The SWP

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The Up-Keep Idea

IN all great manufacturing institutions the problem of up-keep is one of those problems which confronts the owners of the business every day. The up-to-date business man realizes that in order to make the most of the property used in his business he must keep it in the best possible condition of efficiency. He, therefore, is all the time watching this matter of up-keep.

The idea is spreading, and today merchants, home owners, farmers—in fact all good citizens are beginning to realize the necessity of studying the subject of up-keep. One of the first things they think of is the outward appearance, and then—logically—of, Paints and Varnishes.

Every wide-awake dealer in The Sherwin-Williams Paints and Varnishes should do his utmost to foster this up-keep idea—talk SWP and the Brighten-up Finishes to all of your customers. Diplomatically call to their attention how easy it is to solve the problem of keeping up the value of their real estate and their homes by using S-W QUALITY material.

Keep a good live stock of Sherwin-Williams Paints and Varnishes all the time. Be prepared to meet the demand created by this up-keep idea. Start a Brighten-up day in your town. Set the pace yourself and see how quickly your neighbors and friends and customers will fall into line. Do your part in encouraging the plan of making your village or town or city a better place to live in by doing your utmost to get a larger output on S-W Paints and Varnishes.

Follow up the new building operations. Enlist the aid of our Decorative Department, making sure that you land the business. Let's work together to make the most of this good painting season.

Adriance Jayes

General Mgr. Sales and Distribution

N23664

Some Suggestions for Choosing Suitable Colors

THE retail merchant who is selling paints and varnishes is very often called upon to decide what colors are most appropriate for painting the home of one of his customers. Quite frequently the property owner comes into the store and asks, "What colors shall I use for my home?" intending to paint that same day, thus preventing you from availing yourself of the services of our Decorative Department. So we offer a few general suggestions which may help you to suggest to your customers what colors would look the best on their homes.

In the matter of selecting a suitable color combination there are so many things that enter into consideration that the building must be considered as a whole more than on account of any individual feature it possesses. For instance, because of the style of architecture a building would call for certain colors, but on account of its surroundings they would not be in the best taste. The size, shape, architecture and surroundings all have their influence with the appearance the house will have when painted.

Light colors tend to make a house look larger, and vice versa. If, however, adjacent buildings are light, dark colors are preferable in order to secure a pleasing contrast.

Should the house be surrounded with an abundance of foliage, avoid shades of green, and choose some warm color such as one of the yellows, browns or reds.

If there is little or no foliage about the house, greens, grays and other cool colors are often most appropriate.

For a house that is tall and uninteresting, without cornices or wings, two body colors will often improve its looks—a light one for the lower and a dark one for the upper part.

The appearance of narrow windows may be improved by the use of white or light paint on the sash.

A low house may be made to look much higher by painting the upper part in a dark color, and the lower part in a light color. A house with considerable decoration about its porches and cornices can be greatly improved by a simple trimming.

It is well in deciding what colors to recommend, to place the color samples from the color cards side by side, which will give a better idea of the final results. However, whenever the time will permit, it is a good plan to send either a photograph or a rough pencil drawing to our Decorative Department as they will be glad to prepare a special set of suggestions and send color plates illustrating the combinations they recommend.

Don'ts for Clerks

Don't fail to learn all you can about the goods you are trying to sell. Nothing makes better satisfied customers than your being able to tell them how they should use the goods you have sold.

Don't let your idle moments be wasted. If you can't tidy up the stock study the goods and different selling methods. You'll be a better salesman for it.

Don't forget that you have to make money for your employer if you expect to get your salary raised. Just think your interest in the success of the business is as great as that of the boss. Then perhaps it will be some day—in your own store.

Don't forget that the cheerful and well mannered clerk is the most popular. You don't have to be "clever" or smart in talking to the customers—just businesslike and courteous.

Don't forget that hard work has seldom harmed anyone very seriously. Most people do most of their worrying trying to dodge it. Remember, genius is the combination of hard thinking and hard work.

Don't dodge responsibility—it's another way of spelling opportunity.

THE advertisements shown on the opposite page are some very clever paint talks by The Venters Hardware Company, our new agents at Decatur, Ill. Mr. Venters' idea of showing his portrait as The Little Paint Man and as the painter is one that could well be carried out by some of our other agents. It stands to reason that anybody who knows Mr. Venters by sight, will naturally read these advertisements, and outside of this, the display is so well arranged that it will attract the favorable attention of all the readers of his local newspaper.

