

The SWP



OCTOBER - NOVEMBER, 1912



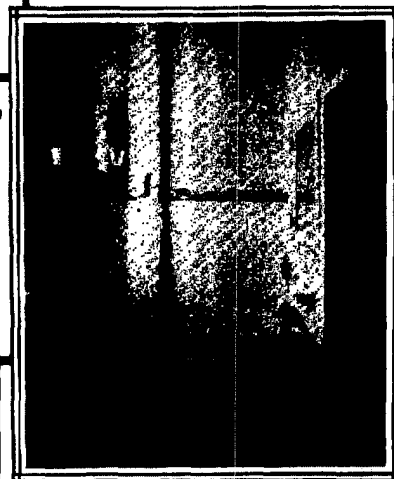
A Bedroom



The Second Bedroom-



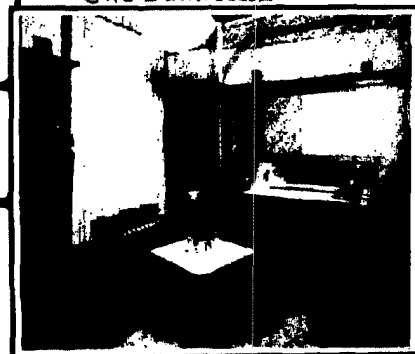
The Living Room



The Bathroom



The Kitchen



The Dining Room.

New Chicago Display-Rooms. 1101 People's Gas Building

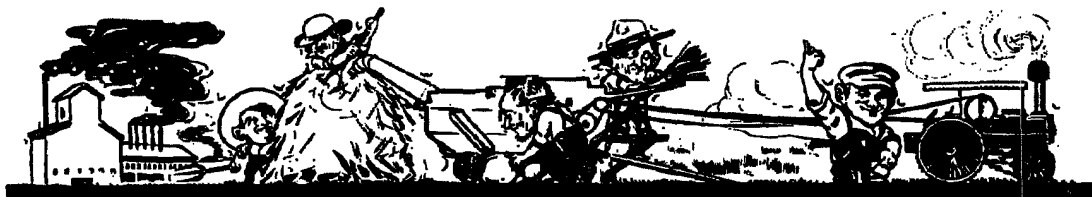
The SWP

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Volume XIV. No. 6

OCTOBER—NOVEMBER, 1912



Busy Days

PEALLY there's very little use in my telling you about the splendid business conditions that are prevailing this Fall or the great outlook for next Spring. Every one of you, is too busy attending to the wants of a stream of customers to listen to me. Just the same an editorial I ran across this morning in a Boston paper is so good I'm going to give you a part of it:

Larger bank clearings, increased railroad earnings, record-breaking steel production, increased imports and exports, shortage of freight-cars, lack of labor and increased immigration, all point to the remarkable growth of business. There is no indication of a slackening in the pace. The momentum is so great that the United States Presidential Campaign is not creating even the slightest disturbance. The steel mills are unable to take more orders for delivery this year and tonnage booked assures a steady run well into next year. Purchasing power of individuals will be greatly increased when the record-breaking crops have been sold and the money comes back to the producers. Wholesale business already feels

the impetus this gives to trade, and retailers, later, will benefit in the same way. The latter now are busy and prosperous, and greater prosperity awaits them.

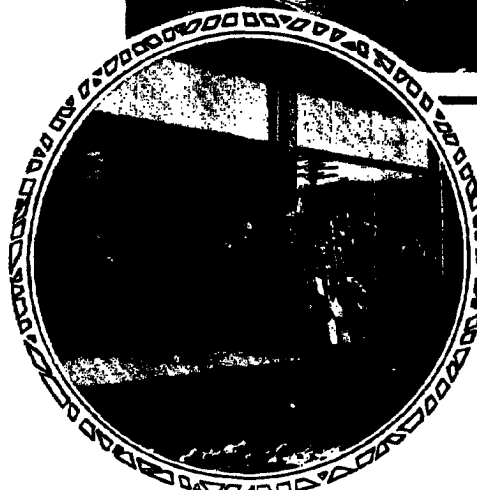
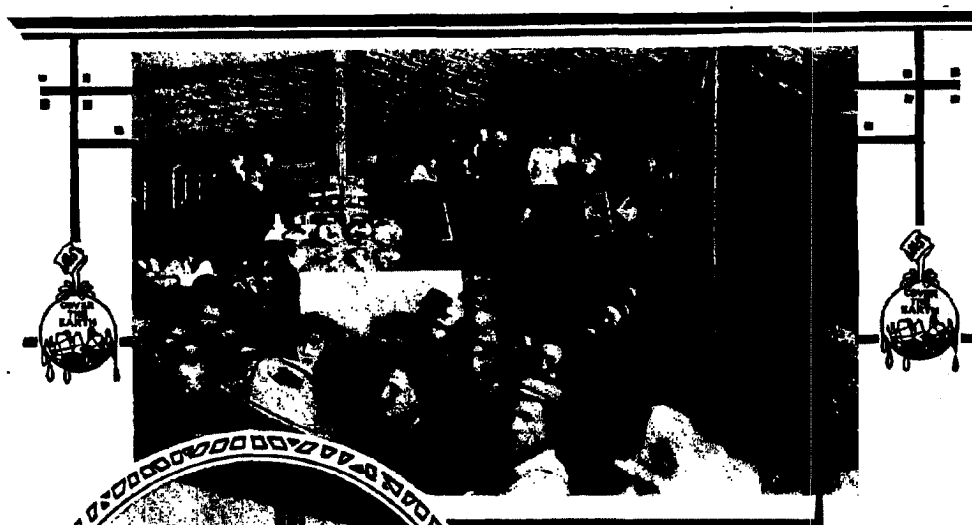
And that applies to the paint dealer even more than to the retailer in other lines.

