



THE
SWP
JULY
1904

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS Co. in the interests of their Agents. Edited and printed in the Department of Publicity at 224 Canal St., Cleveland, where all communications to the Editor should be sent.

VOL. VI.

JULY, 1904.

No. 7

LEADERSHIP.

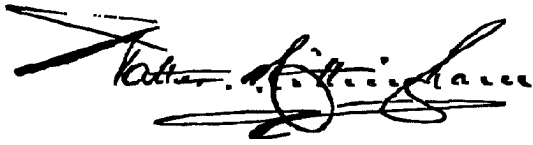
EVERY man likes to win—at something. Is it not so?

The love of victory is in every man's heart, and the greatest game in all the world is the game of success. Men's ideas of success may differ, but I believe every man desires it, and aims at it in some form or other. Winning success is a serious matter. It cannot be accomplished in an easy or offhand manner. Make up your mind to that at the start. It's strictly and painfully true—there's no royal road to the goal. It's a hard pull up hill, over a rocky if straight road all the way. You can't make it without climbing, nor without bruises. When you reach the top you may ride in your carriage or automobile, but you'll have no time or use for these on the way up. In the heat of the battle and in the stress of the struggle you must go unaided and alone. It's the only way and the best way. Success would possess no charm apart from the struggle. It's in winning out, in overcoming, in conquering, that the victor finds his joy.

Leadership is sought because it means success. Success is striven for because it means development and growth.

Every man should strive to be a leader in his line. He *ought* to be a leader sooner or later in something. He *will* be if he makes the most of himself. Every man has it in him, but alas, only a few get it out. What's the reason? They quit too easily. They are unwilling to make the sacrifice of ease and comfort and pleasure. The cost is too great. They weaken at the price, and are content to take something easier and cheaper. And thus do they follow with the crowd in the rear, instead of marching at the front where the leaders point the way.

This concern of ours and the S.W.P. agents connected with it are leaders; and we are such because we have striven with all our might for the place. We can keep it only by deserving it. If we weaken for a moment we shall slip back. Let us remember this, and let it be the steadfast aim of each man in our separate organizations, to be a leader in his line.



Vice Pres. and Gen'l Mgr.

THE COMING FALL CAMPAIGN.

THE great success that attended our efforts to make the last two fall seasons better and more profitable to S. W. P. agents and to ourselves has decided us to make the fall campaign a permanent feature of our advertising, and to put greater energy and ingenuity into the work.

We shall open this year's campaign with a full outline of our plans in the August issue of THE S. W. P. It is a little early to give them in detail now, but we may say that they will be more forceful, and we believe much more productive, than those of past years.

In a general way it is our intention to go after all claims of trade, pointing out the obvious advantages of the fall as a painting season, driving home the arguments of freedom from gnats and flies and the settled condition of the weather that we have been advancing for the past two fall seasons with so much success.

There are some special features which will add zest and give a new turn to the campaign. We cannot

explain what they are now but we are sure that they will meet with your fullest approval when placed before you.

We suggest that you make the month of July a month of preparation for the fall work. Early in August we shall ask you for names of all the property owners who put off painting this spring and who might be induced to paint this fall; also the names of those whose property ought to be painted.

We shall want particularly the names of the *housewives* in your territory for a special advertising purpose which will be explained to you by our representative on his next call. We suggest that you begin to compile this list now. Be careful to have it include the name of *every housewife* in your territory—one name only for each home. Avoid duplication as much as possible.

It will be well for you not to delay in this preparatory work. Do what you can to have *all* your lists ready by August 1. Your clerks can be employed profitably at the work during this month.

SHREWDNESS AND HONESTY.

An honest merchant made as strong a statement about his stock as the goods would warrant.

What he said was true.

A shrewd competitor always went him one better.

What he said was not true.

The honest merchant lost some sales, but saved his reputation.

The shrewd competitor fooled a number of people, but lost their friendship.

In the end the honest merchant had the bulk of the business.

In the end the shrewd fellow had nothing but experience.

Moral—Shrewdness is not a desirable quality in dealing with customers.

—*Southern Merchant.*

"All things come to him who waits—if he is waiting for returns from well-placed advertising."

"Doors are seldom shut in cheerful faces; as a rule a smile is the 'open sesame'."

"Overlooking an opportunity is different from looking it over."

