

The SWP



Painting Time in Brighten-Up Village

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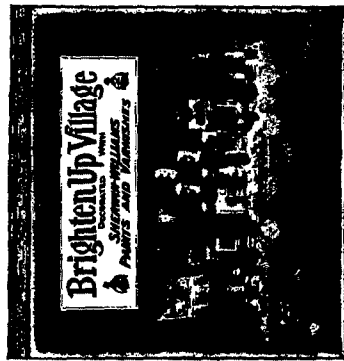
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Wherever you see this Brighten Up Village in the dealer's window you can depend upon the Paints and Varnishes sold inside

It identifies a Sherwin-Williams store—a place to buy just the paint, varnish, stain or enamel you need for brightening up and preserving every surface in and around your home.

For the outside of your house there is S W P (Sherwin-Williams Paint, Prepared) a lasting, weather-proof paint of great covering capacity, in every desirable color, properly mixed, ready for the brush. For the shingle effects there is Sherwin-Williams' Shingle Stain; for the inside of the house, Sherwin-Williams' Handcraft Stain for the wood-work, Sherwin-Williams' Flat-tone for the walls, Sherwin-Williams' Marnot for the floors, and a complete line of finishes, known as



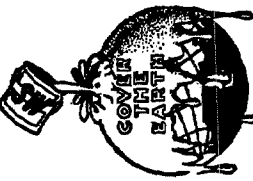
Sherwin-Williams' Brighten-Up Finishes for the bare or dingy spots on wood-work, floors, furniture or fixtures.

Whatever the surface—whether the outside of your house or the plastered walls or wood-work—there is a Sherwin-Williams' product made especially for it and it is the finish that will wear best and last longest.

It pays to buy paints of quality. Look for the Sherwin-Williams window, the guide to the products of a house that has been making dependable paints and varnishes for over 40 years.

Our "Style Portfolio of Home Decoration"
is Free—Send for it

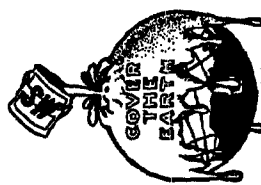
It contains 20 plates in color with complete specifications for getting beautiful and durable results for the outside of your house and all the rooms.



SHERWIN - WILLIAMS PAINTS & VARNISHES

Sold by dealers everywhere. Ask your local dealer for color cards and full information

For the Special Home Decoration Service write to The Sherwin-Williams Co., Decorative Dept., 613 Canal Road, N.W., Cleveland, Ohio



This advertisement will appear in "The Saturday Evening Post," April 6th, telling home-owners to look for the Brighten-Up Village. The window display will be sent to you about March 25th, so be sure to use it and tie up to this effective advertising

The SWP

Copyright, 1912, by The Sherwin-Williams Co., Cleveland, Ohio

No portion of this magazine can be used, except by Sherwin-Williams agents and dealers, without full credit being given as follows: "From *THE SWP*, published by The Sherwin-Williams Co."

Volume XIV. No. 2

MARCH, 1912

The Spring Campaign



HIS is the Spring Campaign number of *The SWP*—you should read every word of it. As a Company, we are great believers in campaigns. We are sure it is a fine thing for every business house to study and work out definite campaigns at definite seasons of the year—it puts new life and new interest into every department of the business.

It is very fitting that there should be a Spring Campaign, for Spring is the real "Brighten-Up" time, and Paints and Varnishes appeal to the home-owner and the property-owner for this very reason.

We have planned this Campaign for you in a very careful way. Our "Brighten-Up" Week is one of the most effective plans we have suggested, and it surely will bring trade

to your store. Make the most of it, for in making the most of the Spring Paint and Varnish Campaign, you will be profiting by increased sales of all the other lines you handle.

If there are any special conditions in your town which are not covered by our Spring Campaign as outlined in this magazine, write our nearest branch for further aid and assistance. We want to help you. We want to give you service. When we are helping you, we are helping ourselves.

We are optimists, and we want you to be with us. Let's pull together to make your Spring trade the greatest ever.

