

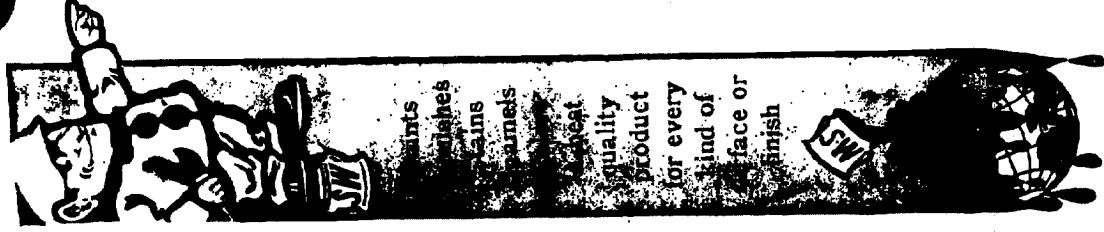
IF you can't have your store look different from any other store in the country, at least manage to have it different from any in the neighborhood. If your store is not different from the rest—if it lacks individuality—you lose one particularly strong business pulling feature. Your store should be the one thought of first when anything in your line comes up for consideration. It may take some time and trouble to accomplish this, but it will certainly be found to pay in money and patronage.

—*The Little Paint Man.*



Brighten Up

Spring Campaign Number



THE S W P

MARCH, 1908

Brighten Up!

Continue to preach the gospel of optimism. We continue to practice it.

Read this number through, study our plans, catch the spirit of them and go to work, and you can't help but "brighten up."

I think you will agree with me after you thoroughly digest the contents of this Spring Campaign number of our little magazine that the paint and varnish business offers a rare opportunity just now for our enterprising agents if they will but make the most of it.

Paint and varnish are great renovators. People are tired of depression and dullness, and are now ready, and even anxious, to "brighten up" if someone will but point the way. Rejuvenating spring is here. Nature has awakened from her long winter's slumber and the bright, warm sun of prosperity has come forth to quicken our hopes and renew our energies. Now is the time to wake up, to brace up, to "brighten up," and to *paint up*.

I said last month that I felt sure, regardless of what conditions might be, that there would be more Sherwin-Williams paints and varnishes used this year than ever before, and I am more sure now than I was then that this statement is correct. Our agents have responded *magnificently* to our efforts; they are co-operating with us more closely and loyally than ever before; they are adopting and acting on our suggestions and altogether it's really astonishing the amount of hustle and push that is being put forth, and the results are *fine*.

There's a lot of idle, malicious talk and gossip going the rounds just now among the "sore-heads" about the paint and varnish business being in bad shape, and unprofitable, etc., etc. It is in bad shape for those who have been making cheap trash and trying to sell it by means of misrepresentation. The days of prosperity for the "fakir" in the paint business have passed and gone forever, thank goodness. The rewards of the legitimate paint maker are at hand. Merit has won, and will henceforth be the standard by which paint will be judged.

I congratulate the agents who have for so many years stood by us in handling our products, recognizing that while our prices are high, they are fair for the quality supplied. It has been your splendid support that has constantly encouraged us to hold high our standard of quality and to turn our backs on every temptation to meet low-priced competition and unfair methods by lowering the quality or deviating from good business practice.



This Company can make paint as cheaply as anyone in the business, and with our unrivaled facilities it is not unreasonable, I think, to say a little cheaper than anyone. We are not, however, able to meet the prices of many so-called "just as good" paints. The truth of the matter is, where prices are lower than ours, the product is not as good. The difference in quality is more than the difference in price. A careful investigation, which we court, will prove the truth of this statement.

Names count for very little in paint making and paint selling. There's the knowledge, the skill, the care, and the long years of experience in making *only the best* that counts for more even than the material, which must be of the finest.

There's nothing wrong with the paint business, my friends. If there's trouble in the trade, the cause of it must be sought outside the business itself. The paint and varnish business is one of the finest businesses in the world. It is one of the most important, as paint and varnish is used in some form by almost everyone in business, and out of business. It has become a great industry, and one that requires much skill, large capital, and an extensive organization to successfully conduct it.

Good prepared paint is here to stay and is making greater headway today than ever before, simply because, *properly made*, it possesses greater merit than any other kind of paint material.