"The lazy man always extends a welcome to the hot weather microbe."

HOT WEATHER ADVERTISING.

PROBABLY nine merchants out of ten are now considering cutting down, if not entirely "cutting out," advertising during the hot season.

Judging from past years a large majority of the nine will conclude that "there's no use advertising during July and August, folks don't do any trading then, anyway." They'll stop advertising—and *folks won't do much trading at their stores.*

The tenth man—the few who keep up their advertising, who realize that when trade is dull is the time to do better advertising—will have a good steady summer trade.

The hardware merchant or the druggist who doesn't believe July and August trade is worth considering is fooling himself.

And surely the last place to retrench because business is quiet, is in the advertising. Does a fisherman, because the fish are biting slowly, use poorer bait? Then is the very time he gives most attention to his bait—gets the most tempting kind—keeps it fresh.

Most of us can learn *one* lesson from the fisherman without going fishing.

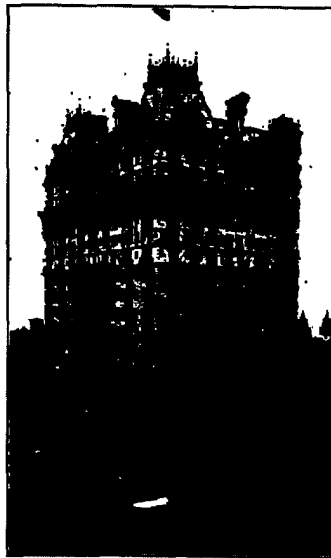
Why should a merchant advertise—go after business—during the quiet days of summer?

The answer is the one to the question, "Why is he in business?"

If he is in business to make money, to build up and develop to the fullest extent the enterprise he is identified with, he *must* do all he can to sell goods. He is not doing all he can—he is neglecting a business opportunity—unless he is advertising *judiciously* for summer trade.

There *is* a summer trade. Not the brisk trade of spring or Christmas, but a reliable steady one. All the people don't go to the seaside, the lakes or the mountains. The business world revolves despite the dog days. The world demands the necessities and the luxuries of life, which include a long list of the goods in stock in hardware, drug, and general stores.

Pick out the summer specialties in your stock—put special effort into their sale. Advertising will make the dull days busy ones and the quiet season profitable.



An S-W. Hotel.

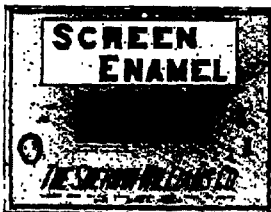
Bellows Stradford Hotel, Philadelphia, Pa. Bath and toilet rooms finished with The S-W. Snow White Enamel. Over thirty barrels used.

SUMMER PAINT SPECIALTIES.

BE seasonable in your selling methods—it's one of the secrets of success in retail business. Study your stock and push at the proper time the lines adaptable to use for that time.

The following items of The Sherwin-Williams Full Line of Profit Paying Paint Specialties are seasonable ones to push now:

Screen Enamel: For screen doors and windows. Made in black and green, and put up in half pints, pints, and quarts.



Screen Enamel Display Card.

for renewing old wheels that have been laid aside. Bicycle Enamel works wonders on old wheels and it's easy to apply. The convenient quarter pint penny-lever cans in which it is put up makes it an easy article to sell. Manufactured in good shades.

Blackboard Slating: For blackboards in school



rooms, etc. This is a good time of the year to push Blackboard Slating. Most schools are cleaned and repainted, and the blackboards refinished during the vacation period. This field is a good outlet also for such lines as Enameloid, Special Interior Colors,



Buggy Paint.

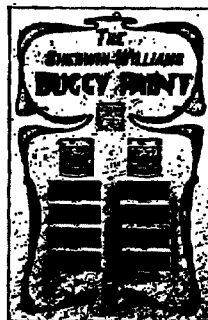
year many porch floors and steps that were not repainted earlier in the season begin to look shabby. A reminder in the way of a few newspaper ads on Porch Floor Paint will stimulate your sales on the line.



Porch Floor Display Card.

Floor Finishes, Aluminum Paint, S. W. P., etc. We suggest that you go after the trustees on these lines, and send us their names—we'll help you.

Porch Floor Paint: At this time of the



Buggy Paint Display Card.

Buggy Paint: A good specialty to push now for porch and lawn furniture; also for refinishing buggies, etc. Its ability to resist severe outside exposure makes it a splendid paint for the purpose.

