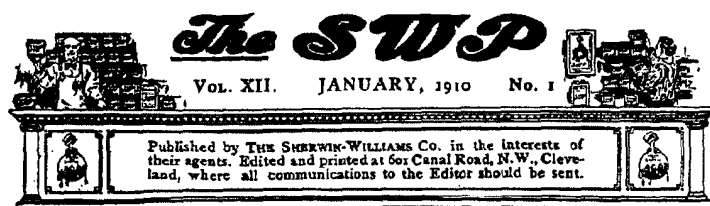


The SWP

JANUARY

1910





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WHICH DO YOU BELIEVE IN?



HERE are two ideas in paints and varnishes—big and little. The little idea may have its place, but we are going to direct our attention to the "big." The "big" idea we think is of more interest to our agents. We believe in going after big things ourselves; it is more worth while, the results are greater.

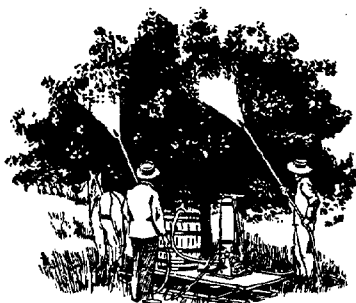
Paint and varnish stock is our subject. It is a subject of much discussion and comment among our agents. Most of them are merchants of reasonable convictions. They know a good thing when they see it. They know they have a big paint and varnish proposition in the S-W. line. Big lines require big thinking—big advertising ideas, big campaigns, and in fact everything connected with them has to be in keeping with their own size. Their own prominence and reputation demand a certain prestige to be maintained by the merchant who sells them. That merchant must be convinced absolutely that he is handling the best before he can truthfully say that he is making the most of the retail paint and varnish business. And quality usually is linked pretty closely with size; for size is the result of quality and a steady demand from the public that quality invariably creates.

The enormous advantages which the Sherwin-Williams agent has at his command are sometimes overlooked. They are often side-tracked, as it were, by some slight thing—cheaper competition, false advertising strategy by a competitor, temporary dullness and many equally as insignificant problems. Our agents sometimes think the other fellow around the corner has the "bulge on them," but it's generally fear and worry that lead them to think so. For investigation will prove nine times out of every ten that the dealer you're fearing is just the fellow who is really wondering what he will do if you start aggressive advertising and a hustling campaign for business. He may be handling a small line, but he believes in it thoroughly, and that is why he gets such a large volume of business, or at least that is why you think he does. And no dealer can make his best record selling goods he does not have confidence in any more than a salesman can. But, if once enthused, everything comes easy. It takes more enthusiasm to push a small, cheap line than it does a big one, because all the

enthusiasm there is must generate from the agent himself, for there is nothing in the quality of the goods to engender enthusiasm, and if the manufacturers told the truth about them there wouldn't be any opportunity for enthusiasm on the part of anybody. The dealer in the smaller and cheaper line is constantly up against the hardest proposition there is to face—quality. It will always beat him out in the long run unless he is unusually active and can push ahead in spite of poor results produced by his line.

The dealer in the bigger and better lines does not have these problems to contend with. The manufacturers and their representatives keep him informed as to their methods, their talking points, their new lines, advertising, etc. Instead of fighting quality he has quality and aggressive sales methods fighting for him, and there's a lot of difference which side of the fence that important factor is on. And so with a big line to push, big things expected of it, but satisfaction inevitable, the odds are in your favor. Temporary slumps in your sales can be overcome by *persistent* advertising. Cheap competition can be beaten by *persistent* quality talk. Disbelief in the goods can be vanquished by *practical trials* and nothing else. Hearsay never built up or knocked down anything that was bound to live. It won't affect your sales. The whole problem is one of *big* and *little*. There's only one choice when it comes to selling paints and varnishes. We believe in the big, do you?

S-W. ARSENATE OF LEAD—NOW'S THE TIME TO PUSH IT.



THE success of our New Process Arsenate of Lead during the season just closed has demonstrated beyond any question the strong demand for material such as we put out and which has been found so satisfactory that we are encouraged in the radical departure we made from existing customs.