Yours for more business,



Mr. A. D. Joyce

Adrian Joyce

Mgr. Sales and Dist'n

How to Get More Business this Spring

A Summarized Campaign for the S-W Agent

- 1st. Boost "Brighten-Up" Week. Talk paint to your customers, be enthusiastic over the prospects for a big business, and go after trade with energy and vigor.
- 2nd. Let everyone in your town know that you are the local distributor for Sherwin-Williams Paints and Varnishes. You are in business to make money, so use every help offered to get customers into your store and so increase your sales and profits.
- 3rd. See that your stock of paints and varnishes is in good shape. Do not run out of any important color, because customers will not wait for the order to come from the factory when they want to paint or redecorate.
- 4th. Arrange your counter displays so that people who enter your store will be reminded that it is painting time. Have attractive displays of enamels, stains, varnishes, etc., where they will be seen readily. Be sure that your stock of color-cards is complete—if it is not, write for more.
- 5th. Trim your windows with paints and varnishes, displaying prices wherever possible. When the "Brighten-Up" Village arrives, give special care to putting it up properly.
- 6th. Get busy with the Property-owner lists. Send us from time to time the names of those whose property needs paint. Jot down the prospects on a postal as soon as you hear of them.
- 7th. Use the Decorative Department wherever possible. Send the name of every homebuilder to our Decorative Department, so they can submit color schemes.
- 8th. Advertise in your local newspaper. If possible, use the full-page advertisement shown on the insert. Otherwise write for smaller electrotypes—we have many.
- 9th. Write for some of the Brighten-Up Week banners and stick them up in conspicuous places.
- 10th. Take every advantage of the helps offered by the manufacturers whose lines you carry.
- 11th. Let us work *together* for the biggest Spring business.

Start a "Brighten-Up" Week

Here are Practical Suggestions for Doing It



WE have prepared a definite campaign for every S-W Agent to use this Spring in securing a large share of the profitable paint and varnish business. This is our "Brighten-Up" Week. The plan is to arouse the interest of housewives and property-owners in the idea of devoting an entire week to brightening up the whole town; not only the homes but the yards, streets, buildings, etc. If you appeal to the personal and civic pride of the home-owners in your city, this plan should be quite possible and it is but natural that paints and varnishes would then play an important part in their Spring house-cleaning.

The plan is this: Enclosed is a proof of a full-page advertisement we have suggested for you. A cut of the drawing at the head will be sent free on request. It can be used in connection with any particular lines of merchandise you wish to feature, but of course we would suggest that you speak of paints and varnishes in the first paragraph, at least, and then in the other columns feature seasonable merchandise. It is our suggestion that you decide upon a certain week—say commencing April 1st—for this Brighten-Up Week and use the advertisement in your local paper.

If you think it too large, you could use some of the smaller ones we have prepared, which just mention Brighten-Up Week. In addition to this, take out the "news item" and try to interest your newspaper publisher in the campaign. It is something novel, yet decidedly practical, and there is no doubt but that he will be glad to make a special feature of it. Naturally the wording can be easily changed, and

if the city administration takes favorably to the idea, this should be mentioned.

Then interest some of your local merchants in different lines of trade to boost the Brighten-Up Week idea in their advertisements. This would not mean increased competition, as it would stimulate business in all lines and other merchants could feature their seasonable goods to great advantage. Of course if the idea becomes general, your full-page advertisement will make a greater impression, and you will be in a position to gain the greatest possible benefit.

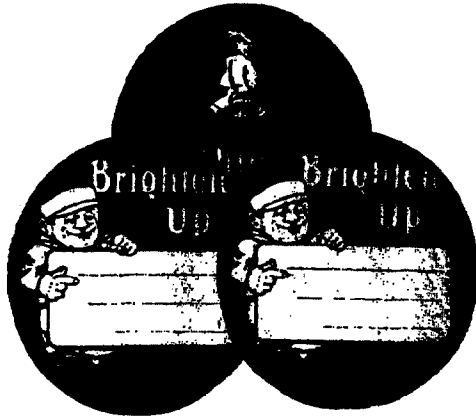
The Brighten-Up Village window-trim will be mailed a few days previous to April 1st. When it comes, place it in position and have your stock of paints and varnishes and other house-brightening goods where they can be seen. You must also do your share in brightening up your store. If the shop-front needs repainting, have this attended to, and keep everything spick and span. Let your customers see that you practice what you preach. Have your windows clean and filled with up-to-date merchandise.

On the blank requesting the electrotype, we have left a space for ordering a supply of banners announcing that this is Brighten-Up Week. These are 19 x 6 inches in size and are printed in red and black. You can tack or stick them up around town where they will be seen. With these banners we will also send you a stock of "Cover-the-Earth" tags so that you can fix one to the coat-button of every customer who enters your store. We shall also include a supply of stickers, which you can place on all packages going out of your store.

Brighten Up Week

SHERWIN-WILLIAMS PAINTS AND VARNISHES

Can you use a quantity of these banners? They are printed in red and black, and will be fine for posting around town



Brighten-Up Stickers used on your packages will remind customers that you sell Brighten-Up materials

Then, do not forget our personal letters and decorative service. In sending in your lists for personal letters, you can mark on the top of the blank what week has been selected as Brighten-Up Week, and if you prefer, we shall send out our letters about that time. Other important details are described in separate articles in this magazine. Read about them all and get ready to carry out the entire plan.

Post Your Town With Brighten-Up Banners

IN order to arouse the greatest interest in "Brighten-Up" Week, we have printed some attractive banners for you to use in connection with your Brighten-Up Village window display and newspaper advertising. These banners are printed in red and black, and when posted on fences and other prominent places, will be readily seen.