Anybody who "knocks" the paint business either lacks knowledge of it or is willfully malicious. This Company is proud of the business and has become prosperous and strong in it; and never has our confidence been so great in the future of our industry and our Company as right now. What we have accomplished in the past is insignificant with what we propose to do in the future, and with the backing of the finest line of agents in the world there is no limit to what we can do for our mutual interest and profit.

"Brighten up!" "Brighten up!"

John H. H. H.
Vice Pres. & Gen. Mgr.

Regarding the Poster Enclosed.

ENCLOSED in this number of THE S. W. P. there is a large banner printed in two colors. It is a reproduction (slightly altered in the wording) of the advertisement we are running in the April issues of the general magazines. **THIS IS TO BE PASTED UP IN YOUR WINDOW.** It will identify your store with this ad in the magazines.



I AM once more Editor of THE S. W. P. Established in the editorial sanctum, I am commissioned to tell all I know about the Spring Campaign, and I have something pertinent to say on the subject. Remember the Fall Campaign last September? I ran that; but Great Scott! such a lot of things have happened since then. For instance, a sloppy Winter stillingers in the lap of Spring; most of us have, or are just getting rid of the "grip," to say nothing of the panic disguised as a clearance-house certificate that held us up for a minute. I don't care to discuss that, though. The historians are busy writing it up for the archives and looking for someone to blame, so we'll leave it to them. What we are campaigning for is a BIGGER PAINT AND VARNISH BUSINESS, and we're willing to work for it. If you're not willing to work for what you want, why you must take what's left. Right? Why do we start this campaign each year? Why don't we take a chance? Men, taking a chance is known by many different names—"indifference," "hard or tough luck" and so on, but never by "progress," and that's the inscription that's chipped over our doorway. But "the game's the thing," so read on, if you will, and then you will know as much about the SPRING CAMPAIGN as I do.

The Little Paint Man.



Something Like 20 Million People
Something Like 20 Million People
Something Like 20 Million People

Magazine Advertising

MAGAZINE advertising is a great big force in modern merchandising. The people of this country are guided more than they are perhaps aware

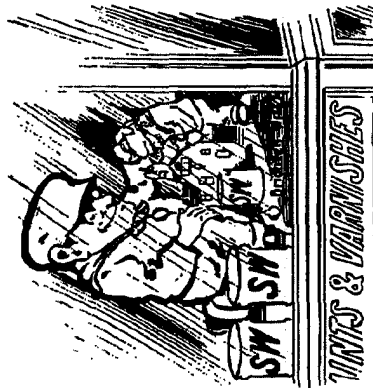
by the ads in the national magazines. And quite right, too, for advertising represents a step forward. The people know that only worthy goods can afford to advertise *continuously*, so they not only prefer advertised goods but insist on having them. Honest, now, what's the name of a good mattress? a good line of tools? a good fountain pen? and so on. Aren't there certain makes in these goods that seem to you to be the best? Advertising did it! That's the way with S. W. P. Some hundreds of thousands of people know that S-W. Products are the best because they have seen it in the magazines so often. And it's true. Advertising in itself is nothing, it's only a means to an end. Suppose you advertised so much that every person in the world was persuaded to try your goods only to find they were not much good—zip! down comes the dog house. The man with the advertised article has to guard his quality more carefully than the other fellow—he's got more at stake.

So that's the reason we're in the mags. to stay. That's why our ad is printed in 4,000,000 magazines for April, with perhaps 20,000,000 readers! That's more than one in five for the population of the United States and Canada, and don't forget they all use paint and varnish—*every man that walks on a painted floor is working for somebody's paint department.* Is it yours!

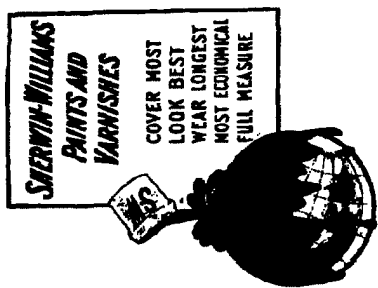
Window Trimming.

I MAKE bold to say that many merchants—some at any rate—don't get enough value out of their window space. This is the most valuable part of the store if it's handled right.