For the past few years Mr. Property-owner hasn't done much painting. Prices were high and money was tight. Last Spring things eased up somewhat, but unfavorable weather handicapped painting.

Early Fall has been good, and the present bright outlook surely indicates even better conditions next Spring, money will be plentiful, prices reasonable and buildings—neglected for the last few years—must be painted.

So look out for a record business and get ready to handle it in good shape.

The Little Paint Man 



Drawing Crowds by Drawing Paint



THE day Mr. C. W. Phillips of Haviland, Kans., decided to secure the Sherwin-Williams Agency for his locality he proposed to the S-W representative a little scheme whereby he hoped to secure some splendid advertising for this latest addition to his stock.

This was "A Drawing Contest" in which every property-owner in and about Haviland should have an opportunity to participate.

The scheme briefly was this: Two weeks before the day of the contest a personal letter was sent to every property-owner, announcing the contest and giving a program of other attractions which were to be part of the entertainment. This letter explains the proposition so well that we reprint it.

On Saturday, March 2, 1912, at my place of business in Haviland, Kans., I am going to present to some bona fide property-owner in this town or community, absolutely free (women especially included), enough of The Sherwin-Williams Company's SWP (Prepared Paint) to do a two-coat job on the said property-owner's house, outside walls and floors only included, and nothing but the paint.

The award of this prize will be the result of a drawing contest, and to be a contestant it will be necessary for you to visit my store on the date mentioned for the purpose of registering your name and drawing a number.

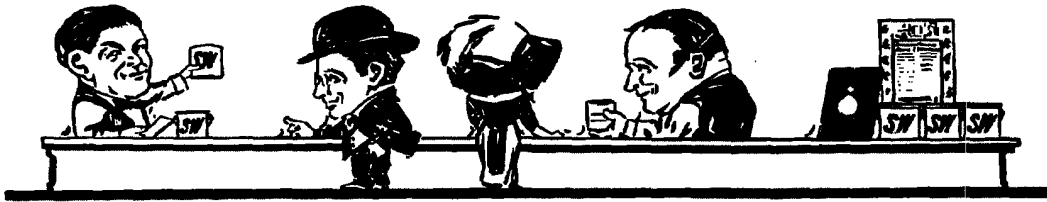
The drawing will take place at 4 o'clock in the afternoon by a method to be decided on by a committee, selected from those present.

In addition to this contest the afternoon was made as pleasant as possible by plenty of fine music in the form of vocal and piano solos. These together with the interesting and instructive talks of the paint and varnish expert in the person of the S-W representative, made the whole a very enjoyable affair.

That the scheme was successful we leave you to judge from the following extract from a letter received shortly afterwards from Mr. Phillips:

I must say that it was one of the best stunts I ever pulled off, it not only advertised paint, but everything I have in the store. I have put on several big advertisements in our local paper, which cost me just about as much as this contest did, and I am sure that I could spend \$300 in newspaper advertising and not get nearly the returns. The store was packed to its fullest capacity and a good many stood outside, unable to get in.

I will say that I never regret the money I spent on this great paint day and will recommend it was a winner to every SWP Dealer.



Making It Pay

By F. F. Myers, Manager Mississippi Valley Sales District



WITH most of our loyal agents we feel safe in saying that their paint department is a paying investment, perhaps more so this year than for several years past, due to the maintenance of better retail prices. More dealers appreciate today, than ever before that it does not pay to handle several different brands, but rather concentrate on the one line, thereby reducing the investment. The dealer also realizes that he can turn over his stock oftener with the one line than he could with a mixed stock.

There is another element that enters largely into this proposition and that is "Salesmanship." The clerks should "know the goods." It is not enough to tell your customers that "ours is better," "costs us more," etc.; there's no salesmanship in that. Your customer must be told why the goods are better, and if necessary, shown. To be able to do this your clerks must have a knowledge of the goods. This knowledge can be gotten from our literature, or better still, from our representatives. People nowadays prefer to trade with a merchant who knows his business, and to make your paint department profitable, it is necessary to know all about the goods you are selling. It may be true that there is less cheap

(by the gallon) paint on the market than formerly, but there is still a wide difference in the quality of the so-called good paints, and it is up to you to know this difference.