The size of the poster is 24 x 6 inches, and all you need to do is mark on the advertising order blank enclosed, whether you wish us to send you a supply. When the banners arrive, be sure to put them up immediately, because advertising that remains unpacked and neglected does not do either you or us any good—and it costs money.

We also have a quantity of red Brighten-Up Stickers of different designs and tags with a little red string attached. The former you can use to stick on packages going out from your store, and during Brighten-Up Week everybody entering should be tagged with one of the Brighten-Up Tags. This will create interest and strengthen the value of the other advertising you do.

The Man Who Did Not Advertise

By Henry Edward Warner
of the "Evening Sun," Baltimore

The Man Who Did Not Advertise
Sat idly gazing at the flies
That flew and fluttered, one by one,
Into the webs by spiders spun—
The webs that draped the window-shade
And half-concealed his stock in trade.

He twiddled thumbs and stretched himself
While dust collected on each shelf;
"Ah, me!" he sighed, "what is a store?
They aint no business any more!
I got a lot o' stuff t' sell,
But folks ain't buyin' very well!"

A spider heard his dull lament,
Lowered himself in swift descent
Till at the level of his ear
He whispered: "Say, my friend! See
here!
I make a show to catch *my* flies;
Why don't *you* go and advertise?"

The Man Who Did Not Advertise
Took this advice on catching flies
Much as a man takes all advice
That isn't labeled with a price;
In other words, he didn't hear
The message whispered in his ear.

The moral of this simple rhyme
Might have been told in half the time;
But if you wish to *see* it, go
To where the dust and cobwebs grow.
The Man Who Did Not Advertise
You'll find still gazing at the flies.

"Brighten-Up" Village Window



BETWEEN
March 1st and
April 1st—de-
pending on the
section of the
country — we
shall send you

our new window and
counter display, the
"Brighten-Up" Village.
It is one of the most novel
displays we have ever
given our agents and is
decidedly a new departure
in paint advertising. The
Brighten-Up Village is
bound to attract favorable
attention if properly used
and will sell many orders
of paint, as it suggests to
the home-owner the way
to decorate his house in
the best taste.

If you are one of those
progressive merchants
who believe in trimming
their store windows ef-
fectively, you will make
excellent use of this dis-
play. Properly set off
with an interesting ar-
rangement of paints, var-
nishes and other seasonable merchandise, it
will attract more than the usual amount of
attention.

The display consists of six miniature houses
of different types illustrating fashionable styles
in home decoration for the Spring of 1912.
The exact effects can be obtained by the use
of SWP, and specifications are given so you
know just what to recommend. See the repro-
duction on this page.

With every Brighten-Up Village mailed out,
a ground plan is included. The houses are
packed flat and can be set up quickly and
put into position. They should be displayed
above the usual level of your floor, because
although complete in every detail the buildings
are small. The ground plan can be bent to
give a proper background of trees and build-
ings, and the result when the window is com-



*This is how the Window-Trim will look when set up. It will be sent
before April 1st*

plete will be very effective indeed. At the back
of the display an arrangement of paints and
varnishes should be made with show-cards
and color-folders, price-cards, brushes, etc.

Remember this display will not be mailed
until about April 1st, but there is no reason
why you shouldn't put in a general paint and
varnish window-trim before that time, because
the earlier you start to get after this business,
the better it will be.

Windows advertise your business, no mat-
ter what you do. If they are cleverly filled
with good quality merchandise, the people will
know where to buy goods; if windows are
neglected and left untidy and unattractive, they
will drive business away. This Brighten-Up
Village is another important part of the big
Spring campaign.

Your Newspaper Advertising



THIS year we have prepared for your use, what we believe to be the most attractive and effective full-page advertisement we ever designed. It features the idea of "Brighten-Up" Week, and when used in connection with your Spring campaign should greatly increase your sales not only in paint and varnish, but other seasonable materials as well.

The drawing at the top has been made up in electrotype form and for the balance of the

agents tell us they prefer to use a big announcement such as this, instead of a series of smaller ads which may be easily overlooked.

If there is no newspaper in your town, perhaps you could have some dodgers printed from the full-page advertisement. These make good features for distributing and enclosing with packages.

Remember, the cut is made up in electrotype form, and will be sent to you in 5, 6 and 7-column size. The "copy" needs to be set up, and you can either use what we have sug-

Brighten Up Week

SHERWIN-WILLIAMS PAINTS AND VARNISHES

**SOLD BY
AGENT'S NAME**

In addition to the full-page advertisement, we have made up this three-column electrotype. A place has been left for your name and business. Write for it

page you can use either the "copy" we have suggested or we shall prepare a special advertisement for you—free. There may be special merchandise you desire to feature or perhaps conditions in your town may be such that the entire advertisement will need to be changed. Understand of course, that we only supply the heading and the two Little Paint Men electrotypes.