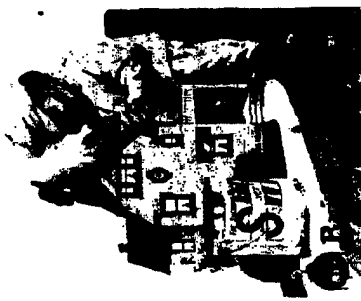
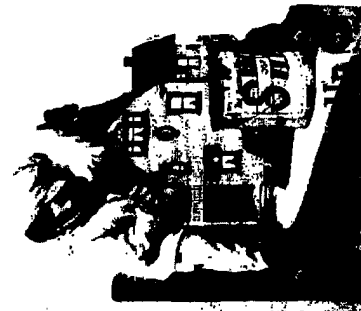
Suppose you saw a "BRIGHTEN UP" ad in a magazine, then you saw it again in a newspaper, and then you saw a window full of "BRIGHTEN



Trim Your Windows Carefully.



Brighten Up



This is the Window Display. Have you got these Features?

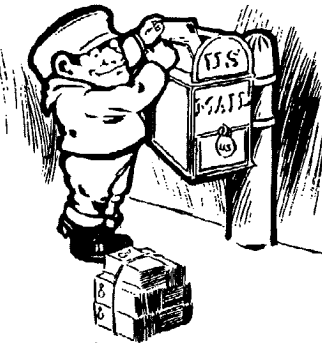
Up" stuff. Wouldn't that be the last link in a very strong chain, and wouldn't it put the painting proposition up to you in an attractive, forceful way? I think so.

*Well Written Letters.*

We have in the files records showing that 75 per cent. of some lists sent in bought paint from the agent who sent them. What do you think of that? It's a corker, I think.

Our property owner letters have set a standard that is too much for others to follow. Our personal letters are what might be called a "particular job" that takes a lot of time and trouble. They're neither a cheap nor a hasty job, let me tell you—we put care and what brains we have into getting them out. But it pays. And it will pay you to fill out the blank enclosed in this issue of THE S. W. P.

The idea is this: It isn't necessary to send us all the names in the local directory, but when you see a house that needs painting, or hear of somebody going to build, or if the church wardens or school trustees decide to "brighten up" the church or school, send us their names and particulars of the job. We write them a letter telling them why they should use S-W. Products and giving them your address. Why, it's the greatest scheme you ever saw.

*Mailed to Your Customers.*

Personal Letters.

A CHAP said to me the other day. "Do personal letters sell paint?" "Do ducks swim?" said I. "They do," said he, "and very well." "And personal letters sell paint," said I, "and lots of it." Now, what I want to know is why every man-jack S-W. Agent doesn't mail in a bunch of property owners' names so we can write to them? Most agents do, I know, but some don't.

Order Your Posters.

NOW, at this time, when you see conspicuous paint and varnish in your neighborhood, posters fill a good use for some posters, perhaps. The expense is so small and the results so large that you should surely send in.

We supply S-W. Agents free of charge posters, large and small, and we print your name and type across them.

Poster advertising is peculiar. Of course you cannot present arguments, create desires or go into many particulars in support of your goods by the use of posters, but you can add weight to your claims, keep your name prominent and attract a lot of attention in a given time. It's adding another strand to the rope that's pulling trade for you. In ordering, the size of the space available should be given us in order that we may know what size sheet to send you. On all these posters we imprint your name and address, giving them an individuality, not only to you but to your entire store. If I was a painter, I'd order some.

Considering what these posters give you, and assurance that they will be put up in very few, unposted localities this Spring, are they not one of them?

Check up the fences and barns. It's up to you.



*Newspaper
Adverti*

MR. Hicks," says I, "why don't you advertise?"

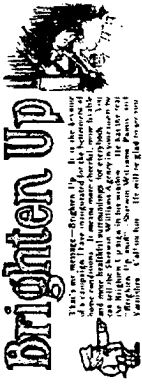
"Advertise? Not me! I did try it once and was pretty nigh bothered to death by folks running in an' out askin' fer things I was jest out of, messin' the store all up and askin' all sorts of foolish questions. No more advertisin' fer me, young fella."

What could you do with a man like that? Yes, that's just what I did, but in sorrow, not in anger.

I don't care where the town is, how many people it has, or whether it has arisen to the dignity of a town hall or not, there should be a local paper there. Even if the metropolitan dailies are delivered to your door every morning, they can't take the place of a local paper. Trying to uphold a town without a newspaper in it is about as enthusiastic a job as blowin' about a three-legged "trottin' hoss."

Neither should any merchant in a town neglect to advertise in it. Don't jump in for one issue and out for ten, but get your name and business in every issue. And another thing, don't expect to corner the trade of the entire countryside with a two-inch ad once a week. If you do you will be disappointed; but money spent in advertising pays better than bank interest, remember.