Have you these specialties in stock? If you have, put special effort into

their advertising. If you require any advertising features, newspaper electrotypes, special helps, write us today.

If you are not carrying these seasonable paint lines, send for prices and advertising plans. It will pay you well.

GOOD WORDS FROM THE ROAD.

Finds S.W.P. the Better Paint and Tells About It.

The following interesting statement appeared in a recent issue of the Mayville Tribune, published in Mayville, N. D., under the heading "A Correction":

I noticed in the last issue of the Goose River Farmer a list of names of parties supposed to be using the ——— paint, for sale by ———. Among others appears my name. Now, I wish to say a word or two about the matter and state the facts as they really are. I bought the ——— paint and took it home, and when I had one side of my house painted I saw it was not as represented and so returned all but the trimmer, and bought The Sherwin-Williams Paint of Hanson & Hanson for the body of the house, and I find this to be a far superior paint as it covers more surface and does better work in every respect. In fact, it took more of the ——— paint to cover the trimmings than of The Sherwin-Williams Paint to cover the body of the house. I wish to make this statement as I do not approve of anyone using my name to advertise goods that are not as represented.

NELS MELASS.

S.W.P. Agent Lands Big Order.

Mr. H. R. Koffel, S.W. P. agent at Knox, Ind., when sending in an order recently to the Chicago office, wrote as follows:

"These goods are for a large summer hotel at Bass Lake, and is perhaps the largest single job of outside paint that will be sold in this vicinity this season.

"I was quite skeptical of S.W. products at the start, thinking that I

could not meet competition on account of the price, with lower priced and cheaper goods, but I am being convinced that they are the most economical, everything considered, even if they do sell at a higher price. The painters here appreciate your goods and recommend them wherever they have an opportunity."

Kopal Proves "Good".

John Gutschlag, painter and decorator of Avoca, Ia., makes the following report on Kopal varnish in comparison with ——— varnish:

"After having used ——— varnish on a portion of a very handsome house I decided to try Kopal, and in easy working, drying, and elegance of finish, Kopal was much superior. Also after a lapse of four months, ——— varnish had checked and come off where there was any wear, while Kopal in similar places was in perfect condition, retaining its good lustre."

Fence Signs Bring in Orders.

Donohoo, Splinter & Co., S. W. P. agents, Cuba City, Wis., put out some of our fence signs this spring in the country adjacent to their place of business. They state that the first week the signs were out, a farmer came in, ordered a quantity of S. W. P., stating that he saw it advertised near his farm and thought he would try it. These agents believe that they would not have sold this job but for the fence signs.

DANGERS OF WHITE LEAD.

From Consular Reports.

GERMAN papers state that the French Government is at present considering the question of the use of white lead and other lead mixtures for painting houses. A committee of the Chamber of Deputies has been appointed to investigate the matter, and Mr. Breton, one of the experts, has been authorized to publish the results of this investigation in pamphlet form.

He condemns the addition of white

lead to paints and all colors containing it, declaring them to be poisonous in a large degree, both for the workmen and for the inhabitants of a house painted with lead colors. He recommends the use of zinc white instead, which, for surfaces exposed to the sea air, is also much more practical. He expresses the opinion that the absolute disuse of white lead has become an imperative necessity.—*Richard Guenther, Consul-General, Frankfurt, Germany, February 24, 1904.*

WASTE IN BUSINESS.

ATACTFUL business man exercises discreet economy in the conduct of his commercial affairs. It matters not how large or extensive his interests, or how liberal or even extravagant his tendencies at home or in social life, he does not permit willful waste of anything in his store, manufactory, or counting room, no matter how insignificant that waste may be.

If he be a thorough disciplinarian, he borders on what may be termed by some as small or unreasonably mean. Such a man is not usually illiberal in providing all requirements for a proper conduct of his affairs, nor is he disposed to underpay his help. What he wants and rightfully demands, is that those who are paid to advance and protect his interests shall not be too extravagant in the use of what belongs to him and not to them. Because of this economic characteristic, and for the reason that for every dollar he expends he wishes full value, not only in direct returns but in the use thereof, he is generally successful.