The selling power of "Trade-Mark" goods like the Sherwin-Williams line must not be overlooked. Our strong advertising campaigns are constantly creating a demand for our products. Anybody can sell "something cheaper" or something "just as good," but in this method of doing business there is too much "lost motion"; it means finding new customers all the time, and the dealers are beginning to realize it is not profitable. Good goods and good advertising stand back to back. Neither can win without the help of the other.

The next big factor is enthusiasm. It is of course, much easier to become enthusiastic when pushing the sale of a meritorious article over an article of little merit, but no matter how good the article may be, the real selling power is enthusiasm. No one accomplishes much nowadays without enthusiasm. The ordinary mortal uses only a portion of his abilities because he lacks the enthusiasm necessary to put them into operation, and if your paint department is "petering out" you will find it is due to the lack of the greatest producer of results in the world—*enthusiasm!*

The Result of a "Follow-Up"

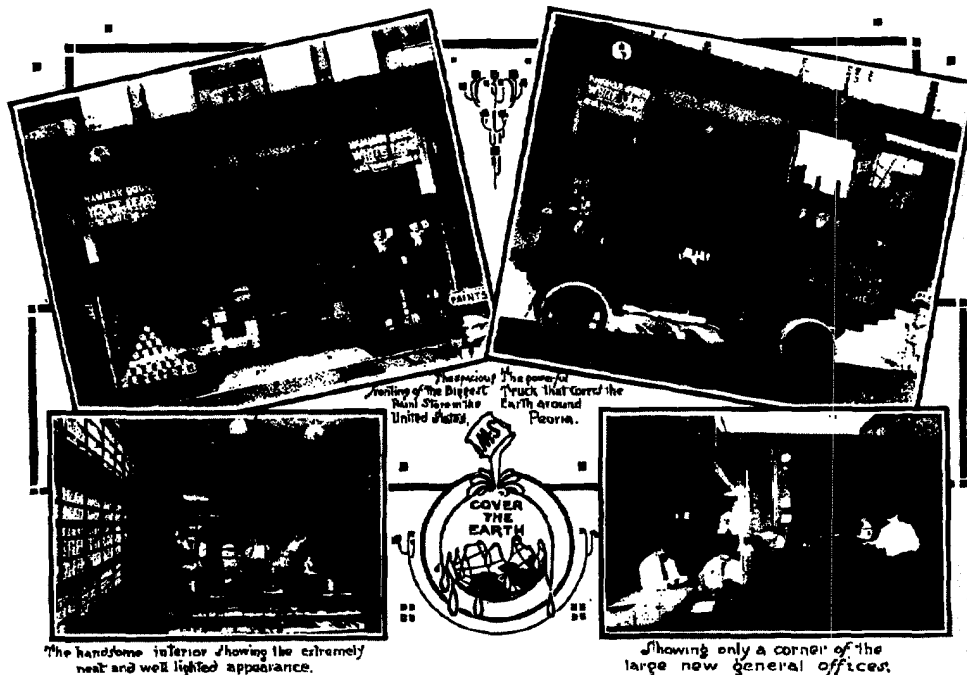
Here is an opportunity to get business

THE person who, upon receipt of this card has written in reply to our magazine advertising is offered the opportunity to receive a free trial of our Paints and Varnishes. We would suggest that you follow up this inquiry, as thousands of the reader have done so far, and have written in.

Mrs. J. C. Dwyer
Dewitt, Ia.
(Paints & Varnishes)

SHERWIN-WILLIAMS PAINTS AND VARNISHES
PC 110 211 192

ARE you giving immediate attention to the inquiries received as a result of our national magazine advertising? Here is the result of one postal which was promptly followed up by our agents in Dewitt, Iowa, The Geo. A. Elder Lumber Company. Of course they won't all bring results like this, but they are certainly worth while following up. Get a prospect interested enough to answer an advertisement and the sale is three-quarters made.



The handsome interior showing the extremely neat and well lighted appearance.

Showing only a corner of the large new general offices.

A Good Move

Peoria's Big Paint Store



IF EVER you visit Peoria, Ill., don't fail to see the new abode of The Globe Manufacturing Co. If you are interested in fine stores and labor-saving arrangement coupled with good display, you will be favorably impressed with this building. Mr. E. R. Kroos, the General Manager, may well be pleased with the latest move of his progressive concern.



A regular customer for marine goods

The new store is splendidly equipped for window - display, and The Globe Manufacturing Co. are using this form of advertising with fine results. On entering the store the first impression is the neat, compact arrangement of the show-cases and shelving. All the cases are of birch

with a rubbed, mahogany finish. The shelving is unusually strong, in order to carry the great weight of paint and varnish packages.

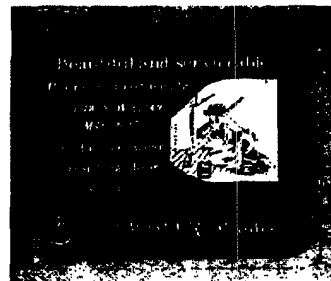
The ceiling being unusually high, the shelving could not be conveniently reached by the use of ladders. The balcony arrangement solved the difficulty and has the advantage of neatness and free floor space. One of the little conveniences of the store is the color-card rack shown just behind the cash-register.