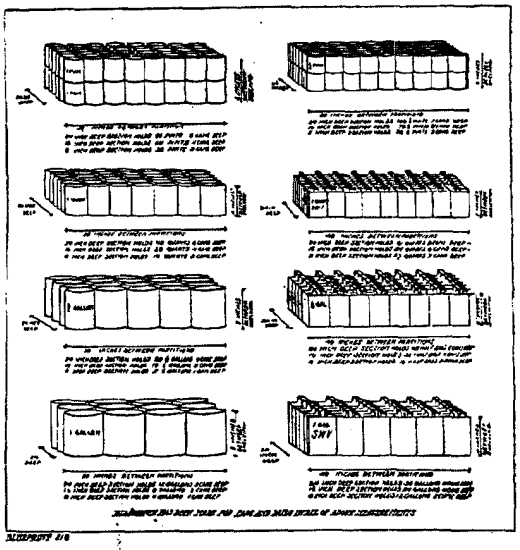
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How to Handle a Paint Stock—the Arrangement of Stock

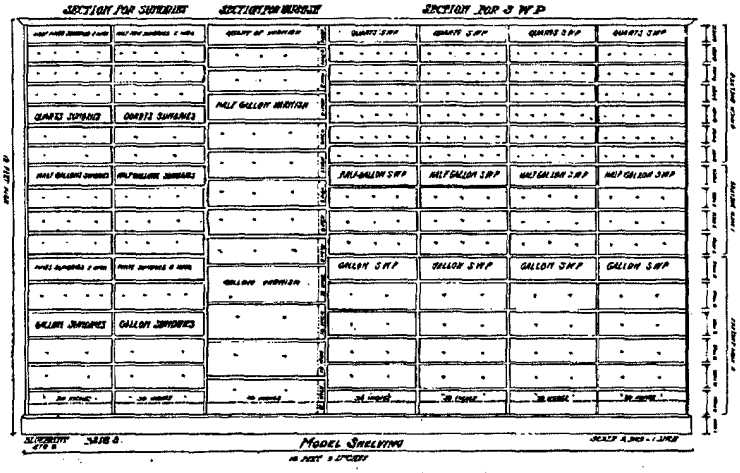
THE arrangement of shelving is a subject in which every retail merchant is interested, because the more goods you are able to display in an effective manner, the more likely your customers will be to see articles which they did not intend to buy when they entered your store, but through noticing them on your shelves, be led to purchase.



If it is your aim to make the paint department of your store highly successful, you must give your stock of paints and varnishes a prominent place, so that all your customers who come in will see it the minute they enter the store. There is nothing that gives a store a more business-like appearance than neatly arranged shelves, and there is nothing that makes these shelves look neater than an attractively labeled, good quality stock of paints and varnishes.

In locating a stock of paint in his store the merchant should consider two principal points—publicity and economy of shelf room. The more publicity that can be given to the paint department, the greater will be the impression made upon the consuming public, thus increasing the opportunities for making sales. When a man goes into a store and finds a line of goods attractively arranged upon the shelves it is a reminder to him, and each recurring visit to the store increases his conviction that he is likely to need some of it.

The proper location of the paint department in the store has done much toward paving the way to a sale. Staples admittedly sell themselves, therefore all such goods that are recognized as necessities and staple sellers, should be kept in the rear of the store, compelling the customer to walk past a well-arranged exhibit of non-staples in the hope that he will see something else he needs before he gets out the front door.



Economy of shelf room is next in importance to the merchant. Shelving in a store is for the purpose of displaying or exhibiting to the public view as much as possible of the stock of merchandise which

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the store carries. Every inch of space should be utilized to the best possible advantage, allowing no waste. For example, a shelf 12 inches high should not be wasted upon the gallon and half-gallon cans of paint where an eight-inch shelf would answer. The same is true in regard to width—8-inch wide boards (or double for 16) should be arranged for economy of space; 12 inches high and 12 inches wide would lose the merchant 4 inches each way.