I am showing herewith cuts of the ads we are running in the Ladies' Home Journal and the general magazines for April. We are urging a good many millions of people to BRIGITTEN UP with S-W. Products. They will all be looking for S-W. Agencies to buy the goods. It's up to you to show them *your store*. Either or both of these electros



**SHERWIN-WILLIAMS PAINTS & VARNISH.
FOR THE HOME**

Look around your home. The surface of **most** everything there is finished in some way with paint, varnish, stain or enamel. You need to know the right kind of finish and the right specialty for your purpose. Sherwin-Williams makes a specialty for every purpose—the best to be found. We have in stock a complete line of S-W Products and will be glad to talk...broughtning up with you, whether it is a house you are thinking of refinishing or a table or chair



Our Ad Appearing in Ladies' Home Journal-- You ask for Newspaper Electric No. 623. It's 3 columns wide.

Brighten Up
 Here, an advice columnist, who's been asked to help out a system featuring S.W. House Paint one week, say: Paris Green the next, "Brighten Up" stuff the next, and so on. Then secure from us the electros you will require to carry out your schedule. They are all shown in our agent's book of electrotypes, a copy of which you have, I think, or can have for the asking. Try "planning your work and working your plan" this Spring—it's well worth both the time and trouble, and it really doesn't take any longer than the old hit-or-miss style.

I think if you got a consensus of opinion from the big and successful advertisers of the country, they would give first place to newspaper work. When a man takes up a newspaper (or a woman either for that matter) he is usually in such a frame of mind that your arguments interest him and he is impressed with what you have to say. Many great businesses that have been built simply on advertising a good thing in the newspapers, bear witness to the truth of this.

Brighten Up



How - to advise you, you are
 men of it, our ex-mojo. Now, you
 are it here. It means, pain and
 something that makes the house
 bright, unique and inside. It means
 "company" and "beauty" and "a
 beauty" and health.

SEANIN-WILLIAMS

[illegible]

Our Ad Appearing in General Magazines. You ask for Newspaper Edition No. 624.

Spring Circular Calendars.

IF you go into the matter deeply enough you'll generally find that it's the difference of opinion that starts most things, horse racing, politics and panics. If we all thought the same, if we couldn't get up an argument on anything, the world would become so dead flat that no one would want to live in it. What makes advertising necessary is difference of opinion. When everybody thinks one man's goods are the best he won't have to advertise—they'd buy 'em anyway, though perhaps not so many of them. But that's not what I started out to say.

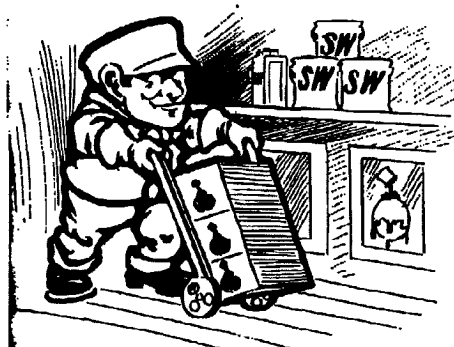


We are Mailing the Spring Circular Calendar to Your Customers.



This is "It."

Many of our agents, in fact I might say most of them, are of the opinion that the Spring Circular Calendar is rated "AA1" as a paint seller. The main reason for this is, I think, because it contains "specific" information. In the first place it's a handsome calendar; the arguments for paint in general and S. W. P. in particular are sound and convincing, and the seven color combinations for house decoration are attractive. The painted color samples that go along with it show the actual goods, and your name as dealer is printed on the face of the calendar.



Truck Your Stock Up Front.

that a market for the goods isn't any more goods for the market. One without the

So keep your stock in good condition and if it's not complete make it so. It's to your selling arguments and force to the factory where I work we don't wait until before we make the goods. We make them sell 'em, and we've never failed yet.

I knew a man who neglected looking at paints (or anything else for that matter). "Just-out-Jones." He's "Down-and-out."

There are two reasons why your paint is a conspicuous showing just now; first, it's arguments; second, it starts arguments on its own. I mean is that if a man sees a stock of paint and varnish on your shelves and counters he starts thinking to himself, "I ought to get some of that for the house this Spring," or "I believe I'll just get a can of that varnish and 'slick up' the dining room floor a bit." That's the way it works; so get the truck.



Arrange It

On the Job.