Without exception every grower who used our material and who has made any report states that our New Process Arsenate of Lead is easier to work with, gives absolute satisfaction in controlling the insects and does not in any way injure the foliage. The fact has also been clearly brought out that one pound actual weight of our Arsenate of Lead was more than equal in killing power to one pound of other makes containing as high as 20% arsenic oxide and that in many cases the material containing the high percentage of arsenic burned the foliage. We have therefore decided to continue to make

New Process Arsenate of Lead exactly as we made it during the season just closed; but in order to meet the views of the jobbers and retailers who handled this material we have decided to put it up in actual net weight, doing away with the 25% excess weight which we had last year. We felt that this 25% excess weight was a strong argument in favor of our material, but inasmuch as it worked a hardship against the jobber and retailer, causing them to pay extra freight which they did not feel disposed to charge up to the consumer, we have been obliged to give up this point and will adjust our prices accordingly.

We enter the field for the coming season with an Arsenate of Lead which can be sold in competition with any brand on the market as far as killing power is concerned, no matter what percentage of arsenic our competitors may have in their material. Our New Process Arsenate of Lead for this season will contain a minimum of 12½% arsenic oxide, and it should be clearly impressed upon all concerned that this 12½% arsenic oxide is more valuable than 20 or 25% of arsenic oxide in a less available condition. In order, however, to meet the ravages of the Gypsy Moth and Brown Tail Moth in New England, we are also putting out for this season an Arsenate of Lead of similar composition which will contain 40% moisture, 20% arsenic oxide and 40% lead oxide. We do not recommend this material for orchard spraying and do not believe that it is really suitable for such work, but it has a definite use in the spraying of shade trees and forest trees where very great strength of arsenic is desired and where foliage injury is not of serious importance.

When spraying shade and forest trees for Gypsy Moth and Brown Tail Moth the work is done quite late in the season and a small amount of burning the foliage does not make much difference, as the leaves have done a great share of their work in supplying nourishment to the plant. Also for spraying for these pests, very much greater strength of arsenic is desired. In some cases it is necessary to use 10 lbs. of Arsenate of Lead to the 100 gallons of water. We offer this material at a considerably lower price than our New Process Arsenate of Lead, as it costs less to manufacture.

We are thus entering the field with two brands of Arsenate of Lead—one we call our New Process Arsenate of Lead and the other we simply refer to as Arsenate of Lead made by The Sherwin-Williams Co. These two brands represent all that can possibly be asked for in this material, and we would recommend that the New Process brand be pushed for all orchard and delicate tree spraying and for all uses where the highest quality is essential; in fact, we are firmly convinced that it is the cheapest material to use in almost all cases.

The second brand is recommended for special shade tree and forest work and also for potatoes. Both kinds will be put up in barrels, 100s, 50s, 25s, 12½s and 5s, all of above in wooden packages, also 1s in handsome glass jars. We will endeavor this year to give some outline of directions for use on the labels which we did not do last season.

TWO VALUABLE CARGOES.



THE photograph of the steamers D. G. Kerr and W. W. Brown, shown in this number, suggests some interesting facts. These boats carried down from Duluth before the close of navigation (12 o'clock, noon, Dec. 5th, when insurance is discontinued), our last two loads of flax for the season, the Kerr having 272,000 bushels and the Brown 152,000, a total of 424,000 bushels, with a value of \$802,420.00.

The cargo in the Steamer Kerr, while not the largest ever loaded, but near to it, is the most valuable cargo of grain ever put into a boat, the market value of the flax at that time as established by the Board of Trade being \$1.89 $\frac{1}{4}$ per bushel.

The cargoes were insured at \$2.00 per bushel, due to the fact that they could not have been replaced for less, if at that price the vessels had been lost in the terrible storm which prevailed during their movement from Duluth to Cleveland, as was the case of a cargo consigned to Buffalo for another crusher.

Were this flaxseed loaded into cars it would have required 424 freight cars to bring down the amount contained in the two vessels, and if made up into trains of 32 cars each would have made 14 complete trainloads.