A paint stock should properly be kept in a section of shelving 16 inches deep and 8 inches high, and either 5, 7½, 10 or 15 feet long. The uprights should be placed 30 inches apart, thus creating sections or bins 16 x 8 x 30, holding 8 one-gallon cans, 15 half-gallon cans and 28 quarter-gallon cans, and after disposing economically of the gallon, half-gallon and quarts, the shelf lines will easily adjust themselves to shelf conditions. The shelves for the quart cans should perhaps more properly be six inches high, thus saving an added two inches. This would give an extra shelf for each three shelves.

The arrangement of the stock should be made with a view to producing the most pleasing effect to the eye, and except in rare cases gallons, halves and quarts should not be kept in the same section or bin, as it gives the stock a broken and ragged appearance.

After securing your customer's attention by this neat, well-arranged stock of goods, you should have a small rack handy containing a complete supply of color cards and booklets which your clerk can distribute among them for their information or regarding any product that interests them. Even if they don't buy today, should you give them a little folder about paints and varnishes they will take it home and in all probability read it over. Then, when the time comes that they are in the market for some sort of a finish, the seed which you sowed will bear fruit, and remembering your fine display of products they will come back to your store and make a purchase.

The illustrations which are shown on these pages are blue prints suggesting a model arrangement for a paint and varnish stock. They are so arranged that they can easily be adapted to a small or large stock. To those agents who may contemplate rearranging their paint shelves, we will be glad to send a copy of these blue prints without charge, and give any further information in regard to displaying a paint stock that may be useful.

Mildew

EVERY reader of *The S W P* who has been connected with the sale of paint for any length of time has come in contact with complaint caused by "Mildew" or "Mold" as it is sometimes called, it being dark-colored patches which show up on the surface of paint.

In certain cases this is very objectionable and makes a very bad appearance. The contention on the part of a house owner usually is that this manifestation comes from within the paint, and is specifically caused by something contained in the composition of the paint itself.

In a recent complaint that was brought to our notice, we had the opportunity of submitting the entire subject to a scientist who has made a special study of these lower forms of vegetable life. He made microscopic examinations, and also cultures, after the manner usually employed by the bacteriological laboratories, and pronounced it a growth of green mold, scientifically called "Penicillium Glaucum."

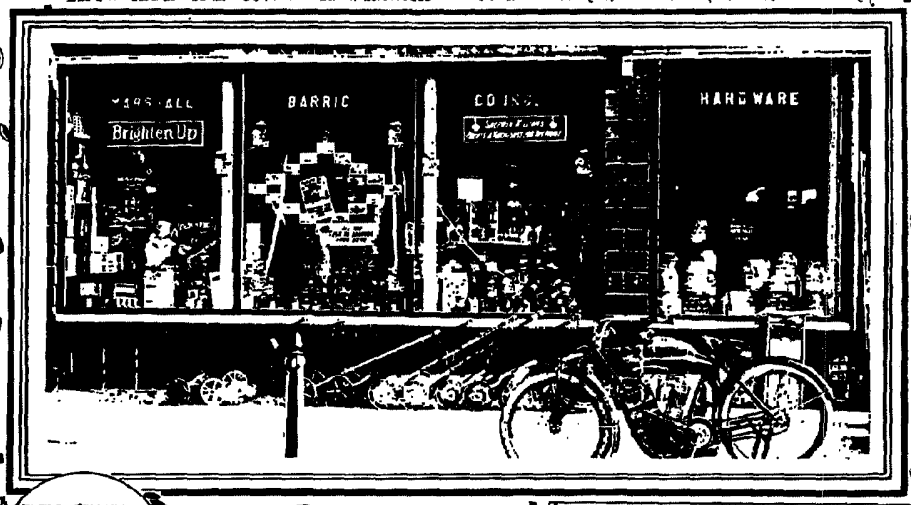
The way in which this difficulty occurs is this: In the first place, the spores or seeds of this parasitical plant are always floating in the air, and will alight on and stick to any soft surface. When they stick to any soft surface they will multiply only when kept constantly damp. It is well known that the presence of undue dampness has a tendency to retard the drying of Linseed Oil. Where the drying of Linseed Oil has been retarded the tendency is for it to stay soft and somewhat tacky, longer than usual. This presents the opportunity for spores to attach themselves on the painted surface. With a plant of this character growth is very rapid, but it is absolutely essential that during growth the colony should not become dry, as dryness would check further development. For that reason it will be seen that two conditions must always be present where this difficulty occurs. In the first place the paint must either, through chilling or dampness, have been a little slower in drying than normal, thereby giving the spores a chance to attach themselves to it. Second, there must be more than the normal dampness to promote growth.