IN this issue I have not said much about the technical or constitutional part of the products we make. I have confined myself to advice as to how to sell them. But after all is said and done, it's the honesty, sincerity and skill that we always strive to put into paints and varnishes which tell *when they get on the job* that we are proudest of and which account for the success that we have had in building up the business of ourselves and our agents.

The finest advertising writer that ever lived, the gayest labels on the cans and the biggest claims won't help if the goods don't act right *on the job*.

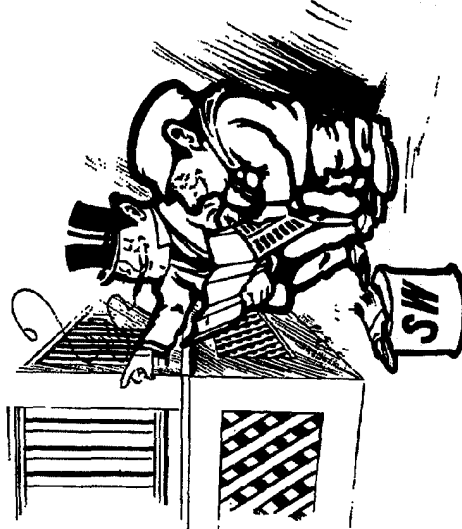
On the Job.



Personal Work.

IF magazine advertising, newspaper work, fence signs, personal letters, etc., will bring a customer into the store with a definite idea of what he wants and will lead him to purchase it without further words, so much the better. But in many cases this is not so, I am sorry to say, and this

is where the need for personal work comes in. It's something like a farmer planting seed, harrowing, furrowing and watering it with unflagging care and attention, which in business is *advertising*. Then when the fruit of his labor is ready for the harvest, personal attention counts most. You should be there



Make Some Suggestions.

with the basket. And here's a good point I saw somewhere and it struck me as coming very near the truth. You can't tell where business will come from. Oftentimes it comes from where you least expect it.

I've said this before, but it's still true—the chap who comes in for a postage stamp may be writing home for money. Treat him in such a way that if he gets it he will come to your store and spend it. And anyway, even if he doesn't he needs a little human sympathy—you can give him that.

The Gain and the Game.

WHAT is there in all this? Why should we strive and fight and work to make a record this year? It will only make it harder to beat next year, won't it? That's true, my friend, but next year you will be a bigger man—you'll have more knowledge and experience to work with—you will have progressed—next year you will be able to jump fences you can barely scramble over now.

As we have often said, "Business is the greatest game in the world," and the way we play it is the way we recommend. Chalk up last year's score, take off your coat and sail in. It isn't so much the greater amount of money you'll make that will give you the most satisfaction, it's the thought that this year you made a higher score than last that will add to your chest measurement.

Merchandising offers—I think—the best opportunity of all to play the game. It is possible to infuse into everything you undertake your personality and influence. A complete stock at all times means care and attention; promises given and kept mean reliability; knowledge of your stock means care and skill; courtesy—well, there is no other name for that—it speaks for itself. That is playing the game of business, and it depends on how well we do these things as to what our score shall be.

If you have been running your business to make a living—until you can get something else to do—or "because"—forget that and "play the game." Try it for a while and you'll see what I mean.



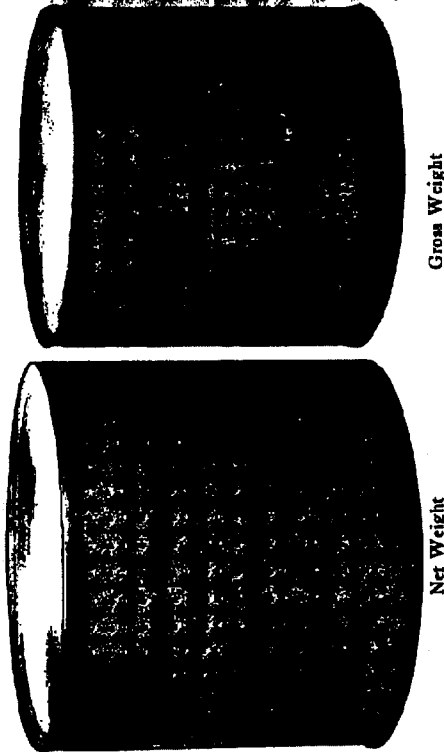
The Gain.

The Advantages of Net Weight Goods.