This amount of seed will produce 1,060,000 gallons of linseed oil and 7,844 tons of linseed cake, which is principally disposed of abroad. The above seed is merely an addition to the stock which we keep accumulating during the flax season and to carry us through to the opening of navigation next spring, which is on or about April 20th.

The trip from Duluth was an exceedingly dangerous one, as the shifting cargo and the high waves constantly imperiled the safety of the crews and the loads. Much relief was felt when the vessels made Cleveland in safety and tied up at the Sherwin-Williams dock, where they were snapped by the photographer.



The Steamers D. G. Kerr and W. W. Brown at Our Linseed Oil Mill Docks.



Liquid Flat-tone.

SO MANY of our agents, particularly in the rural communities, have occasion to sell liquid wall colors resembling the shades of our Flat-tone Paste, that we have placed on the market a line known as Sherwin-Williams Liquid Flat-tone. It includes twelve popular and attractive colors in addition to white. The colors are Ivory, Cream, Lichen Gray, Buff, Old Gold, Pearl Gray, Pale Azure, Buff Stone, Shell Pink, Silver Gray, Pale Olive, and Bright Sage. The white deserves special mention, as it may be tinted to any desired shade by the use of First Quality Oil Colors, if the latter are first broken up with pure spirits of turpentine. Liquid Flat-tone is put up in appropriate containers, quart and gallon size.

Permento.

S-W. PERMENTO is a cold water paint designed for outside use on buildings, air shafts, fences, sawmills and similar structures. Owing to its great disinfecting qualities, it is an ideal coating for cattle barns, pens, chicken coops, etc. Five pounds of Permento, when mixed with cold water to the proper consistency, will make one gallon of paint which will cover about 200 square feet of average surface. There are twenty-three handsome shades in addition to black and white. Permento is a substitute for oil paint at a fraction of the cost, and is used where oil paint would be used were the latter not so expensive. It comes in dry powder form and only requires mixing with cold water. Write our nearest house for prices and color cards.

Kalso.

KALSO is a hot water kalsomine used for interior coating. It is an ideal finish for tinting, decorating, and for surfaces which require high grade kalsomine. It is manufactured in the form of dry powder and requires only to be mixed with boiling water. It contains no poisonous or harmful ingredients. Kalso can be applied to any clean surface, such as plaster, sand finish, brick, stone, wood, paper, burlap, etc. It spreads well, can be recoated when necessary, and can be washed off when required. It will not peel or rub off. Our agents will find in Kalso an excellent seller and a product that will give splendid satisfaction. Color card and prices will be furnished on request.

Decotint.

DECOTINT is a sanitary wall finish ready for use when mixed with cold water. It is the result of long years of experiments conducted in a thorough and scientific manner by men of wide experience and represents perfection in the wall finish line of today. Decotint is manufactured in dry powder form and is so compounded that it requires only mixing with cold water to be ready for instant use. It has great covering power (one pound covers from 60 to 100 square feet, according to the kind of surface to be coated), and it covers well with one coat.

Decotint is an ideal finish for walls in country homes, as its price is well within reach of all classes of rural inhabitants, as well as many of the less prosperous inhabitants of the city districts. There are thirty-one colors in the line which can either be used pure or else as tinting colors for mixing with Decotint Wall Finish to obtain any desired shade. They can also be intermixed to produce other deep colors, mixing readily with cold water.

Sherwin-Williams agents will find Decotint a ready seller, as it is convenient to apply and the shades offer an unlimited variety of harmonious color schemes at nominal cost.

"THE HOME DECORATOR" WILL HELP YOUR STORE.



IN the last S. W. P. we enclosed the first issue of *The Home Decorator*. So many of our agents requested it that we were not in position to supply all the demands made upon us, and as the edition was limited, many of our agents did not receive their share. But the second number is now ready for full distribution and we are glad to say that we have plenty for every agent who requests this little magazine.

