and

accessories have advanced very seriously to the paint manufacturer—so much so as to make it impossible to continue previous prices on the lines named, if former quantities are to be maintained for the future.

It is needless to say that under the circumstances and in the interest of both our customers and ourselves, we saw no alternative, except such action as we have taken.

We have planned a more forceful campaign and more effective helps to move our goods from our customers' shelves 1906 than ever before and given such loyal and enthusiastic support from the trade we have had in previous years, we promise a more successful sale of our products the coming year than ever before.

GET THE BUSINESS AND GET THE PRICE.

THE prospects for a big volume of business are not in the least disturbed by the present increases in the price of paint materials.

Trade conditions were never in a more healthy state. The feeling of good times and commercial progress that prevails

throughout the United States and Canada rests upon a very solid foundation of sound business and good crops. There is an assured demand for paint among all uses and an opportunity for splendid increase in sales that the retailers and manufacturers have not enjoyed in many years. We



tory—A Lunch During the Convention.

good goods and good methods every paint dealer should find it an easy matter to go out and get the price that market conditions warrant.

With white lead, zinc, and turpentine showing a strong advance over a year ago, and with linseed oil firm at practically its old figure, there was nothing surprising or unsettling in the recent increase in the price of prepared house paint. Taken together with the constant increases that have come in the last three years in the cost of labor, lumber, tin plate, and other necessary items in the production of good paint, it would have been most astonishing if prepared paint prices hadn't gone up. The increase of five cents a gallon is little enough to cover the steady reduction in profit and if there had been an advance in linseed oil, five cents would not be sufficient.

The paint manufacturer who refuses to reduce the quality of his paint can do nothing to protect himself against insufficient profits except increase the price.

There are many agents for S.W.P. who have been selling the paint at too small a profit, much smaller than the value of the paint warrants. The present condition is the opportunity for such agents to increase

the price ten to fifteen cents a gallon or enough to give them an adequate margin of profit.

The paint is worth every cent of it, and in the face of competitive prices on lead, zinc, and turpentine, and with the reputation and quality back of him he should have no difficulty in getting his price.

We consider the present a most auspicious time for the paint retailer who believes in good quality to go out after the best year's business he has ever had, at a good, fair margin of profit.

We are confident that S.W.P. agents will see the opportunity and make the most of it, and our estimates for the year's business are just as high as they were a month ago.

*"Those who have finished
by making all others think
with them, are those who be-
gan by daring to think for
themselves."*

—CONVENTION MOTTO.

SUCCESSFUL S.W.P. AGENTS.

G. C. Kellogg, Tiskilwa, Ill.

WE believe that there are really very few dealers or agents who fully appreciate the growing capacity of the paint trade in their locality.

There are very few commodities which appeal so strongly to the careful buyer as a high grade, full measure, wide covering and durable paint like S. W. P. Such paint, properly applied, is not an expense; it is an investment, in two ways.

In the first place, it actually increases the market value of the property far more than the cost of paint and application, and furthermore, as an insurance against deterioration and decay it protects the buildings and greatly prolongs their usefulness.

Painting is more necessary than fire insurance because a house may never burn down, but if not well painted is bound to run down, and that much sooner than many appreciate.

Examine numbers of the structures you meet with and look at the surface through a good glass. You will see how open are the grains and pores of the wood, exposing the solid body of the lumber to the destructive forces of sun and rain, dampness and frost, and heat and cold. How they cry for filling and covering!

There are other conditions as well which magnify the opportunities even in a small town for an agency field, but we lack space to refer to them at this time.

We give, however, herewith some illustrations of work secured recently by our agent, Mr. G. C. Kellogg, of Tiskilwa, Ill., and we prefer, as in all cases, that he should speak for himself and give his opinion from a com-

munity of about 1000 population:

"As to our S. W. P. trade—after an experience of twenty years with various mixed paints, in which we met with indifferent success and much dissatisfaction, we came to the conclusion that we *must* find the *best*, irrespective of prices, and stick to it until quality won the day. *We thought* we had found it in the S. W. P., and after an experience of twelve years we are *sure* of it. While there has been great improvement made in all good brands of paint during that time, we still have unbounded confidence in the entire S-W. Line.

"What it wants, however, is a 'square deal' on the part of the agent and also the painter, which is often a difficult thing to obtain; and for this purpose we have adopted the method of keeping a paint record. This comprehends: Parties to whom sold, date of sale, kind of building, condition and how treated or primed, colors used, name of painters, and weather or other conditions involved. In this way we have frequently prevented an injustice to the goods, to the patron, and to our own trade. We would advise a general adoption of a similar record.