EVERY merchant or clerk who has to do with the buying or selling of paints and colors should understand clearly the many advantages of net weight packages where goods are sold by the pound. The change to this standard has been made or is now being made by *all reputable* paint, color and white lead manufacturers. To reinforce what was said on this subject in THE S. W. P. last month we give again the reasons for net weight packages and the arguments that should be used in selling them to the consumer.

The gross weight containers used by different makers have naturally varied in size, shape and weight. Many manufacturers put up strictly gross weight packages, viz., the can and contents weighed a pound or whatever the reputed size might be. In practically all S-W. gross weight goods but part of the weight of the container was included, so the larger amount of contents in S-W. packages naturally cost more than similar goods of makers who were not following the same practice.

Net weight goods actually contain a specified amount of material and this is prominently displayed on the label or otherwise on the package. The change results in more contents, the amount, of course, depending upon the weight of the material. For example, the difference in size of net and gross weight one pound packages of S-W. Raw Turkey Umber is shown in the following illustrations:



Comparative Sizes of Packages Under the New and Old Standards.

Briefly, net weight will have the following advantages for you: It establishes a definite standard.

It protects you against short weight goods.

Goods you meet in competition cannot be sold for less on account of short weight if they are put up in net weight packages.

Size of container will not deceive anyone as to the actual amount of the contents.

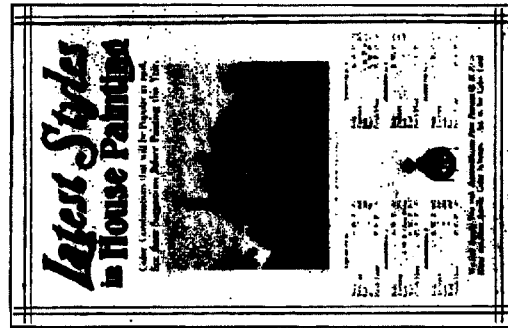
The user of many net weight materials can make up mixtures on a basis of weight, without the necessity of weighing and matching the shade or color, or of securing a certain consistency or other quality.

Net weight packages will contain more material than gross weight packages to compensate for the slightly increased cost of net weight goods. There can be no just comparison in cost of the two unless this fact is considered.

Talk these to your trade and reap the benefits which come through making a step in the right direction before the other fellow does it.



Latest Styles in House Painting.



THERE are certain color combinations selected by experts in decoration that will be popular during 1908. This arrangement will be a great help both to the house owner and the dealer. It is not every man that can choose a scheme of house decoration that will be striking in appearance and at the same time harmonious. It takes some considerable training (or natural aptitude) and extensive experimenting to decide on pleasing harmonies of color, especially if the conventional time-honored styles are departed from.

The accompanying hanger lists the popular S. W. P. combinations for 1908 and shows by the four-color printing process one of the combinations on the house. They are at present being distributed to our agents.

If you have not received yours make early application for it. It will be of great practical use in buying and selling and is a handsome addition to your collection of hangers.

Opportunities of the Season.



SPRINGTIME is again upon us, and as usual, is full of anticipation and opportunity. Springtime offers more inspiration for planning and work than any other time of the year. All nature quickens after the winter's rest, and in accordance with every living, growing thing, we all feel like "doing something." Nature puts on her new garb then and it is natural that there should be universal desire to renovate, brighten up, paint, varnish, and make beautiful the dull room and the unsightly places. Knowing that such a feeling pervades the public generally, it is the wise dealer who plans to extend his business and take honorable advantage of it. Nothing offers a better opportunity for initiative and Spring campaigning than paints and varnishes, and we want to ask every one of our good agents and dealers to take a careful look around to see if they are in a position to make the most of every possible avenue of outlets for paints, varnishes and other finishing materials. First of all, have you carefully gone over your stocks and placed a representative order for a full line of everything you will need when the trade starts now within the next four weeks?

Did you arrange particularly to stock up with colors and lines advertised in the Spring Mailing Calendar, and with the combinations that are being pushed as the fashionable shades for 1908 painting? If not, do it now!

Have you arranged a prominent place for the display of paints up in front where they will be seen by everyone? If not, do it now!

Have you cleaned up any soiled or shelf-worn line, and ordered new labels for such, so that the goods may appear inviting to a prospective buyer and not like a lot of old junk? If not, do it now!

Have you carefully sorted out and grouped any slow sellers of last season, so that you may, by offering them in some attractive way, convert them into cash early in the game and thus give you that much more live capital? If not, do it now!