And now a word as to *The Home Decorator* itself. This publication has been tried out pretty thoroughly and has been found adapted to fill a want among property owners and housewives. Its practical side appeals to all, and the ease with which the readers find they can secure the artistic effects mentioned makes it a desirable book of information to preserve. It tells how to finish chairs and tables, how to stencil, how to make handsome table throws, pillow covers, hand-bags, and tells just the quantity of materials needed and where they can be obtained (at your store).

Much has been written on the problem of home decoration, but it has been largely in a general way and has conveyed very little servicable information. But *The Home Decorator* plays up strongly on practicability and every day necessities as well as dainty and ornamental fabrics, hangings, etc. So it places within the reach of the modest and the more pretentious, all the information required to obtain the effects taken up for consideration. The readers will naturally look over the magazine to see if they can secure Sherwin-Williams Paints and Varnishes in their town. When they see your name and address imprinted on the last page, they

will immediately be impressed with the fact that they can buy the goods near at hand and so they will keep their *Home Decorators* and remember your name. This is good advertising indeed, and will help greatly in establishing your store with the ladies of the community.

It is understood that *The Home Decorator* is given out for distribution free of charge from our agents' stores, but when your customers want it sent to their homes, 12 cents in stamps must accompany one of the subscription blanks enclosed in each number, to cover the mailing cost of twelve consecutive numbers.

Urge your customers to subscribe for this magazine. It is to your advantage to have it going into their homes regularly every month.

Write our nearest house at once for a supply of the second number of this magazine, and ask them to place you on the regular monthly list for same.

WOODCRAFT STAINS—A LINE THAT SELLS.