It will be seen from these two conditions, at once, why in the first place this manifestation is usually confined to certain well-defined localities.

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HOUCK HARDWARE CO. WICHITA, KANSAS CORNWALL BROS. ALEXANDRIA BAY, NEW YORK

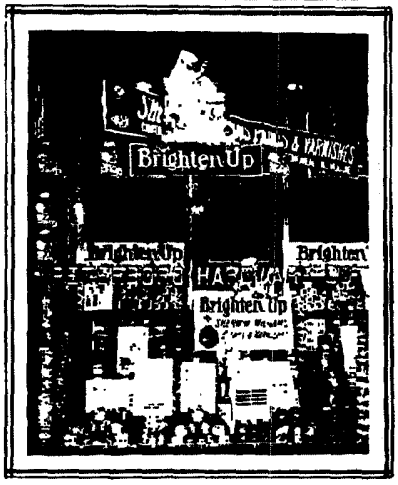


MARSHALL BARRICK CO. INC LYONS NEW YORK





KEITH SIMMONS & CO NASHVILLE TENNESSEE



PETERBORO HARDWARE CO
PETERBORO ONTARIO

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The Difference Between Hot and Cold Water Paints



ITH the increasing popularity of sanitary wall finishes for use in the home, many questions are put to our agents concerning the difference in various products offered for this purpose. So in the following we endeavor to give some information on the subject which may prove helpful.

Cold Water Calcimine. Cold water calcimine is a wall finish in dry powder form prepared from whiting, tinting colors, and a glue that has been previously boiled. These ingredients are pulverized and compounded so as to be soluble in cold water. When mixed with water (about 50 degrees) cold water calcimine assumes a cream-like consistency closely resembling jelly and the word "jell" is, therefore, applied to calcimine when it is in this condition. All cold water calcimines are not alike in this respect, however, as some do not jell as soon as the water is added because the glue is coarse and requires stirring before it dissolves. Good work cannot be done unless the calcimine has jelled. Warm water should not be used with cold water calcimine for it makes the mixture drag and pull unless the same method used in preparing hot water paints is followed and the calcimine cooled until it attains the proper consistency.

There is a great difference between a cold water calcimine and a cold water paint, although a wide-spread misunderstanding exists regarding these two preparations.

Cold Water Paints. In calcimine, as stated before, glue is used for a binder, but in cold water paint the binder is casein. Casein is not soluble in plain water either hot or cold, and it is necessary to use an alkali in combination with the other ingredients in order to make it so. The best solvent for casein is lime which is used in proportion to the amount of casein in the paint. This ingredient will sometimes have an effect upon the tinting colors and in the case of the lighter shades will cause them to fade unless great care is exercised in the manufacture of the paint.

Cold water paint being strongly bound with casein does not readily wash off the surface to which it is applied. Cold water calcimine in which glue is used, contains no alkali but can be washed off when necessary, although in some cases it is possible to apply one coat directly over another if the first does not cover sufficiently well or where it is needed to renew the surface. Cold water paint in an excellent material for use on exterior of buildings, air shafts or any exposed surfaces.

Hot Water Calcimine. The hot water calcimines are of a very similar nature to cold water calcimine only the glue with which the whiting is mixed has not been previously boiled, as in the case of the cold water preparation and consequently requires to be mixed with boiling water in order that this glue may be dissolved. As a rule, painters prefer hot water calcimine, while the householder finds it more simple to use the cold water preparations as sometimes hot water paint takes a long time to cool before it can jell properly and in hot or humid weather, it is often necessary to use ice for this purpose.

Best results are obtained if the calcimining is done in dry, clear weather. Drafts should be avoided while the work is in progress, but as soon as the surface is laid on, arrangements should be made for a free circulation of air. It is self-evident that calcimining cannot be done when the temperature is below freezing point. Calcimine should be mixed thickly at first and then stirred until free from lumps and gradually thinned down with water in a clean pail. There is always one very essential thing to remember in regard to all calcimine work which is, that the pots, pails and brushes should be scrupulously clean and the surface dry and free from grease or dust.