In ordering this advertising, tell us whether you need it for a 5, 6, or 7-column newspaper—we have it in the three sizes. Then mention if you wish us to prepare special copy—say what goods, and if possible send samples of advertising describing them.

You are of course planning to do some newspaper advertising this Spring, and this full-page display will at once make a great impression on your townsfolk. Many of our

gested, write it yourself or ask us to prepare something special. This is a very important part of the Brighten-Up Week plan.

Now read the blank enclosed for ordering.

We Hate to Print This

L. B. HINMAN COMPANY, INC.
Sacramento, Cal., February 6, 1912

The Sherwin-Williams Co.

Gentlemen: No line in our stock has given us as much satisfaction as the Sherwin-Williams. We now sell it exclusively. It makes good every time.

All the jobs we have sold stand as monuments to S-W quality among their neighbors. We have houses painted with SWP three years ago that are nearly as bright as when they were done, and the surface is thoroughly covered. Hand-mixed jobs about them, done at the same time, have peeled and laded, and in many cases, have been painted again.

The goods are easier to sell every year.

Yours truly,

L. B. HINMAN CO.

Reaching Real Paint Prospects

A Practical Plan for Interesting the Ultimate Consumer



FIVE or ten minutes of your time and a two-cent stamp invested in sending us the names of paint prospects, may be the means of your selling several house jobs. If you have made up your mind to enjoy a profitable trade this Spring, you cannot afford to neglect this opportunity because our Personal Letter System is one of the most effective ways to boost your paint and varnish sales and bring new customers to your store.

When it comes to choosing the best paint and varnish for his money, the average home-owner knows but little. Unless he is taught to discriminate between good, honest paint and "dope" goods, it is easy for him to be deluded by extravagant claims and a low price, into buying worthless goods. Oftentimes, too, the home-owner neglects to protect his property adequately because he fails to realize the vital necessity of good paint.

Our personal letters—sent to names furnished by you—tell the importance of using good paint, how it is an investment even more than a necessity, what makes a protective coating, why the owner should use SWP, and that *you are the man who can give paint satisfaction.*

This may not be new to you, but what we wish to emphasize is that although our system is perfected as far as it can go, it won't bring you a cent's worth of trade or boost your business a bit, unless you do your part. You must send in the names, or we can't add our share towards bringing more money to your cash-register.

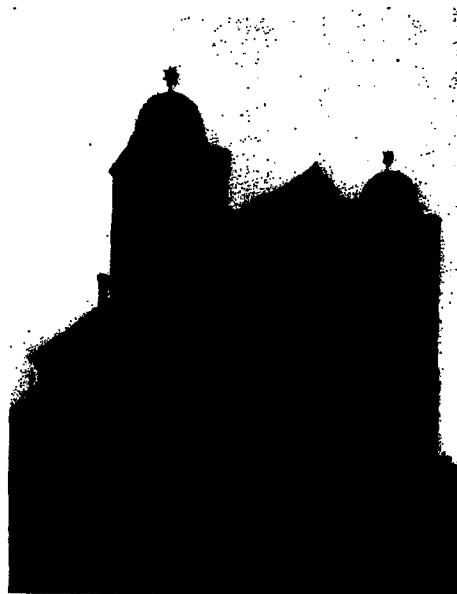
We want you to send some names to us right away. It is early now, and we like to get busy before "the other fellow" starts. The story of the early bird may be old, but it is true, nevertheless.

Here is the Personal Letter System in tabloid form: Enclosed in this issue of *The S W P* is a blank for your list. Jot down the names of home-owners who are either live prospects for paint sales this Spring, or have forgotten all about decorating their homes and need waking up. If the blank isn't big enough—and

it shouldn't be—send in additional names on a letter-head or plain sheet of paper.

When this list is received, we will write each prospect direct, telling him to go to you for his decorative materials. A sample of the letter-head we will use is enclosed in this magazine. On the inside pages of it are pictures of different homes painted attractively with SWP, together with specifications giving the exact color combinations to use. The letters are sent under 2-cent postage, and your name always mentioned as being our agent. If it is a special job of painting, special letters will be written. We are waiting here to help you—send in your lists of prospects and see what we can do.

A short time ago we sent out a special letter to many of our agents, asking the best way to get paint trade this Spring. A large per cent said, "use property-owner letters."



The Jewish Synagogue at Manchester, N. H., finished with S-W Flat-tone, SWP, Shingle Stains and Varnish. Mr. J. E. Baker, Architect; Burton & Burnard, Contractors

"The Home Decorator"

A Means of Increasing Sales



TWO years ago *The Home Decorator* Magazine made its initial bow to the public. That issue was an eight-page number and the preface on the first page contained in part, the following:

"In presenting this first issue of *The Home Decorator* to those interested in beautifying their homes, we feel that it is but a forerunner of better issues to come. The subject of home decoration is such a broad one that it is impossible to treat it comprehensively all at once, or even in a great many issues.