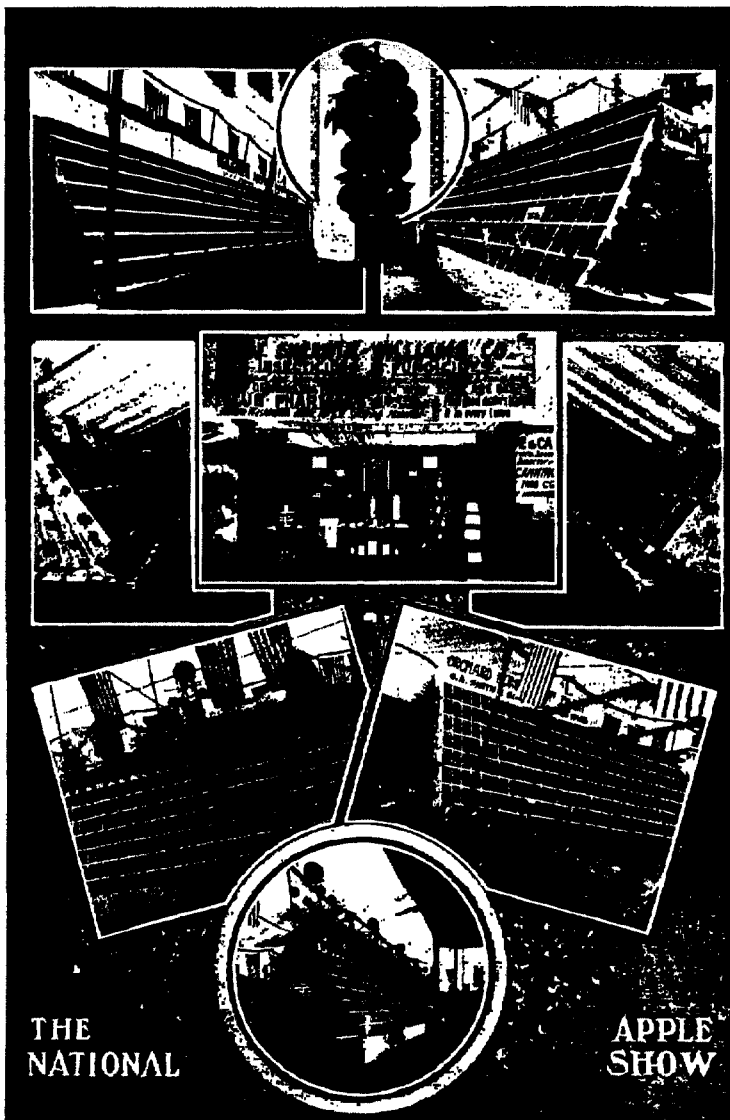


THERE has been considerable demand for a line of stains that would be especially designed for producing on soft, inexpensive woods such as Georgia and Washington Pine, Gum, Fir, etc., the popular mission effects. This demand has become so universally prevalent, by reason of the increasing scarcity of oak and the more desirable hardwoods, that we have placed a new line of stains on the market known as Sherwin-Williams Woodcraft Stains, prepared, ready for brush. Notwithstanding the fact that in designing these stains, their special adaptability to soft woods received the first consideration, equally as satisfactory results can be obtained when they are used on oak and other expensive hardwoods, so that the dealer who sells them can supply them to owners of high class residences and owners of medium priced ones as well.

The effect produced by the use of Woodcraft Stain is a perfect specimen of the character of finish which it is intended to represent, the Fumed Oak effect, procured on oak, is such a perfect imitation of the genuine Ammonia Fumed Oak that only those of great experience can detect the difference. One of the strongest selling points for Woodcraft Stains is that they require no skilled workman to apply them, and the amateur can secure just as satisfactory results as can the expert wood finisher or interior decorator.

Woodcraft Stains do not raise the grain of the wood; they do not streak or show dust marks; dry promptly and will not bleed up when finished over; they do not require wiping, and with one application will produce a clear, stained effect without destroying the grain of the wood. They represent the best value that can be placed within the reach of the paint dealer in the way of a permanently satisfactory and yet moderate priced stain.

Every Sherwin-Williams agent should be familiar with Woodcraft Stains, as there is bound to be an increasing demand for them.



NATIONAL APPLE SHOW, SPOKANE, WASH., EMBRACING 23 STATES.



IN THE opposite page we show a grouping of views taken at the National Apple Show, Spokane, Wash., which opened the afternoon of November 15th, 1909. Twenty-three States and two Provinces of Canada were represented at this wonderful exhibition, and the estimated quantity of apples was 1,500,000, including every commercial variety. Apples of all sizes and descriptions rose, tier upon tier.

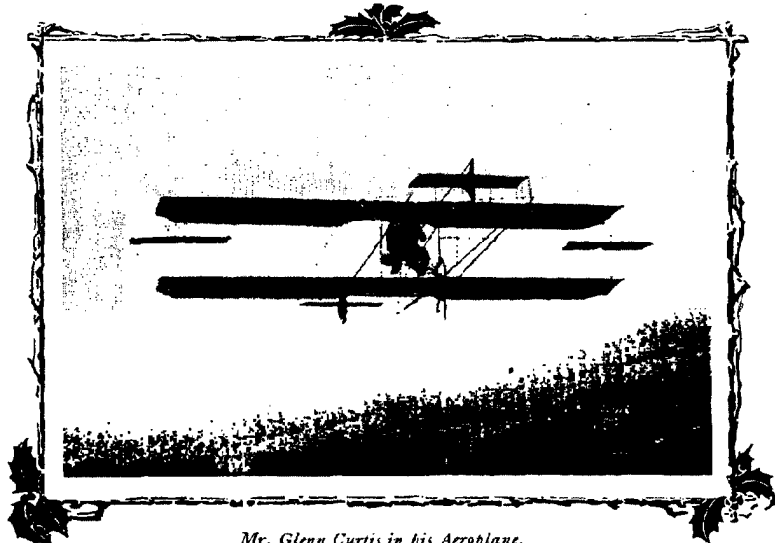
The great Northwest was the center of attraction. Everywhere one could see the prize winners from Washington vying with the winners of Oregon, Idaho, Montana and their sister States. The displays were fittingly decorated and arranged, so that the observer had no difficulty in placing the various grades of apples and in examining the specimens at fairly close range.