This rack—the idea of Mr. Kroos—is arranged so that the color-cards are kept separate, and only those customers interested in paint get a card, and they get the right one.

The office is neat, quiet and roomy, and is a fitting place to handle the affairs of this firm.



One of the firm likes canoeing



At the Moving-Picture Show



OUR neighbor, Mr. Phamile Mahn, who owns that house that needs painting is still going every week to the moving-picture show down the street. Mr. Mahn also goes, and little Freddie and sometimes even the baby. We're all in a receptive mood when Emily the beautiful bookkeeper rescues her young and progressive employer from the naughty, naughty villain and carries him away to the nearest minister to get the "knot" tied. And at that critical moment when we all feel happy and satisfied with the world there appears before us an amusing little chap in painter's clothes, who tells us in a humorous way how to fix up that old chair or Brighten Up that screen-door with a little can of a special finish for the purpose, sold over at Messrs. Eyesopen & Wide-awake. By Heck! it hits the spot, and next Saturday afternoon finds us out in the back yard with the little can of paint.

Yes it's a new form of advertising, and it's a mighty good one too. It doesn't cost much



either, as the Sherwin-Williams Company supplies the slides with your name on them. Very attractive they are too, as you can see from the reproduction shown here.

So hustle over to the moving-picture show in your town, interview the manager, write The Sherwin-Williams Co. for the slides with your name on them and take advantage of this new form of advertising, before the novelty has had a chance to wear off. It's timely advertising.

Mr. Taber's Experience

Huntington, Vt., June 21, 1912

The Editor *S W P*

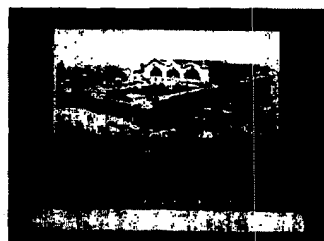
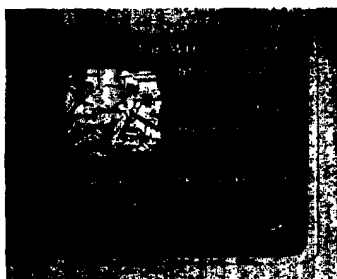
The new lantern-slide as illustrated in the May-June *S W P* is something I have *just got* to have. Please hustle one along as soon as possible.

Have used the other four to good advantage and they are certainly getting results.

The first night they were flashed on the screen the whole house cheered and called for more. Result was, trade is beginning to pick up in a more rapid manner. I think it the best advertising medium out.

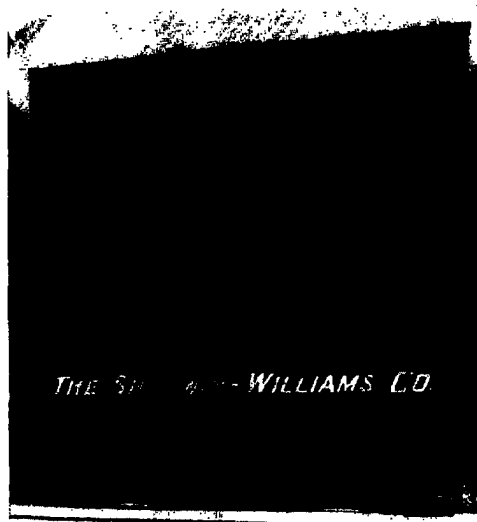
Don't fail to send me the other slide (Painting Time in Brighten Up Village).

Respectfully,
WALTER M. TABER.





About Ourselves



Birmingham Warehouse, 2309 2311 Morris Avenue

Southern Growth

WE ARE pleased to announce to our friends and customers that in order to meet the requirements of our rapidly growing Southern trade, we have organized a new Southern District, with headquarters at Birmingham, Ala. The new Southern District will comprise our offices and warehouses located at Birmingham, Ala., New Orleans, La., and Savannah, Ga. The territory embraced in the new district will include the States of Louisiana, Mississippi, Alabama, Florida, Georgia and South Carolina.

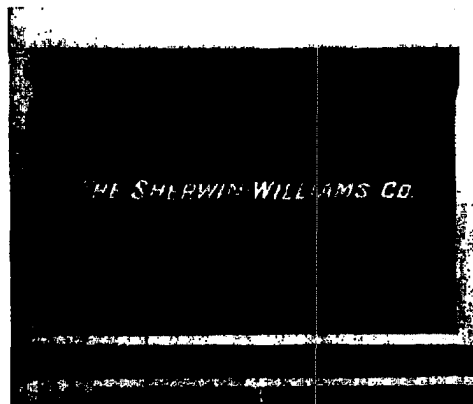
Mr. George Mowat, formerly Manager of the New Orleans Division, has been placed in charge of the new district. Mr. Mowat's pleasant personality and splendid ability will ensure for our Southern customers the best of service.

Our Chicago Display-Rooms

We wish to extend a cordial invitation to our friends to visit our Display-Rooms, recently completed at 1101 People's Gas Building, Chicago. Photographs of these rooms are reproduced as our frontispiece. The rooms are built in the form of a small model house, entered through a pergola. They are situated on either side of a central hallway and are furnished to represent various rooms in a home. Every surface in these rooms is finished with some one of the Sherwin-Williams Products.