"What we aim to accomplish is to familiarize the owners of homes with the more important of the many methods of obtaining artistic decorative effects in an inexpensive way. We purpose to take up the various questions in detail, devoting considerable thought to each one and explaining very thoroughly the different means of obtaining beautiful and individual homes.

"When home decoration is treated in a general way, it is not as effective and instructive as when each phase is taken up separately and is illustrated by actual photographic reproductions, and color illustrations."

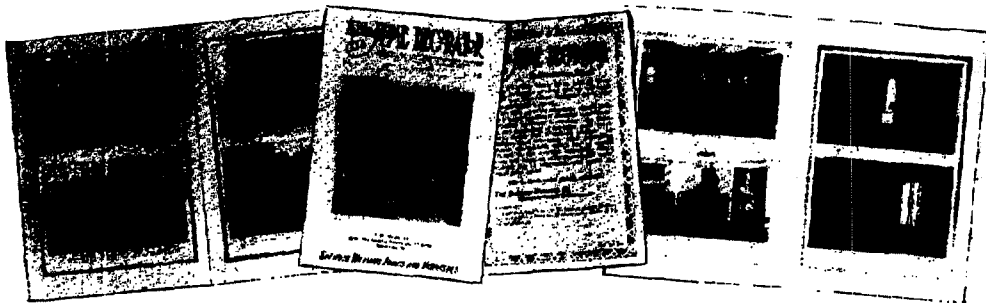
How well this policy has been maintained is shown by a glance at any one of the twenty-

four issues, which have been published up to date. Considering the practical information relative to paints and painting and mentioning, as it does, a specific brand of paint, it should prove an exceptionally valuable advertising feature for our Agents.

The illustration shows the business card of one of many S-W Agents who have taken advantage of our offer to imprint copies of *The Home Decorator* monthly for their counter and mailing distribution. This advertising has been found to be very successful not only in increasing sales during the painting season, but as a stimulant when business is dull, as well.

In order to assist our good Agents in every possible way this Spring we shall gladly send out a copy of *The Home Decorator* to your customers, if you will send to our nearest office an up-to-date, active list. This is an excellent feature as a missionary in painting time, and for the Spring issue we have prepared a special number, containing many interior and exterior plates. There is also an envelope containing color-chips of various paints, which will assist the customer in his selection.

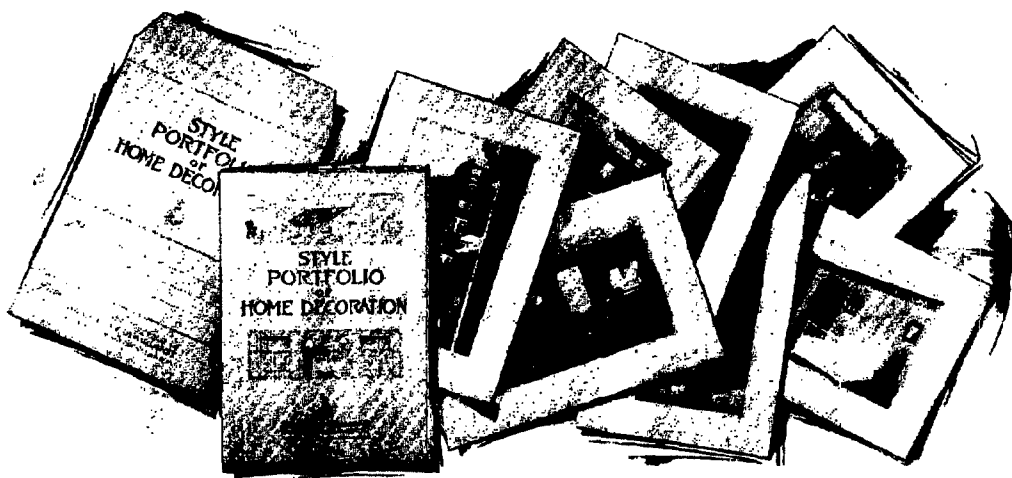
Make out a live list at once and send them to us, so we can get busy helping you immediately.



This is the Spring "Home Decorator." Send in your lists for free circulation, at once

A Motto for You:

"My Biggest Spring Paint Business"



Would you like a set of these color-plates? If so, ask for it. Our "Style Portfolio of Home Decoration" is fine for trimming your windows

Our "Style Portfolio of Home Decoration"



DURING the last few years, we have published several different portfolios of color-plates, with which most of our agents are familiar. This season we call our collection of plates a "Style Portfolio of Home Decoration."