We make all three of the different finishes mentioned above, S-W Decotint (cold water calcimine), S-W Permento (cold water paint) and S-W Kalso (hot water calcimine). They are made with the same skill and care exercised in the manufacture of our other products and the raw ingredients used are the very best for their intended purpose. They are sanitary in every way and do not fade readily or crack and peel off the surface. One pound will cover from 60 to 100 square feet according to the nature of the work over which it is applied.

These finishes are put up in five pound packages, 100 pound cases, and barrels. Write our nearest office for prices, color cards, and full information.

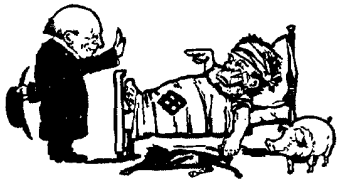
The next time you're in any city where we operate one of our factories, don't forget to call and see us. We like our agents to know a little more about how paints and varnishes are made. We have no secrets to hide.

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From the Little Paint Man's Scrap Book



The losing of an old customer and making a new one is not progress, but keeping the old one and making a new one is.



"I intend to pray that you may forgive Casey for having thrown that brick at you," said the parson to an Irishman who had gotten the worst of it in a fight.

"Mebbe yer riverence 'ud be savin' toime if ye'd wait till Oi git well, and thin pray for Casey," was the reply.

Mrs. Newlywed (to clerk)—"Have you any wax for polished floors?"

Clerk—"No, we only have sealing-wax."

Mrs. Newlywed—"Well, that will do. If it's for the ceiling, I suppose it will do for the floor just as well."

Business is sensitive—it goes only where it is invited, and stays only where it is well treated.

Drug Clerk—Perfumery? Yes, ma'am. How would you like our Bouquet de Gasolene, which will give every one the impression that you own an automobile?

Customer—Oh, that's an old one. Haven't you any cologne that smells like an airship?

The pennyworth that is sold spells bigger profits than the dollar-worth that stays on the shelf.

Mistress—Oh, for mercy's sake, Bridget, what's the matter?

Bridget—Well, mum, I swallowed a putater bug an' I took some parrus green soon afther to kill the baste; still he's raisin' the mischief inside o' me, mum.

"My grocer's the maddest man you ever saw. The inspector of weights and measures made him a call this morning."

"Ha! Caught him giving 14 ounces for a pound, eh?"

"Worse than that! Found a mistake in his scales, and he'd been giving 17!"

"I do not see a single mirror in your house."

"What is the use? We have floor varnish."

Hardware and Metal.

The enterprising merchant asks himself, "Can I afford not to advertise?" *not* "Can I afford to advertise?" The sales derived through carefully thought-out advertising make the cost seem insignificant.

The errand boy of a certain Philadelphia grocer recently approached his employer with a request for an increase of wage.

"How old are you?" demanded the grocer.

"Fourteen, sir."

"And you're drawing $4.00 a week?"

"Yes, sir."

"Do you know, young man," said the grocer, with forbidding sternness, "that when I was your age I was receiving only $2.00 per week?"

"No, I didn't know it," said the boy. Then, after a minute's reflection, he added, quite respectfully: "But then, sir, perhaps you weren't worth any more."



Politeness is one of the best investments known. It pays enormous dividends.

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Suggestion for a strong paint and varnish advertisement
Could be improved by use of cut

BOOST BINGHAMPTON

SHERWIN-WILLIAMS Paints and Varnishes will do their share. Our city ought to reflect the prosperity of its citizens. Attractive, well-kept homes are the most valuable assets a city can have. There is a real dollars and cents value in them.

Mr. Homeowner, it's your opportunity—you have the house—we have the proper paint and varnish for every purpose—exterior paints, interior paints—shingle stains, porch paints and interior finishes, all bearing the guarantee of the reliable Sherwin-Williams label.

When You Buy, Buy the Best Paint Satisfaction

Which Means the Cheapest in the End

Let's get together for Binghampton—you will find us at

THE LAWRENCE PAINT CO.

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OMEBODY has said, "Windows are the eyes of your store." I suppose he meant that other people judge the character of your store by your windows just the same as you often "size up" a man by the look in his eyes. If this is true—and I think it is—it's certainly up to you to see that your windows give people a good first impression. If you've got a good up-to-date store, sell the best merchandise, have courteous and obliging clerks and then have dirty, untidy windows, you're doing yourself a great injustice. Brighten-Up your windows, so that people will say, "What clean, attractive windows Mr. Jones has. He must have an up-to-date store. Let's see."

The Little Paint Man

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