Too often we find a clerk or employee who recklessly uses expensive office stationery for memoranda; who never regards cord or twine once used as useful a second time; who feels that no matter how short the distance, car fare amounts to naught; who throws pins, paper fasteners and rubber bands into the waste basket with discarded papers, and who, in short, does not realize that a "penny saved is two-pence earned." These acts of indifference, each in itself, are of no moment, but in the aggregate they figure up a tangible sum, if not a large amount. It is not so much the money involved that should be considered, as the reckless disregard of the employer's welfare.

The man or woman who would criticize an employer for exacting economy on the lines set forth would be as much justified in regarding as proper or prudent the reckless throwing away—not expending—of nickles or dimes by our prominent capitalists, contending that the small currency is too insignificant to carry about the person.—*Wall Street Summary.*



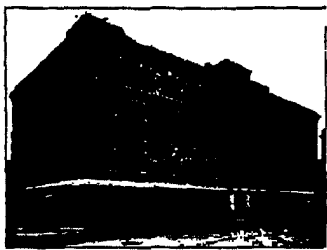
S. W. P. Houses in Lomark, Ill.

A few of the buildings in an Illinois town that Mr. J. L. Bidlack, S. W. P. agent, has succeeded in having painted with S. W. P.

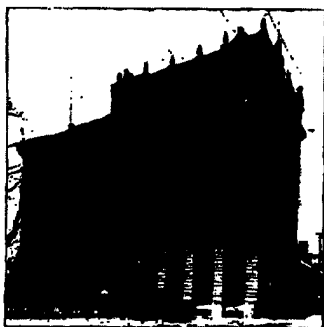
SOME BUILDINGS PAIN



*St. Alphonsus School, Brooklyn, N. Y.
Metalastic used on iron work.*



*Swift & Co.'s Cold Storage Plant, New
York City. Metalastic used on iron
work. Finished throughout with
Snow White Enamel.*



*Liverpool and London and Globe Insur-
ance Building, Montreal, Que.
Metalastic used on iron work.*

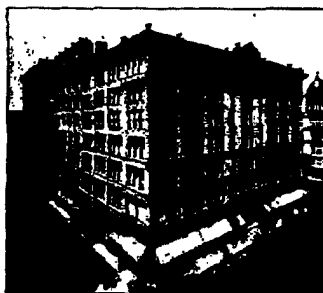


IN these pages are shown a goodly array of buildings on which Sherwin-Williams Metalastic has been used. They are commanding structures, every one of them. They are a convincing argument for the reliability and worthiness of the product.

We have other pictures of other buildings on which Metalastic was used in our files, dozens of them—they make a first-class showing. Metalastic is finding an extensive market throughout Canada and the United States.

Metalastic has proved "a perfect paint for protecting metal surfaces". It has won in competitive tests with the other similar products on the market and has given business-holding satisfaction in actual service. The following extract from an Architectural and Engineering Department report is typical of the advices received:

"Called to see how Metalastic used here was standing. It was used in the big filter tanks where the cold lake water is filtered, and the tanks are located in a very hot engine room and are constantly covered with condensation. The management had been using ——— paint and could not keep the



*Dry Goods Store, Simpson, Crawford &
Simpson, New York City. Met-
alastic used on iron work.*

ED WITH METALASTIC.

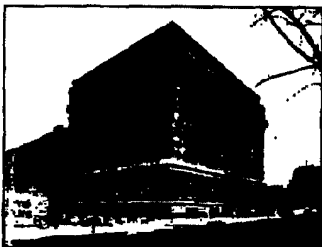
tanks from rusting. The rust was cleaned off and two coats of Metalastic applied and there is no sign of rust or of any break in the surface whatever, and it has stood much longer now than ——— paint. The engineer states that he will never use anything on iron hereafter but Metalastic."

Are you selling Metalastic?

If there is any structural iron work, any bridge building in your territory, there is a profitable market for this metal-preservative paint. It is one of the "big-selling" paint specialties of today. The large railroads, shipbuilders, bridge builders, and structural iron makers of the country have been using Metalastic for years. They find it better than any other paint for iron and steel surfaces.

New and more comprehensive advertising of Metalastic than has yet been done is now being planned. It is the aim to make this product as well known to the small consumer as it is now to the railroads and the large structural iron builders.

Do you know about Metalastic? It will pay you to send for prices and full particulars.