A reproduction of the portfolio is shown here. It contains twenty attractive color-plates of interiors and exteriors, decorated in the best taste, and on the back of each complete specifications are given. Several different types of houses are shown, ranging from the modest one-story cottage to the stately Colonial residence.

These portfolios are being sent out in answer to inquiries received from our magazine advertising, and since September, 1911, we have distributed a large number of them. They have gone out to home-owners, painters, architects, etc.—many of them in your neighborhood. With each portfolio we enclose a slip giving the name of our local agents.

This will be an attractive feature to give to your best customers and use for window dressing, etc. If you wish us to send you several

of these portfolios, write to our nearest office at once.

Little Paint Man Posters

WE have a few posters of the Little Paint Man in two colors, size 30 x 48 inches. These will make excellent features for either interior or exterior store display, and we shall be glad to send you a supply on request.

The cut shows the posture of the Little Paint Man, only the dotted lines do not appear on the poster. There are two styles of this feature, one pointing to the left and the other to the right.

Make a note on the advertising order blank if you want a supply, and we shall send them to you immediately.



Write for these Posters

Use the Decorative Department

Let Us Do Our Share this Spring



HAVE you sent in any request for decorative suggestions lately? In the last issue of *The S W P* we explained by words and pictures the service we offer you free, and many of our Agents who did not realize before how much practical help

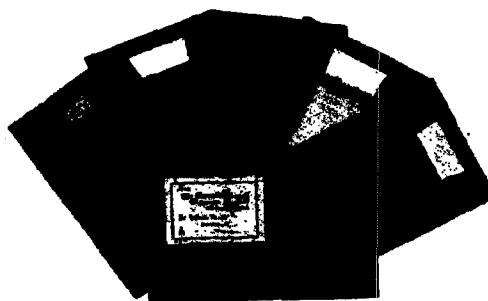
our decorators can give them, have sent in for decorative suggestions.

If you were building a new home and had a free offer for expert service in choosing the materials and colors to use, you would naturally be glad to take advantage of it. It is the same with the average home-builder who has so many details to look after that any assistance offered by experienced men is welcomed. Give him this valuable Decorative Service. It is only reasonable to assume that he will appreciate your assistance and buy the goods from you.

Your part of the work is very simple. All you have to do is to send us a few particulars—we have even prepared a special blank to save you as much trouble as possible. You can have a supply of these blanks if you wish them, by ordering on the postal enclosed. They are good things to keep handy.

Then, a few days after the request for color

schemes has been received by us, you will receive a complete plan of decoration, worked up specially, with wall elevations finished with the actual materials for every room in the house, as well as two or three suggestions for exterior painting. Definite specifications are given and a letter containing general information mailed separately.



These attractive color sketches are sent to your customers, free. When you tell us that one of your customers is planning to build, we prepare a complete plan of decoration, free.

Then all you have to do is to deliver the sketches to your customer, quote prices on the required materials, and prepare to sell the goods.

The Decorative Department has been such a great help to so many of our Agents that if you are not familiar with their work, we urge you to send in at least one request for suggestions and give the service a trial. It need be for only a single room—it will receive just as careful attention as the most elaborate job. And remember there is no charge either to you or your customers.

Here is an example of what to write us:

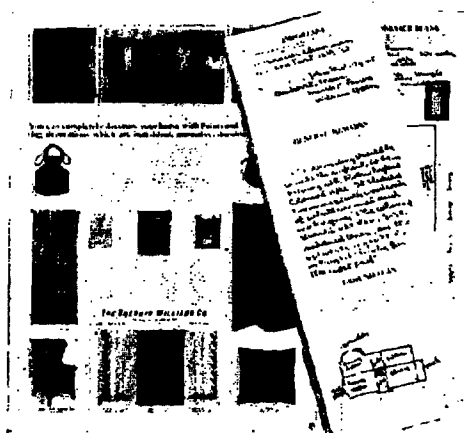
Iron Town, Miss.

The Sherwin-Williams Co.

Gentlemen:

I have a customer who is building a new home and would be pleased to receive both exterior and interior decorative suggestions.

The exterior of this house is of pine-siding, and the roof will be shingled.



This is how the Information Blank should be filled out. It is simple

The house faces the east, and there are a number of trees in the near vicinity. My customer is partial to gray body color with white trimming. You will, however, give other suggestions, as nothing has been definitely decided upon.

This is an eight-room house, the lower floor comprising the reception-hall, living-room, dining-room and kitchen. Upstairs are four rooms and bath. The wood-work down-stairs is of oak in all the rooms with the exception of the kitchen. The woodwork of this room and the chambers is pine.

The floors of the reception-hall, living-room and dining-room will be oak, the kitchen maple, and all of the upstairs pine. My customer wants at least the woodwork of one of the chambers white enamel, and with possibly the doors stained mahogany. How would this finish work out on pine?