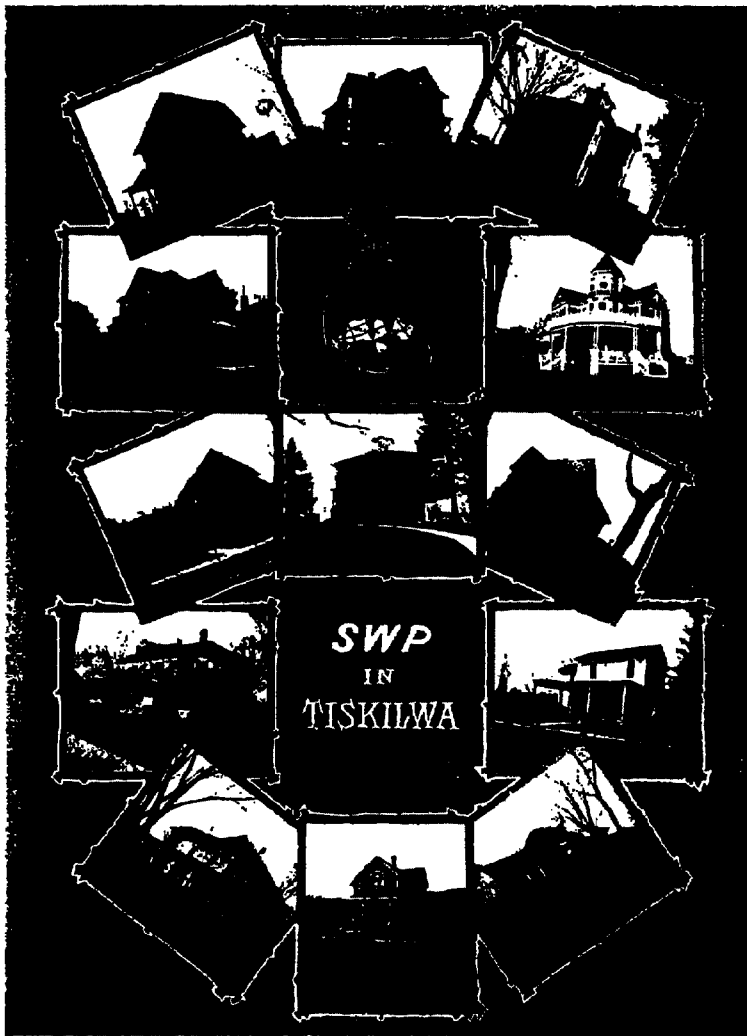
"Our purchases for 1904 of The S-W. paints were \$525.00, our field a village of about 1000 with a farming country surrounding it.

"Wishing The S-W. Company and its army of dealers in the field continued success, I am

Very truly yours,

G. C. KELLOGG."

Buy a fair stock, have a plenty for urgent calls, then push it strong—and see that the goods have a "square deal."



Some of the houses in Tiskilwa, Ill., whose owners have recently found satisfaction in S. W. P. G. C. Kellogg, S. W. P. agent.

LETTERS FROM AN OLD RETAILER TO HIS SON.

No. 3.

From James Clark, traveling for The Sherwin-Williams Co. in Northern Illinois, to his son William, at Port Centre, Mich. William has completed his first month of business experience in Jones's Hardware Store.

Elgin, Ill., Dec. 8, 1904.

Dear Billie:

There is just one lone sentence in your letter of the first, outside of the home news, that held my interest. It's where you say that Jones doesn't seem to be taking any notice of you except when you make some bad break that calls down his wrath upon you.

You're probably disappointed because he doesn't fall all over himself to pat you on the back and chalk your name down on the honor roll every time you do what you're hired to do. Trouble is you haven't been out of school long enough not to expect credit marks showing just where you stand each day.

Let me explain right here that any fellow holding a job down will be a lot happier and do his work a lot better if he isn't always on the lookout for bouquets from the boss. It's only when the pay envelopes are passed around at the end of a year's good and faithful service that he has any business to look for praise and commendation. The rest of the time he should understand that no one will take the pains to point out his record unless it's so bad it's losing money for the firm.

In other words, Billie, if Jones doesn't seem to be taking any notice of you, it's pretty safe for you to go home with a happy feeling under your shirt front. The only time you need to harbor any dismal doubts of your success in life is when he *does* take notice and shows you the error of your ways. His silence is pretty near a golden sign that you're making good.