In attendance at this great show were many notable men, chiefly representative of the Northwest country. Among them was Mr. Howard Elliott, President of the Northern Pacific Railway, who opened the exhibit with a stirring address. Mr. Elliott is also chief executive of The National Apple Show, Inc., and was presented by Mr. E. F. Cartier Van Dissel, Second Vice President and Chairman of the Board of Trustees of that body. One of the strongest points mentioned by Mr. Elliott in his address was that in the year 1899 the United States produced 58,466,000 barrels of apples, while in the year 1908 but 23,025,000 barrels were produced. He stated, however, that the falling off in production must soon change to an increase in yield, and mentioned the stimulus to be given this increase by the National Apple Show. Governor Hay, of the State of Washington, gave many interesting statistics about the crops and acreage of the great Northwest, and was enthusiastically received by those in attendance.

The Sherwin-Williams insecticide and fungicide display at this show was one of its finest features. There were in attendance at the show some fifteen orchardists who have been using S-W. Arsenate of Lead, and of these fifteen, seven won high prizes and six won plate prizes. Their displays at the show were among the best from the large list of exhibitors and attracted much comment.

The Sherwin-Williams booth was attended by Mr. W. O. Tuck, Jr., of our Chicago Dry Color Department; Mr. Bland, our Portland Sales Manager; and Mr. Brooks, our Spokane representative.

One of the chief reasons for the unusual success of the Sherwin-Williams display at this show was the co-operation and enthusiasm of the Club Pharmacy, one of our good agents at Spokane. They used their own advertising matter and distributive facilities in addition to the special features which we supplied, thus giving double force to the exhibit. This agency has made a remarkable record in selling S-W. insecticides and fungicides, and bids fair to eclipse its past high marks this coming year.



Mr. Glenn Curtiss in his Aeroplane.

S-W. PRODUCTS GOING UP.

By The Little Paint Man.

WHEN the Editor called me in the other day and showed me a photo of Glenn Curtiss in his record-breaking flight in Europe, says I to myself, "There's a genius," and when the Editor told me that Sherwin-Williams Products were used to finish that particular aeroplane, says I to myself, "He certainly knows who 'covers the earth,' so he's tryin' to see if they can 'cover the air,' too." And as I looked at that photo, crosswise and edgewise, I thought of that old poem, "Darius Green and His Flying Machine." It's the funniest poem I ever read (my readin's limited, tho), and I know a few lines published here won't be amiss. So here they are, and speakin' of these modern sky-scrapin' aeroplanes, it isn't a bad stunt to read a little about Darius and to take to heart a few of his hair-raisin' experiences in the barnyard. These lines wind up the poem and the moral's the main thing:

As a demon is hurled by an angel's spear,
Heels over head, to his proper sphere—
Heels over head, and head over heels,
Dizzily down the abyss he wheels—
So fell Darius. Upon his crown,
In the midst of the barnyard, he came down,
In a wonderful whirl of tangled strings,
Broken braces and broken wings,
Shooting-stars and various things—

Barnyard litter of straw and chaff,
And much that wasn't sweet by half.
Away with a bellow fled the calf,
And what was that? Did the gosling laugh?

'Tis a merry roar
From the old barn door,
And he hears the voice of Jotham crying:
"Say, D'rius! how do you like flyin'?"

Slowly, ruefully, where he lay,
Darius just turned and looked that way,
As he stanch'd his sorrowful nose with his cuff.
"Wal, I like flyin' well enough,"
He said; "but the' ain't sich a thunderin' sight
O' fun in't when ye come to light."

And here's the moral: "Stick to your sphere. Or, if you insist you have the right on spreading your wings for a loftier flight, the moral is—take care how you light!" It seems to me there is some food for thought in this, as, no matter what kind of an airship you've got, it hurts just the same to land on your head.

ATTRACTIVE DISPLAY IN LANCASTER, PA.



A recent display of Hager & Bro., Lancaster, Pa., high-class Decorators and Department Store owners.

MASTER PAINTERS' CONVENTION AT SPRINGFIELD, ILL.