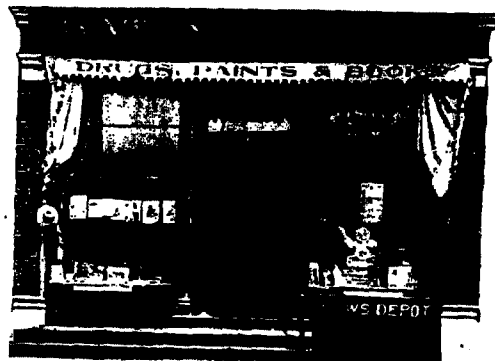
There are a number of new houses to be built in the near future. Will you kindly send me a few of your Decorative Department Information Blanks, in order that I can use them in connection with my promoting work? I will thank you to have the suggestions for the house referred to in the foregoing paragraphs in my hands within the course of ten days.

Very truly yours,

B. Z. MANN.



Our enterprising agents at Watertown, Wis., Schmutzler & Heisman, do the largest paint and wall-paper business in their section of the state. Mr. Walter Schlueter, store manager, shown in picture with his favorite line



Notice the Little Paint Man busily painting in the store of L. L. Hiatt, Wheaton, Ill. Our live agent trims some effective window displays

S-W Agents Give Farewell Party

SEVERAL weeks ago, our representative, Mr. Royal Cluxton, who traveled an Illinois territory adjacent to Peoria, was promoted to the position of Manager of Promoting Department at the Chicago office, where he could co-operate closely with our Agents in that District.

On his departure to Chicago, our live Agents at Peoria, The Globe Manufacturing Company, headed by Mr. E. R. Kroos, gave a little farewell party and presented Mr. Cluxton with a handsome umbrella. The evening was made the occasion of many reminiscences, and S-W songs were sung by lusty voices.

In bestowing the gift, our good friend, Elwood Kroos, made a brief address, concluding it with reading some clever verses written by different members of the staff.

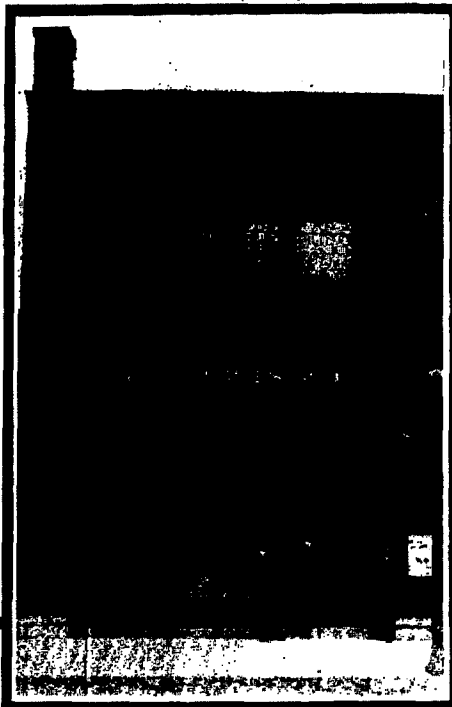
At the close of the farewell party, Mr. Cluxton was escorted to the train, where "with tear-dimmed eyes" his comrades bade a fond good-bye.



Parade float used by our good agents, A. Parsons & Co., Wollongong, New South Wales



Opening Day parade of F.C. Lewis Company.



Store of F.C. Lewis Co. & SW agents Elmira N.Y.

Novel Procession at Elmira, N.Y.

TEN Little Paint Men, bravely riding burros, led the opening-day parade of our new agents at Elmira, N. Y., The F. C. Lewis Company. All along the route these fantastically-costumed little fellows aroused the greatest interest, and our representative, Mr. W. W. Stevenson, who was the commanding officer, rode with his head stuck proudly up in the air.

In taking our agency, The F. C. Lewis Company have determined to go after business aggressively and build up a profitable paint and varnish trade. They sell Sherwin-Williams Paints and Varnishes exclusively, and are real, live hustlers.

The firm is composed of F. C. Lewis and Burt Sweet, who are known for their good judgment and energetic business methods.

From the start, our new agents have shown a disposition to co-operate with us closely, and we know that they will make a big success with our agency.

They occupy a model store, have good windows and everything arranged for convenience and good effect.

New Goods for the Housewife

In her Spring house-cleaning, the industrious housewife will require the use of many labor-saving articles you sell, so it will be to your advantage this Spring to feature such lines as Flaxoap, Polish-ol, Floorwipe and Bras-Brite as well as your other paint and varnish specialties.