Better Service for Indiana

Business conditions in Indiana and the surrounding territory have been so flourishing during the past few years, that in order to give our customers in that section more prompt and efficient service, we have arranged to open a warehouse at 314-316 West Georgia Street, Indianapolis. Here we shall carry a complete stock, and maintain under the management of Mr. L. S. Cogswell, a staff competent to handle any amount of business that may develop.



The New Indianapolis Warehouse

Brighten Up



That old cupboard of yours can be made attractive and sanitary for a few cents by giving it a coat of Sherwin-Williams Enamel. It comes in 16 beautiful colors, is put on with a small brush and dries with a brilliant and lasting gloss. S-W Enamel is the best material to use for faded furniture, cupboards and kitchen tables. A small can goes far.

For your Spring brightening up, we have a complete stock of paints, varnishes and brushes.

The Brighten Up Store

716

Fixing Up Things



Have you ever stopped to consider how easy it would be to fix up the floor that gives you so much trouble whenever you try to sweep or clean it. Have you tried Sherwin-Williams Floorlac? This is a combined stain and varnish, and is put up all ready for use in Oak, Mahogany, Cherry, Walnut and several other natural wood finishes. It can be easily applied and dries with a hard wear-resisting lustre.

After the floor is finished, if there is any Floorlac left in that handy little can, you can fix up the table that was badly scratched in moving. Drop in and get a color-card today.

Prices.....pints.....quarts

The Brighten Up Store

6234

Sanitary, Washable Walls



Wouldn't your home look cozy and cheerful with the walls decorated in a soft, restful finish in any artistic shade. Then imagine how clean you can always keep it by simply washing with soap and water. Sherwin-Williams Flat-tone is put on with a wide brush and dries with that beautiful dead flat effect you have so often admired. It doesn't fade, peel off or show finger-marks and dust easily.

Call for a color-card and let us give you expert advice for refinishing your rooms.

Prices.....quarts.....gallons

The Brighten Up Store

5027

Protect Your Barns

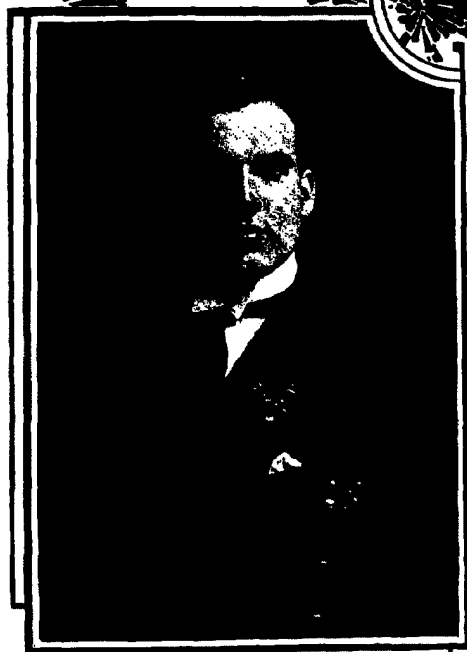
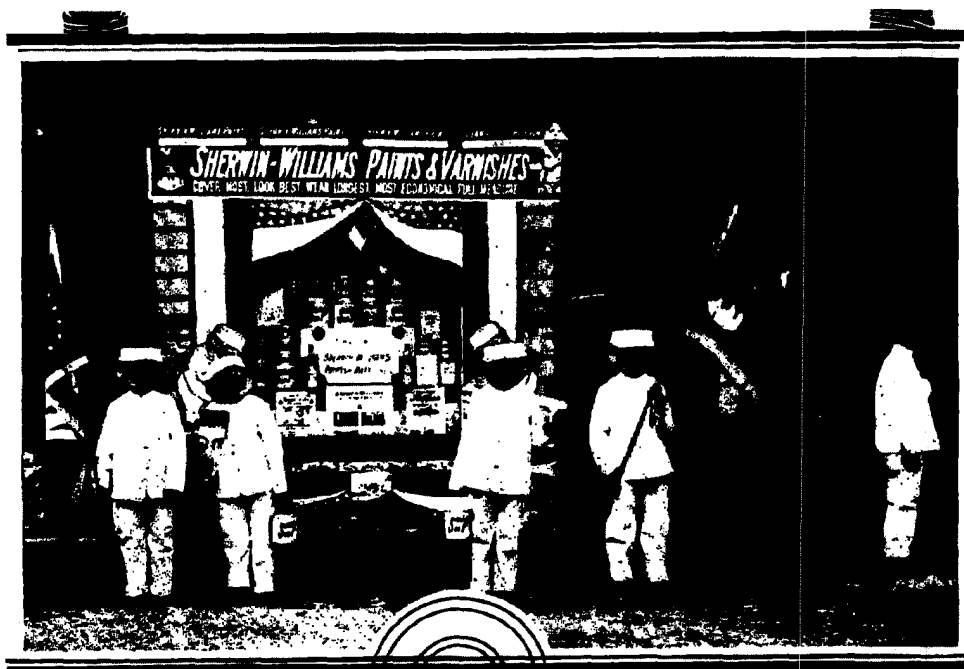


Barns, fences and outbuildings need protection from the weather just the same as your home. They cost money, and you can make them last about twice as long by keeping them in the best condition. Sherwin-Williams Commonwealth Barn Red is a durable bright red barn paint at an economical price. It is made with good materials and dries with a tough film, which prevents rot and decay.