ON DECEMBER 7th, 8th and 9th was held the annual State meeting of the Master Painters' and Decorators' Association at Springfield, Ill. At this meeting we exhibited our Glaze Colors, our Flat-tone Effects and our Handcraft System as well as being successful in interesting many painters to give our products a trial. Mr. August Biehle, of our Decorative Staff at Cleveland, made several unusually convincing demonstrations of our decorative effects, and they proved a distinct revelation to many painters who deemed it impossible to secure such results with such ease and economy in material.

We show an illustration of booths Nos. 60 and 61, which we occupied at this convention, and, as may be seen, the decorations were tasteful and in keeping with the surrounding exhibits. We have been able to trace many good results from the three days' exhibit and our representative who attended the meeting directed many painters to our agents' stores in their respective communities. This should work for the best not only with the painter, but also with the agent, as the value of such a display can scarcely be estimated.



Our Exhibit at Springfield Convention.

"THE CAMP BUG," A CLEVER LITTLE MAGAZINE BY ONE OF OUR AGENTS.



"The Camp Bug" is the name of an attractive little publication issued by our agency in Waverly, N. Y., the A. M. Bouton & Sons Co. It is edited by Mr. A. W. Bouton and the editorial matter is worthy of a much larger and more pretentious periodical. This little souvenir is circulated among the campers around that section of New York State, and its receipt is always looked forward to with much interest by them.

The Bouton Company handles hardware, plumbing and fishing supplies, and has any number of lines it might advertise in "The Camp Bug," but, as may be seen from the illustration, The Little Paint Man made the biggest hit and proved the only eligible candidate for a place on the fly-leaf (preferred position).

We have received advice that Mr. Bouton sold enough S. W. P. to one camper to cover his cottages, shortly after the appearance of The Little Paint Man in this wise, so it must be a good advertising investment.

There aren't so many campers braving the winter chills just at this season, but now's the time to be thinking up little stunts like this that will boom things when the campers get ready to migrate. Camping outfits require paint once in a while, and they must have hardware and fishing supplies which many of our agents sell.

A. M. Bouton & Sons
Waverly, N. Y.

In view of the fact that summer shacks and cottages are becoming more and more popular every year, we wish to call your attention to the fact that we can supply you with all the Hardware for building. We would then emphasize the importance of good paint as a protection from destructive elements.

Sherwin-Williams Paint

The Camp Bug

Vol. 2 Summer No. 1

A place for campers, trappers, hunters, fishers and dreamers to tell their tales.

3 3 3

The Buzz of the Beedle-Bug.



THIS is the first issue of the 1900 Camp Bug.

Last year it flew around and tried to arouse some indolgent folk, while under the influence of these camp smoke, but only a few could be roused out of the spell to give even a sound of alarm, or utter a word of what their dreams might have been.

On account of this, we have thought that perhaps the idea for having a Camp Bug was not understood. In the first place, there are



Decorators of the Firm of Demeter & Seitz.

QUALITY COUNTS IN FREEPORT, ILL.

WHenever our agents begin to slow up a little in enthusiasm, and when it seems rather discouraging to push quality in the face of cheap goods, they should read the letter subjoined. It is from our live agents at Freeport, Ill., Messrs. Demeter & Seitz, a well-known firm of decorators and handlers of decorators' materials, paints, varnishes, stains, etc. In addition to their store they operate a widespread business in decorating and the photograph shows their staff of decorators, all of whom are men of wide experience and practical knowledge along this line.

In view of the results which this firm has obtained since they have been pushing our line, this letter means very much:

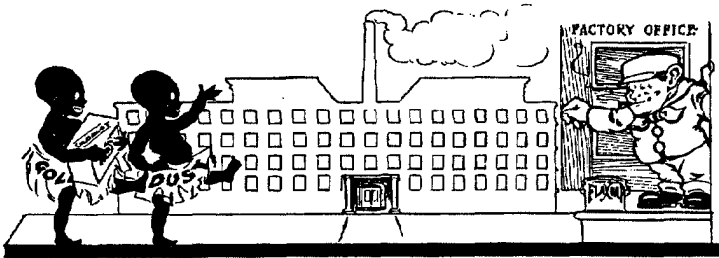
November 23d, 1909. .