Very often the housewife is the one who decides when the house shall be painted, so the



sale of such products frequently forms the entering wedge for larger orders. Within the last few years we have added a complete line of house-brightening goods and for those agents who are not perfectly familiar with them, the following description may be interesting. The line includes Flaxoap, Polish-ol, Floorwipe and Bras-Brite:

Flaxoap. Flaxoap is a pure linseed oil soap for cleaning all painted and varnished surfaces. No animal fat is used, and by the process of manufacture it contains no free alkali or acids. It may therefore be used on the finest woodwork and furniture surfaces about the home. It is also splendid for fabrics and rugs, cleaning windows, mirrors, cut glass, etc., and is an economical and efficient cleanser.

Being made from linseed oil it renews the luster of painted and varnished surfaces and is indispensable for house-cleaning. Lathers well in hot or cold water and is put up in 1 and 2-pound cans, and 5 and 10-pound pails. The packages are neat and attractive.

Polish-ol. This is a liquid preparation which cleans and polishes at one operation. Polish-ol only requires the work of a few moments to give a handsome luster to furniture and all woodwork. It is an ideal brightener for use on varnished floors. A soft rag



and rubbing are all that are necessary. Put up in 4-ounce and 12-ounce bottles.

Floorwipe. For cleaning and renewing the finish of

waxed and varnished floors and woodwork, nothing is better than Floorwipe. All that is necessary is to dampen a cloth with this preparation and the floor is wiped up just as an



ordinary cleaning—no rubbing or polishing is necessary. It comes in pints, quarts, half-gallons and gallons, and is a profitable line to sell.

Bras-Brite. Most of our Agents know the demand for a metal polish which cleans without a lot of hard polishing. Bras-Brite has simply to be applied with a rag, and then when dry, rubbed off. It saves lots of time and work. It is made in liquid form, easy to apply and does its duty well. Articles cleaned with Bras-Brite, remain shining and untarnished for a long time. It does not settle in the package. Neat lithographed cans to make an attractive display on your counter. These are products which you will find it profitable to



push this Spring, and we shall be glad to give further information upon request. Mail orders will receive prompt attention. Your Spring campaign will be incomplete without

special effort in pushing these lines.

Failure Follows Fire

"Out of business, burned out and broke," is the laconic explanation given by a Southwestern dealer who has discontinued his subscription. Translated this probably means, "I was one of those unwise dealers who think they can afford to carry their own fire risks. I had been in business many years and never had a fire. This led me to believe that my establishment was immune and that insurance premiums constituted a needless expense. I know better now, but the knowledge came too late. It's all over and I'm down and out."

Let his fate be a warning to all dealers who are carrying their own risks.—*Farm Implement News.*

From the Little Paint Man's Scrap Book



A kind old gentleman, seeing a very small boy carrying a lot of magazines, was moved to pity. "Don't all those magazines make you tired, my boy?"

"Nope," the mite cheerfully replied, "I can't read."

A New Jersey girl ate a cake flavored with varnish. Perhaps it gave the finishing touch to her polished manners.

"Bridget," began Mrs. Youngbride, timidly, "I don't suppose you would—er—object to my getting an alarm-clock—"

"Not at all, ma'am," replied Bridget, assuringly, "them things don't disturb me at all."

As a bell is known by the sound, whether it be cracked or not; so men are known by their speech, whether they be wise or foolish.

Milligan, the foreman—"I hear that Mike Quinn's wife gives a coming-out party for her daughter, Honorah, next Monday night."

Riley, of the shipping platform — "An' phwat was Honorah in fer?"

Once let your store acquire the reputation of being a service bureau, and the loss of sales through cut prices would ultimately be the weakest kind of competition.

Uncle Rasberry walked into a drug-store. "G'mme one o' dem plasters foh my back," he said.

"One of the porous plasters?"

"No. I don't want one o' de pores' plasters, I want one o' de bes'."

When you've finished reading *The S W P*, pass it along to your clerks—they may get some good suggestions from it.

"I proposed to her by letter and she turned me down."

"Well?"

"I wonder if it would be any use to try a follow-up system."

The amount of honest, serious thought required to solve some of the merchandizing problems of the day is one of the chief compensations for being in business.

Mrs. Hokers—"Why do you treat your husband so horribly and irritate the poor fellow so?"

Mrs. Pokers—"Oh, I always try to get him good and mad before he starts to beat the carpets."

Don't make the mistake of thinking that the glass in your windows is to be looked at instead of through. Too many storekeepers cover their glass with window strips until the folks outside can't see in, and those inside can't see out, which latter doesn't really matter so much.—*Frank Farrington.*

Patient—"I've been awfully troubled lately, doctor, with my breath."

Doctor—"Hum! I'll soon give you something to stop that."

The strength of a man lies in his character—not along his acquirements. The money he makes he can lose; the health that he gets may leave him, but character, if builded right, stays by him.—*Selden P. Spencer.*

"Do you know anything that will kill potato bugs?" asked the young man with the yellow fingers.

"Yes," said the old lady with the gingham apron, crustily, "get 'em to smoke cigarettes."