Have you attended to sending in a live list of good possibilities for the mailing of the Spring Calendar? If not, do it now!

Have you made a canvass of your customers and other property owners who might be induced to paint something of account that they possess if properly promoted with our personal letters? If not, do it now!

Have you arranged for your newspaper space, as to prominent location, electros, copy, etc., so that when the busy days come, as they surely will in the very near future, you will be ready with more attractive matter than your neighbor? If not, do it now!

Have you called on your architect, prominent contractors, painters, etc., to learn about and interest them in your goods? Have you and your clerks had a little caucus as to the best way to tackle the trade this Spring so as to insure getting the most of it? These are all mighty important, but by no means comprise all there is to do to take advantage of the boundless opportunities on every hand. For instance, the township school may need painting, blackboards fixing up, etc.; a church or two may need refinishing with varnish for the woodwork and Flat-tone or Special Interior Colors for

the walls; county bridges may need attention after the winter's exposure; the Infirmary and other public structures may be on the list for an overhauling. Have you asked those in charge of them about selling them the necessary materials? If not, do it now!

Don't let this fact escape your mind for a single instant, viz., that there was never so much money in the country before as now. Farmers in the aggregate never harvested such crop values as last year, and while some stocks of grain and other farm produce are still being held by them for even higher prices, the opening of Spring will be sure to find the farmer and others ready to spend their money fully as freely as before, and there is bound to be a lot of regrets uttered by the dealer who has put off until the clang of the bell, and then hopes to take and hold a winning place in the race for business. The country trade throughout the land, barring a few isolated spots, is in splendid condition, with a better outlook than heretofore. The large industrial centres are gaining daily and will very soon have reached their accustomed stride. The normal consumption of all kinds of goods is immense, even when no allowance is made for the prodigious gains in population which we are experiencing yearly. So why sit back and wait and wonder and lose trade? Why not recognize the potential prosperity that actually underlies our whole fabric, and by going after the business with forethought and enthusiasm make the times count for increased business and profit?

Now, just a word about profit. No line is more profitable than paints and varnishes, if properly handled. Have you overlooked what you are in business for? If so, now is the opportunity for a change before Spring prices are announced to your trade. Have you and your competitor each tried to see which one could undersell the other? Then go to him frankly and each try to get on a right basis of price, which will be honorably maintained, remembering that your trade will not thank either of you for your folly—only smile in contempt for the business man who fails through lack of margins.

Brighten Up!

The Little Paint Man Sidewalk Sign.

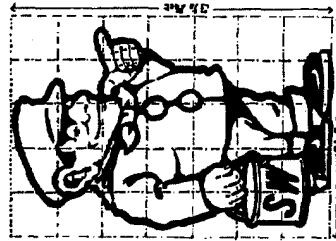
SOME months ago one of our agents sent in to us a photograph and a letter. The former showed a sidewalk sign that he had worked out and the letter contained the description thereof; both set forth one of those rare and valuable things—a new idea. Credit where credit is due, the agent was The Memphis Paint & Glass Co., Memphis, Tenn.

The "Little Paint Man Sidewalk Sign," made a bit with our agents and quite a number of them have worked it out. I thought, therefore, that I would illustrate and describe it here. It's on the same principle as the hanging sign we showed in THE S. W. P. some months since, except in this case it's placed on the sidewalk near the curb pointing to *your* doorway. It's only made of wood, a few screws and an iron or wooden bar. Your local carpenter can make it and a sign painter can paint it. I would suggest it be done in red and black one season, then changed to green and yellow. Keep changing his uniform. Good stunt, eh? And it will give you a lot of advertising for the little money it costs. Any man with a few tools could make it from the drawings I show here—I even think I could do it myself.

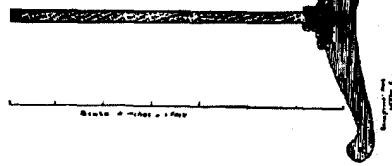
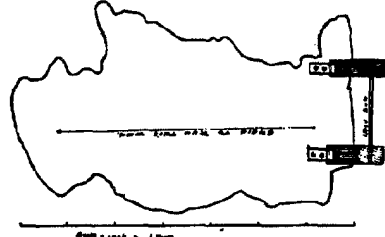
At the foot of this page I am showing reproductions of the blue-print drawings which we send to our agents if they ask for them. These should be given to your carpenter and sign painter. The first drawing is for the sign painter. The other two show side and front construction.