THE SHERWIN-WILLIAMS CO.,
Cleveland, O.

Gentlemen: In our painting and decorating business the sale and use of S-W. Products has increased each year approximately 30% for the last three years. There are four exclusive wallpaper and paint stores in this city, and we have up to this date sold S. W. P. at a premium in spite of the many brands being well represented in Freeport. We mean to say that we are selling S. W. P. at ten cents per gallon more than any of our competitors sell their brands for, and our continued increase in sales convinces us that by talking quality to the customer every S. W. P. agent will more readily succeed in making better sales and greater profit than by putting himself on the basis of his competitors and trying to go below his price. Yours for quality in S. W. P.

Respectfully yours,

DEMETER & SEITZ.



LITTLE PAINT MAN INTERVIEWS.

No. 2. The Gold Dust Twins.



OME right in," says I, "the girls down in the lunch room hate cleanin' dishes and I've heard tell you're experts at such work. Only have it understood right now that we won't have you around here in that costume. That frill around your middle ain't no suitable protection 'gainst this blusterin' weather or the eyes of the curious. Which of you is which, anyway? You're as much alike as two peas, and if I start an argument with one of you I don't want to swat the other one over the head with a mixin' paddle when it comes to blows. And I don't know whether I would care to swat you anywhere, on second thought, as you're so conveniently dressed for the usual chastisement they hand to the kids."

Just then one of the carbon copies stepped on a dab of Flaxoap and went down like a ton of bricks. Luckily he fell on his head, so it didn't hurt him. "Boss," says he, "you suh want to clean this heah flo' of dat ah grease." Says I, "What are you talkin about? That ain't no grease. That's the stuff that's got your yellow mess skinned forty ways when it comes to cleanin'. If you'd just lug a pail of that with you, you'd both have time to dress in the mornin' like respectable people. You'd be able to get through the day's work before the whistle blows and have more time for watermelon." I was kind o' peeved and they knew it.

"Look heah, boss," says one or the other, "we ain't goin' to have no razah fight around heah. We just want to call it sort of friendly." Seein' he was kind of put out about it, says I: "Scuse me, then, old fellow, I've been a trifle hasty, but to say the truth, I was kind of mad just when you came in because one of the lads had broken open a pail of Flaxoap. But, boys, I'm really glad to see you. I admire you for your industry, and until you took to this aeroplanin' business, whenever I heard tell of you, you were always on the job. If you fellows will quit tryin' to turn yourselves into blackbirds I'll see that you both get a job. Get into the band wagon now before Flaxoap puts you out of business. Your industry deserves recognition. Put on these overalls and we'll go down to the office and get you on the payroll."

"Golly, boss," says they, "we're with you!" And we started down stairs, and on the way we met "Sunny Jim" with a handful of orders for P. D. Q. shipment. But enough for "Sunny Jim." I'm goin' to tell you more about him next time, as he's a personal pal of mine and we've got a lot of things in common. So long, and a Happy New Year all the way!

THE LITTLE PAINT MAN.

OLD ADVERTISING FEATURES.

It is interesting to look over the old printed forms which were in use by The Sherwin-Williams Co. many years ago. We have a collection of post cards, mailing circulars, announcements, etc., of this character and one of the most interesting specimens is reproduced below. It represents a salesman's advance post card and was printed and put in use in 1887. The original is unique in the extreme, and is printed in three colors, the Chameleon, our trade mark at that time, showing up in brilliant colors.

There is quite a difference between this advance card and the Little Paint Man postals showing our Little Paint Man, now in use by our representatives. But in 1887 this was considered equally as effective and attractive.



A Sherwin-Williams Representative's Advance Post Card, 1887. The Original is Printed in Three Colors, and is Being Carefully Preserved in Our Collection of Old Printing.



Well, we're off for another year. Sorry I couldn't visit you Christmas, but the turkey dinner disabled me. I'm wishin' you a Happy New Year just the same and good luck to your resolutions!

The Little Paint Man 