The Brighten Up Store

740

*Here are four suggestions for your Winter and early Spring newspaper advertising.
If you like them, write us for the cuts. We have larger cuts if needed*



Mr. John L. Strickland. Mgr.

Effective Advertising



ON A certain Thursday, last June, the town of Carthage, N. Y., pulled off a big industrial parade. Now, that was just the sort of opportunity that the firm of J. E. Strickland & Sons, Hardware dealers and S-W agents had been looking for, and they not only were in that parade with a float but the float was the "hit" of the parade.

Mr. John L. Strickland, the energetic manager, decided to devote his display entirely to paint, and with the aid of some Sherwin-Williams advertising matter and a good deal of ingenuity, an original and attractive float was prepared.

The "Little Paint Man" masks were much in evidence and were loudly applauded by the onlookers. The boys wearing the masks passed out "Brighten Up" tags along the line of march, and few citizens of Carthage went home that night without one of these bright little advertisements tied to a coat button.

Mr. Strickland is confident that the splendid advertising gained in this way will assist materially in getting after the local paint and varnish business.



Store of Bents-Bushnell & Co.,
Watertown, N. Y.

*The interior of Bents-Bushnell & Co's. store
demands economy in shelf arrangement.*



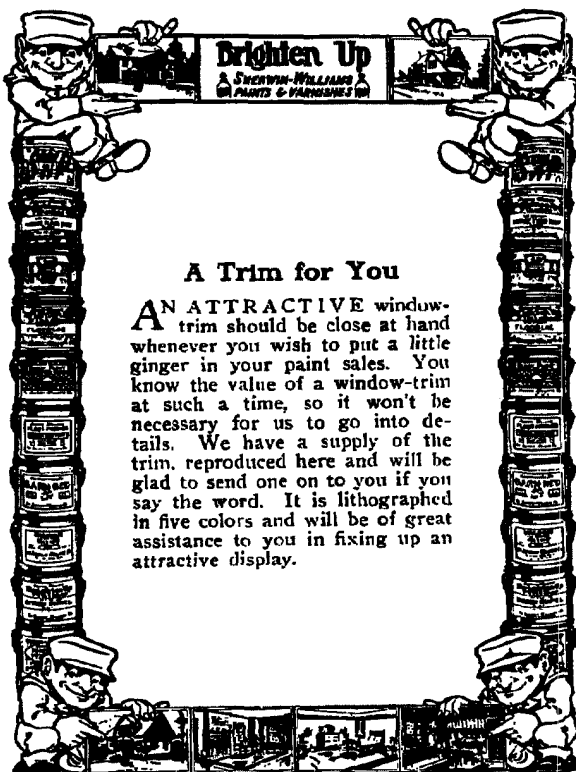
"A Narrow Store with Broad Prospects"



WHILE the store of Bents, Bushnell & Co., our enthusiastic agents for Watertown, N. Y., may be somewhat long and narrow this characteristic of the building does in no way extend to the operations of the firm. They are hustling every minute, and the way they are broadening out their paint and varnish in their section, is most disconcerting to their competitors.

In spite of their cramped quarters, these agents have a nice display of paint, one-half of which is shown in the above illustration. The side from which the photograph was taken is arranged in a similar manner.

Firm believers in advertising, they have taken every advantage of the many advertising helps that our promoting department is able to offer, and there are few prospective paint customers who are not familiar with the name of Sherwin-Williams Paints and Varnishes, through the efforts of this wide-awake and progressive concern.



A Trim for You

AN ATTRACTIVE window-trim should be close at hand whenever you wish to put a little ginger in your paint sales. You know the value of a window-trim at such a time, so it won't be necessary for us to go into details. We have a supply of the trim, reproduced here and will be glad to send one on to you if you say the word. It is lithographed in five colors and will be of great assistance to you in fixing up an attractive display.



Profits from New Products

Tire-Coat



UTOMOBILES are expensive luxuries. Consequently, anything that tends toward reducing the cost of up-keep of an automobile, immediately interests the owner. S-W Tire-Coat, the latest addition to our line, is such a material. By its use the life of automobile tires is greatly lengthened as well as appearances improved. An ordinary automobile tire-casing usually goes to pieces, because of the fact that the innumerable small cuts or abrasions on the surface, extending to the fabric, do not receive



any attention, thus allowing the fabric to disintegrate. A coating of Tire-Coat fills up these cuts and protects the fabric against water, oil, gasoline, etc., thus preventing disintegration.