Quite a number of our agents have worked this idea out and think well of it. It's unusual.

The Little Paint Man.



Side 2 inches equals 1 foot
Front 2 inches equals 1 foot



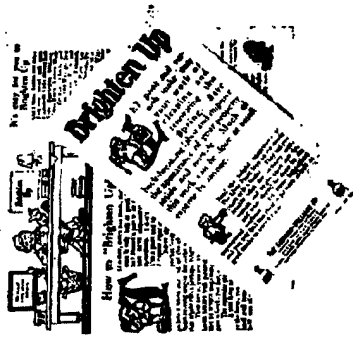
These are Reproductions of the Blue Prints Which We Will Supply Our Agents for the Acting and from Which it is a Very Simple Matter for a Carpenter to Construct this Sign.

A Brighten Up Folder.

ALL through the painting season, that is to say for the next three months, every invoice you send out, every parcel you wrap up, and every lot of goods you deliver should carry along with it a Brighten Up Folder. I print on this page a reproduction of this folder which will give you some idea of what it looks like, and if you have good eyesight, what it says. It is printed in two colors, red and black, on gray stock, and even if my picture is on it, I will say this—"it's the goods."

Use them; use a lot of 'em. If we haven't already sent you a supply write in and say "Please send me a good liberal supply of BRIGHTEN UP FOLDERS. I need them in my business."

It will give us great pleasure to send them.



The Brighten Up Folder.
Two Colors—"Good Stuff."



Tell How to Brighten Up.

IN conducting your Spring Campaign, don't be afraid of giving your customers and prospective customers too much information on HOW to Brighten Up. Go into particulars. Tell them in your advertising and in conversation what can be brightened up. A lot of people think that the only thing paint can be used for is the outside of houses. Others think, too, that varnishes and stains require the service of a man who has spent his life at the job.

For thousands of little things about the home this is not true. A handy man or woman with a few cans of S-W. Specialties will accomplish wonders around the house. Tell what to Brighten Up, and how.

Some Facts About American Agriculture.

A STRIKING example of the strides this country has made in agricultural production is offered in the following article which is based on facts and figures supplied by Hon. James Wilson, Secretary of Agriculture of the United States.

During 1899 to 1902 Durum wheat was bought by the Government from Russia and Africa for seeding purposes on areas of low rainfall where 20 acres would feed but one steer. In 1906 the Durum wheat exported to Europe was 20,000,000 bushels. In 1907 the Durum wheat crop was 45,000,000 bushels from land a few years ago considered almost worthless.

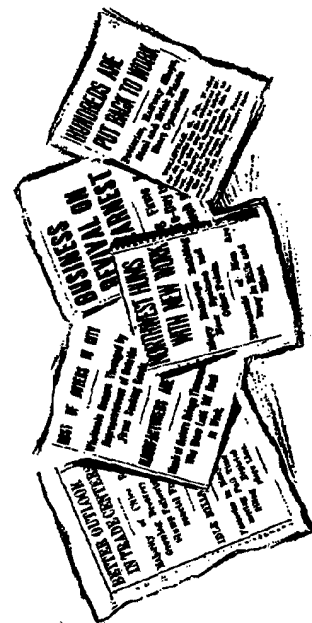
All the sugar consumed in this country was up to a few years ago imported from the West Indies and elsewhere. The cultivation of sugar beet has to a large extent taken its place. About 560 tons of beet sugar were made yearly in the United States from 1879 to 1887; in 1891 the quantity was 6000 tons; in 1906, 483 000 tons; in 1907, 500,000 tons. The factory value of beet sugar was \$7,000,000 in 1899 and \$45,000,000 in 1907.

The value of the alfalfa crop in 1907 was \$100,000,000. This may be considered as an increase in value of 50 per cent over the ordinary hay crops of a few years ago, and a corresponding increase in our national wealth.

Four-fifths of the world's production of corn is raised in the United States. Corn is the chief crop for man and beast. The yield for 1907 was 2,553,732,000 bushels; its value was \$1,350,000,000. Seventeen such crops would replace the banking power of the entire world.

The 1907 crop of cotton is represented to be in the neighborhood of \$675,000,000, which is much above the value of 1906.

These figures, while perhaps too vast for the human mind to comprehend, make "hard times" and "stringency" talk seem malapropos.



Signs of the Times.