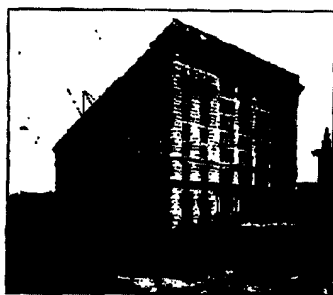
Apartment House, 63rd and Central Park West, New York City. Metalastic used on iron work.



The Craig Bros. Building, Cambridge, Ohio. Metalastic used on iron work.



Hamilton Building, Akron, Ohio. Metalastic used on iron work.



Metropolitan Life Insurance Co. Building, New York City. Metalastic used on iron work. Finished with Durable Wood Finish, Interior.

S. W. P. ADVERTISERS.

What S. W. P. Agents are Doing in the Way of Special Advertising.



HE good newspaper advertising that has characterized the Spring Campaign continues. Many papers from all parts of the continent have been received during the last month, showing much space, well filled with good copy on The S-W. Products.

In addition to regular advertisements, a number of agents have run "locals" and, from time to time, news items on their paint stock and on the paint situation generally. On the whole, the newspaper advertising of agents this spring has been aggressive—well planned and well carried out.

News Items.

There are many interesting things to tell about paint and painting that can be more effectively told in the news columns than in the advertising columns of a paper. Among the news items used recently by S. W. P. agents there are two well worth reprinting.

The L. W. Loomis Hardware Co., S. W. P. agents, Cuyahoga Falls, Ohio, put a signed article in a recent issue of the *Cuyahoga Falls Republic* under the heading "A Short Paint Talk", reading in part:

"Ever notice a building on which the paint looked dull, lusterless, 'chalky'? That building may have been newly painted only a few months ago. The chalky appearance is caused by lead and low quality linseed oil.

"Compare that building with a building painted with The Sherwin-Williams Paint.

"What a difference there is between The Sherwin-Williams and the other kind!"

Aloys Bilz, S. W. P. agent at Spring Lake, Mich., discussed the subject of "guaranteed paint" in one of the *Grand Haven* papers a few weeks ago. Extracts from the article read:

"If you are going to paint do not use inferior material. The land is flooded with stuff marked 'paint' that is little better than soft soap. And much of it is sold on a five year guarantee—a guarantee as worthless as is the paint, because long before the five years will expire the agent will have ceased handling the particular brand and will have victimized customers on two or three other brands of so-called guaranteed paint. There is only one guarantee in paint and that is the guarantee of a well established reputation of long standing and in this The Sherwin-Williams Paint leads. Practical painters acknowledge that it has no superior and probably no equal in covering and wearing qualities."

Locals.

Mr. A. D. Lemmon, S. W. P. agent at Guthrie Centre, Ia., is a strong believer in the value of locals in addition to regular advertising. He makes his locals news items and finds that they prove good "paint-sellers".

Here is a sample of the "locals" that appear in the Guthrie Centre newspapers:

"Mr. Scoop took out a load of timber and a full supply of The Sherwin-Williams Paint, on Tuesday, for the North Branch creamery."

Regarding this work Mr. Lemmon writes:

"We always find the editors of the different papers here glad to receive locals and also always willing to mention the fact that S.W.P. is being used. The idea is original with us, whether it is new to you we do not know and we mention this thinking probably that it might be of some value to other S.W.P. agents in small towns."

Good Newspaper Ads.

Mr. Paul W. Kuske, S. W. P. agent at Lamberton, Minn., does original newspaper advertising. He carries a good space, usually four columns, and fills it with bright, convincing "talk." Here are the closing paragraphs of a recent ad:

"We claim and prove that it takes less S. W. P. to paint your house and that the job cost is less. We don't ask you to take our word for it—we give you free a can of S. W. P. to compare with any 'cheap' paint. If S. W. P. fails to prove our claim, we will paint your house free of charge.

"We sell the man that figures. We can refer you to fifty reliable men that say S.W. P. is best and most economical."

We have one price for everybody. We have what you want."

No one can read this ad without feeling that he would like to investigate S. W. P.

In the same paper in which the ad appeared Mr. P. W. Kuske ran some clever locals. The three following are good samples:

"S. W. P.—sold by—P. W. K."

"Ask P. W. K.—about—S. W. P."

"P. W. K.—sells—S. W. P."

success of advertising one must be prepared to stick to it like a barnacle on a boat's bottom. He should know before he begins it that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."—*John Wanamaker.*

Persistence Wins in Advertising.