I hear and read a good deal about how a boy shouldn't be afraid to make mistakes, but most of the boys I run across don't need that kind of advice. When it comes to making mistakes they don't know what fear is. They're as used to them as our old mare is of the cars, and you can drive them up to where they catch the steam from the engine and they never turn a hair.

I'd rather tell you to have a good wholesome fear of making mistakes. Don't be a coward about it, of course, and don't pass up all the new propositions that come your way just because there's a chance for mistakes lurking in them. Have plenty of nerve always, but use your nerve with intelligence. Give your brain some exercise, put it through a few Swaboda movements just before you tackle the new proposition. Be just sufficiently afraid of making mistakes to realize that your thinking apparatus is one of the best mistake killers known to science.

Business success in these days comes to the fellows who make the fewest mistakes. Things are moving too fast to give anyone time to make mistakes and then spend as much time again in unmaking them. You can't take two steps forward and one back in the race for business.

I take the opportunity to mention this so you can see the way to keep out from under Jones's wrath, and yet really do things.

You know I have a great admiration for the boy who does things and who does them right. I met such a one yesterday in Towsley's store at ——. I've been calling on Towsley for years and always selling him a much smaller

bill of goods than I knew the opportunities of the town warranted. But Towsley has so many interests outside of his store—he's town selectman, county commissioner, grand master of his lodge, real estate dealer, and a few other things—that he never has time to give his hardware business real serious attention. His two sons, in the store with him, have just regularly loafed on the old man and have been about as keen after business as a two days old puppy. The store always looked like an old junk shop and they never took the lawn mowers and the ice chests out of the window until the week before Christmas.

In spite of all this the old man's popularity and his political pull got him more paint business than any of his competitors, and so I stuck to him, though it always made me blush to see the agency sign in such surroundings.

Well, it seems that one of the boys got tired of working so hard and the old man had him appointed county tax collector, and hired a young chap named Joe to clerk in the store.

This all happened between my trips and so I wasn't prepared for the shock that came when I walked up Main street and saw Towsley's old store. I thought the place had been sold to John Wanamaker. The front was freshly painted, the sign newly lettered, the windows were shining like Mother's company tumblers and were both trimmed with the slickest, neatest displays of paint and hardware that I've seen in many a day. And right out in front, where I like to see it, was the agency sign with not a speck of dust on it. I certainly threw out my chest when I walked under it and went inside.

There was fresh paint and neatness and orderliness and cleanliness every-

where inside. If the place had looked like a junk shop before, it looked like the best on State street now. I felt like pinching myself to see if it wasn't all a dream. But it was a reality, and when I had it all explained to me, I saw it was just the simplest kind of reality that comes from intelligent, hard work.

You see Joe had had about three months time to get his revolution into full swing. At first I couldn't understand how he had hypnotized old Towsley into spending the money. The old man hadn't spent a cent on improvements in ten years and I had long since stopped trying to wake him up with my advice.

But Joe hadn't asked for money—he had only asked for a chance to work harder than anyone else around the place. He had done all the outside painting himself and had pushed things around and rearranged the heavy stock with the help of the stove man in the repair shop. He had scrubbed and polished windows, done a lot of odd carpenter jobs on the counters and shelving, made a few cans of Floorlac cover a multitude of sins, set a new pane of glass in the cutlery show case, had dug up a lot of good advertising show cards from under the counter, dressed a new window every week, had spent a few evenings out with some of his chums tacking up fence signs, had changed Towsley's time honored standing ad in the paper a couple dozen times, had swept the store every morning, waited on trade with an agility and briskness that surprised the natives, had read and studied all the paint and hardware advertising literature he could lay his hands on, and had slept soundly eight hours every night.

Joe told me confidentially before I

left that there were a good many things he hoped to do before the paint season opens, but the holiday trade was occupying most of his time and attention just now, and he couldn't afford to make any further improvements for a while.

If I'm not greatly mistaken S.W.P. sales in ——— will be doubled next year and old Towsley will be wonder-

ing why he was asleep at the switch so long.

Sometimes I wish I were young again so I could do it all over the way I now know it should have been done. You and Joe are greatly to be envied.

Your affectionate

FATHER.

P. S. I trust I have made no mistake in classing you with Joe.

THE SPRING CALENDAR-CIRCULAR IS NOW BEING PREPARED.

Get in your List early.