It is becoming the custom when having an automobile washed and polished to have the tires treated, so as to give them as fresh and clean an appearance as the rest of the car. Tire-Coat does this splendidly, as it is manufactured in the light gray color of new rubber tires, and one coat makes an old tire look like new.

Tire-Coat is not a paint in the strict acceptance of the term but consists of a combination of pure Para Rubber in solution with an elastic and quick-drying vehicle.

Tire-Coat is put up in pints, quarts and gallons. Investigate its money-making possibilities.

Wood Crack Filler (Water Putty)

There has been a growing demand during the past two years for a suitable product in powder form to be used, after being mixed with water, as a filler for holes, checks and cracks in wood. Material of this nature has been ordinarily referred to under the general name of Water Putty, and has been used for some time by expert painters and finishers.

In answer to this demand we have put upon the market under the name of S-W Wood Crack Filler a product which will answer the purpose splendidly. It hardens in the cracks rapidly with no tendency to shrink and



crumble out—a fault of many fillers. It is exceptionally tough and less porous than most fillers of this nature.

There is already a considerable demand for a filler of this nature. Carpenters use it to fill up old nail holes, auger holes or worm holes in wood—in fact any imperfections that may appear in woodwork used for interior finishing. Painters are using it for filling the cracks in floors, and while it is not any better for such purposes than our regular Crack and Seam Filler, which is more elastic, yet it is preferred by many, owing to the fact that it has no tendency to shrink and that it becomes hard much quicker.

Wood Crack Filler is put up in one and five-pound cartons, one hundred-pound packages and in barrels. Write us for further information.



Some Stunts to Get Business



AN AGENT we know is always very particular to be a "good fellow" with the painters, and has an arrangement to allow them a profit on all they sell or cause to be sold. This is a splendid way to get information on new work, as a painter will hear of jobs when a merchant never will.

* * *

An S-W agent in Colorado had unusual success in selling SWP against cheap paints by showing on his counter two sets of scales with a can of cheap Outside White House Paint on each scale. The customer who was at all interested in paint would notice this and proceed to weigh each gallon for his own information. When the agent noticed their interest, he immediately produced a gallon of SWP Gloss White, the weight of which so astounded the paint prospect that the sale was easily accomplished.

* * *

The Little Paint Man mechanical sign was put to rather an original use by an agent in the Southwest. He had a small brush dipped in red paint fastened to the Little Paint Man's hand, so that he was industriously painting the window. Needless to say the idea drew a lot of attention to the window.

* * *

Eight years ago one of our agents used his cannon-ball stove for an Aluminum Paint ad by keeping it nicely painted with S-W Aluminum Paint. It is a big stove in the middle of the store, and has been the cause of the sale of several hundred dollars of Aluminum Paint, as well as giving them a good standing in this line. The stove was wire-brushed first, next washed with benzine followed by two coats of S-W Liquid Aluminum. They have followed the same ad each year since.

Use your windows to display articles finished with Brighten Up Finishes.

One S-W agent has taken an old rusty stove-pipe and finished half with Stove-Pipe Enamel, leaving the other half showing how rusty and bad it looks.

A card was set up with this display reading, "This cost 5 cents, do you think it's worth it?"

This agent reported that because of that display he sold more Stove-Pipe Enamel in one week than he had sold all the previous year. He also refinished a part of old chairs, with Floorlac or Brighten Up Stain and displayed them, attracting lots of attention.

* * *

As soon as a building is started, see about the paint and varnish for it, and even though you are given the assurance of the owner that he will buy from you, send the name to the Promoting Department and let us do some work for you. *A great many sales are lost through over-confidence.*

* * *

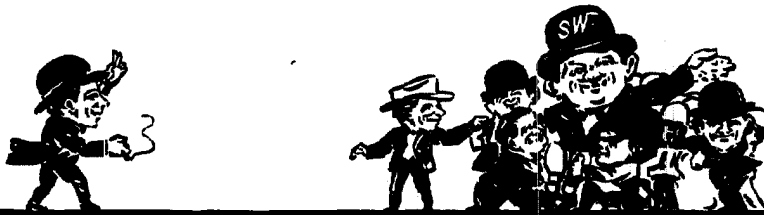
When a house in your locality is painted with SWP, mail post-cards to property-owners who own houses close by, and on the post-cards say: "Your neighbor has used SWP. There is no way by which you can so easily improve the value of your property, as following the same plan, etc."

* * *

An S-W agent, who had phenomenal sales on sundries, resorted to many unusual methods, among which was the following up of marriage-licenses. This was in a thickly-settled farming section. To each newly-married couple he sent a letter and a booklet telling how economical it was to use S-W Brighten Up Finishes to insure a bright start.

* * *

One S-W agent has found it a good thing to paint, with Decotint, on the concrete walk in front of his door, "Paint," and have an arrow running from the word to his door.



Among Our Agents

"Dublin" all the Time"



Mr. P. S. Twitty with the glad hand

Mr. P. S. Twitty, Manager of The Gilbert Hardware Co., is easily living up to the local slogan: "Dublin" all the Time."