"If there is one enterprise on earth that a 'quitter' should leave severely alone, it is advertising. To make a

"Advertising bridges over the gaps between dull seasons."



Attractive paint display of Wm. Cameron & Co., S. W. P. Agents at Waco, Texas. See next page.

SUCCESSFUL S. W. P. AGENCIES.

Wm. Cameron & Co., Waco, Texas



M CAMERON & CO. are one of the largest paint and wall paper houses in the Southwest. The headquarters of the firm is at Waco, Texas, and branch houses are situated at Childress, Texas; Quanah, Texas; Ryan, I. T.; Rush Springs, I. T.; Chickasha, I. T., and in Oklahoma, at Anadarko, Frederick, Snyder, Mangum, Leger, Olustee, and Roosevelt.

This extensive system of business houses has been built up on most progressive lines. Only the highest quality goods are handled and the best thought of the firm is put into their advertising. Concerns like Wm. Cameron & Co. are giving the South its place in the commercial world.

Wm. Cameron & Co. are big handlers of S. W. P. It is the kind of product the firm likes to sell. They sell it with the energy that has made their business a success.

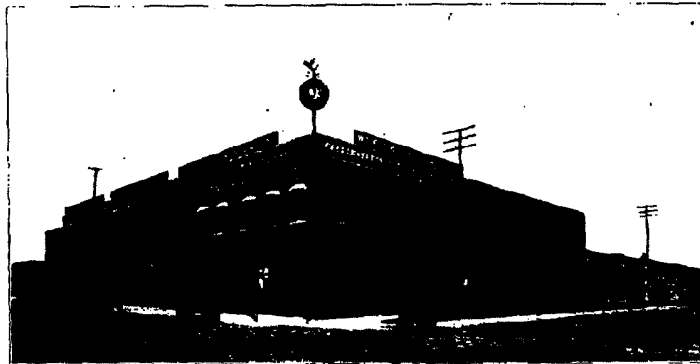
The reasons that decided this firm

to take the agency for S. W. P. are interesting. Quoting from a letter from Mr. Killingsworth, manager of the wall paper and paint department, the points considered were:

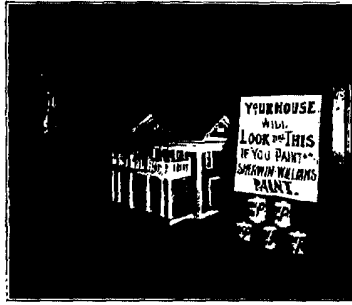
First: That the paint we selected should be the best selling paint on the American market. When we were sure of this, then we would have no fear of changing agencies in a year or two owing to making the mistake of selecting a paint that would bring a large profit but in time to come would be unsatisfactory and necessitate a change, thereby losing the efforts of the past work and impairing our business reputation as well. In arriving at which paint was the best and largest seller and the most satisfactory for the retail trade to handle we called to our memory that in traveling over the country we found more well satisfied, non-changing agents of S. W. P. than of any other manufacture.

Second: That the large concerns that most closely scrutinize quality for no unbiased reasons used The S. W. Products year after year, showing thereby that both prices and quality were satisfactory to them.

It was our ambition, like all other merchants in this line, to make the paint department a success, so we came to the conclusion that to connect ourselves with the



Large Store of Wm. Cameron & Co., S. W. P. Agents at Waco, Texas.



*Pleasing and effective window display,
used by Wm. Cameron & Co.*

firm that had made a lasting success of their products and whose agents were everywhere successful meant that we also could make a success with The S-W. Paints and Varnishes.

When we opened up this department there were four other large stocks in this place and the comment was, "is there room for another one?" That question was satisfactorily answered in the first year that we handled the line. The painters were not at all friendly to S-W. paints at the start, as the other paints sold in Waco could be had at from 15 to 35 cents per gallon less than S.W. P., but by working on the property owners direct, using the personal letters and also by personal solicitation we got S. W. P. started with the contractors.

Courteous treatment and good goods at a fair price well advertised will get and hold the trade. We are about to inaugurate a personal letter crusade by having a bright young man make a house to house canvass, ascertaining whether or not the owner contemplates painting or papering and make notes of all the facts in the case.

In this way we shall have the information of the paint and paper business within our reach and will enable us to put the "personal letter" advertising on a more personal basis.