LAST year's spring Calendar-Circular was the best piece of advertising we ever did. The Calendar for 1906 is a little better in every way.

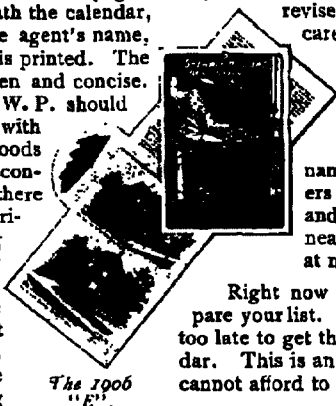
The accompanying illustration shows the 1906 "E." It consists of 10 pages. On the outside, beneath the calendar, is the space where the agent's name, business and address is printed. The articles are well written and concise. Beside telling why S. W. P. should be used, they deal with the use of our shelf goods and floor finishes. In connection with the latter there are three colored interiors of rooms, showing color schemes of our different floor finishes. The houses shown are colored with the exact shades of S. W. P. specified, with the idea of suggesting harmonious combinations which can be followed out by the prospective purchaser. In a small envelope are samples of shades of S. W. P. These features make the circular the strongest trade winner that can be distributed among your customers.

We want a carefully selected list from every agent this year. Include only property owners and prospective customers. A good deal of waste can be avoided by taking care to have only the name of possible customers.

If you have used our "E" calendar, revise your last year's list carefully and bring it up to date; if you are a new agent, fill in the blank provided by our office for the purpose with the names of property owners you would like to sell and send it in to our nearest office. This is at no cost to yourself.

Right now is the time to prepare your list. Don't put it off until too late to get the benefit of the calendar. This is an opportunity that you cannot afford to neglect.

We must have these lists early on account of the enormous number of calendars that must be enclosed and addressed. Don't be one of those whose list arrives too late to be included in the general mailing, and thus lose opportunity for better trade. Start yours now.



The 1906 "E"

SOME HINTS FOR CHRISTMAS WINDOWS.



On the following page is shown a paint window specially gotten up for Christmas, the idea of which may also be successfully employed in showing other wares, as hardware, perfumery, toilet articles, etc., with appropriate lettering of holly in the background.

Daintiness is an essential in the attractive showing of Christmas specialties. The white cheese cloth or other drapery should be immaculately clean to contrast with the fresh green and red of the holly.

Another window which would be adaptable for various stocks is the "Christmas Tree Window". "Plant" the tree—one with good thick foliage—in cotton batting or other white material, sprinkled with powdered mica to give a frosty, snowy appearance. Hang on the tree the various articles you wish to advertise, and sprinkle some around in the "snow". Letter off-hand some signs, such as "Our Family Tree"; "Something for Everyone in Your House"; "We Want to Help Decorate Your Tree"; "Suggestions—Come in and See More". These signs should be cut from cardboard in some appropriate shape, as that of a bell.

An attractive and novel display is the "Chimney Window". The floor of the window, rising toward the back, is represented as the roof of a house. Make a chimney of cardboard, with the bricks painted in red.

Sprinkle "snow" over the whole. The top of a bag, sticking from the chimney, is stuffed full of articles which project, as if Santa Claus were just descending. Some footprints along the "roof" would make the idea more suggestive—perhaps you have some Floor Finish footprints which would add something to the display. Appropriate signs would be "Santa

Found What He Wanted Here—so Can You"; "Pleasing Gifts for Everyone's Chimney".

The accompanying illustration shows an idea which has been used with success by some enterprising dealers. The earth is made of cardboard with wires stretching to the S. W. P. can suspended above. Over all is twined the holly, which completes a striking and unusual picture.

With these hints you and your assistants can draw to your store the attention that means purchases and a highly successful holiday trade.

Only a little ingenuity with the inexpensive materials required will obtain the results we have described. It will be a profitable investment.

Start now and change your window several times before Christmas. There are specialties enough in your stock to make it worth while, and it is almost a problem to give them all a chance to sell as they will when properly displayed. Your own ingenuity will suggest other ideas in addition to those given here.



With globe resting on the floor, this makes an unusual and noticeable window trimming.

A PLEASING DESIGN FOR CHRISTMAS DISPLAY.



THIS window, while extremely simple, has an attractive color combination that makes it noteworthy. The clean white drapery trimmed with green and red holly makes a suitable background for the display of other specialties that the dealer wishes to advertise. The letters of holly are made by cutting them from heavy pasteboard and covering completely with holly, held on by black thread.