"Good Fishin'"

We take pleasure in portraying here the smiling face of Mr. O. M. Spettigue, Jr., the genial son and General Manager of the Hardware Store of O. M. Spettigue, of Honesdale, Pa., who has handled S-W Products for the past thirty years. His present smile is only eclipsed by the one worn by him when this five-pound bass was first hooked. This is only one of fifteen, the result of one day's sport. We are informed by the best authority that *he can hook them where they ain't.*

The same little birdy also tells us that Mr. Spettigue has a habit of getting after all paint orders in that same winning way he has of hooking bass. They simply can't resist taking his bait, whether it be a fish and a fish-worm, or a property-owner and a can of SWP.



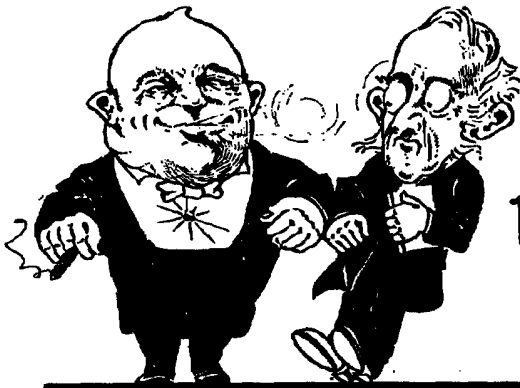
Mr. O. M. Spettigue, Jr.

We Apologize

Ponca City, Okla., is justly proud of the new \$75,000 High School building illustrated here. Last April when we reproduced a photograph of the new Police Station at Springfield, Mass., and called it the Ponca City High School, we incurred the dire displeasure of the citizens of Ponca City. It was certainly a mean way to thank them for having used S-W Products exclusively on the building, and we wish to apologize most humbly for our mistake.



Ponca City, Okla., High School Building



What do you think of this One?

Customer: "I would like to buy some soap."
Storekeeper: "Will you have it scented?"
Customer: "No, I'll take it along with me."

Smith: "Not as cold as it was this morning."
Jones: "No, but it was this morning."

"Pa, what is a football coach?"
"The ambulance, I suppose."

Distressed Mother: "John! John! Baby has swallowed my latchkey."
Absent-minded Father: "Never mind, dear; use mine!"

He was an old merchant who had built up a big business by advertising.
"John," said his wife, "what do you want on your tombstone?"
"Oh," he answered, "it isn't very important what the text is, so long as it gets good space and is well displayed."

"Oh, Bill, what's the Knight of the Bath?"
"Why, Saturday, you bonehead."

Suffragette: "We believe that a woman should get a man's wages."

Married Man: "Well, judging from my own experience, she does."

"Does the razor hurt, sir?" inquired the barber, anxiously.

"Can't say," replied the victim testily, "but my face does."

The lights were turned low and their chairs were side by side.

"I admire the man who always says the right thing at the right time and in the right place," remarked the crafty maiden. Here the bashful young man made a fatal mistake, "Good night," he said.

Conductor (speaking to passenger): "We ran over a cat, down the line."

Passenger: "Was she on the track?"

Conductor: "Why no, we chased up an alley for her."

The baby across the car aisle caught sight of the Bibulous individual opposite and let out a shrill yell of alarm.

The Bibulous person leaned forward.
"Baby attendin' college, ma'am?" he asked.
"No, sir," the mother sharply replied, and the baby yelled again.

"Thass ver' funny," said the inebriated one.
"There's certainly some Class to that yell."
Then he gave the child an atrocious wink and fell asleep.

Mrs. Terhune was grieved and disappointed at the conduct of her son Robert. She called him into her presence and questioned him gravely as to his latest enormity.

"Mrs. Hayes tells me that you tied a tin can to her dog's tail," she said.

"Yes, mother."
"What a shameful thing to do!"

"Yes, ma'am."
"Do you know that the poor dog ran away so far that he has never come back—that he probably ran himself to death?"

"Yes, ma'am."
"Oh, Robert! What did you gain by such cruelty?"

"I gained a dollar from Mr. Hayes."

So you want to marry my daughter?"

"Yes, sir."
"Got any money saved up?"

"Yes, sir."
"Could you let me have \$5,000 on my unsecured note?"

"I could, but I wouldn't."
"I guess you can take care of her all right. She's yours, my boy, and here's a five-cent cigar."

"Where," asked the female suffrage orator, "would man be today were it not for woman?"

She paused a moment and looked around the hall.

"I repeat," she said, "where would man be today if it were not for women?"

"He'd be in the Garden of Eden eating berries," answered a masculine voice from the gallery.

*"Don't worry—get rid of that frown.
If anybody has to have a grouch, let your
competitor have it. You smile."*



HIS is real business logic—the kind that makes your cash-register bell tinkle merrily while the footsteps of many customers wear a beaten path to your door. Every morning, a neighbor's wife takes her market-basket and goes shopping. We had often wondered why she went to a little shop kept by an old German far down the street, when there are several large, modern stores in the same block. "Why," she said in answer to our question, "when I enter he always greets me with such a smiling good morning, and seems so glad to see me, that I enjoy trading with him."

See the point? And remember this: A smile will often loosen the purse-strings of the most hard-nut customer.