Mr. T. H. Morrow, manager of the firm's interests at Quanah, Texas, writing of early experiences with S. W. P., says:

When the company decided to put in The S-W. Products at this place I knew absolutely nothing about the paint business. I thought your way of doing business was like that of a great many other concerns. My idea was that you would ship the paint and drop in a few color cards and I would have the rest of the work to do in disposing of it. In this I was most agreeably mistaken. Before the stock arrived I received a request for a list of the property owners of the vicinity. This I furnished and in return for my trouble I was pleased to learn that each one of the persons named in the list had received a handsome calendar advertising S. W. P. and naming our company as their agent at this place.

Immediately the whole force became enthusiastic about S. W. P. and a customer never gets away without being asked if he doesn't need paint. It gives us pleasure to handle goods that we can rely on every time and which we need not hesitate to recommend.

Some idea of the spirit of the firm can be gathered from these two letters from managers. There is something vitalizing in the organization. There is energy and enthusiasm on the sound basis of quality and work.

Even the most casual inquirer into



*Selling force of Wm. Cameron & Co., S. W. P. Agents at
Waco, Texas.*

the causes of this agency's success is impressed by the spirit of *work* that pervades the whole organization. Wm. Cameron & Co. *do things*. They not only think out good ideas, but they go ahead and put their ideas into effect. Everyone in the concern, from the boys - who - sweep - the - floors to the managers are hustlers.

The firm neglect no detail of paint advertising. The illustrations on these pages of a window display and of the feature advertising on watering wagons and the engraving on page 107 showing inside paint display make clear the character of work being carried on. Advertising that - is - up - to - a - fair - average is not



Mr. Killingsworth, Mgr.
Paint Dep't, Wm. Cameron
& Co., Waco, Texas.

good enough for Wm. Cameron & Co. and nothing - but - the - best - that-can-be-done passes muster.

The letters from Managers Killingsworth and Morrow show the position that is taken regarding the "personal letter" and Calendar - Circular work. They believe in advertising through the mail—because it means more paint customers and more paint trade.

If every Doubting Thomas who looks askance at the value of progressive paint advertising would visit the stores of Wm. Cameron & Co. and carefully study the methods and results of the firm's business-getting methods, they would be made converts.

HOUSE PAINTED WITH S. W. P. LOOKS WELL FOR SEVEN- TEEN YEARS.

Here is a letter recently received at our Newark house from Mr. O. M. Spettigue, S. W. P. agent at Honesdale, Pa., that surely speaks well for the wearing qualities of S. W. P.:

"Seventeen years ago I sold Mr. H. T. Menner, dry goods merchant of our town, S. W. P. to paint his house. Mr. Menner came into my place of business a few days ago and said he wanted to paint. I asked him how long ago he painted, and he replied that it was seventeen years. The colors on the house today are almost perfect, and Mr. Menner gave me an order for 30 gallons of S. W. P. He said it was good enough for him."



The Sherwin-Williams Paints advertised on water wagons by
Wm. Cameron & Co. at Waco, Texas.

THE COST OF ADVERTISING. WHO PAYS IT?

An Interesting Newspaper Article on a Pertinent Subject.



MAN who knows all about advertising is contributing some sprightly articles on the subject to the *Boston Herald*. One contention of the non-advertiser is neatly answered.

The contention is that the cost of advertising is added to the price of the goods and is therefore a tax on the purchaser. The old-fashioned merchant says: "Those fellows pay three or four times my rent. Their store equipment is correspondingly expensive, both in fixtures and in personnel, and on top of all this they expend 2, 3, 4, 5—yes, 10 times their rental on advertising. It stands to reason that their customers must recoup them. They simply can't undersell me!" To this the *Herald* writer replies:

"But, alas, the wicked advertiser manages, nevertheless, to undersell the virtuous non-advertiser. It's the case of the man in jail whose lawyer assures him that the authorities can't arrest him—'But I am arrested,' insists the bird.

"By their numeric co-operation and concentration of purchasing capacity, the consumers unconsciously, but nevertheless effectively, manage to spread out wide and thin the added cost of maintenance, exploitation, vending, and distribution. In other words, the pro rata contribution of each purchaser to the dealer's malice tends to diminish in direct ratio to the number and volume of sales. Just to the extent that the advertising is successful—no matter what its cost—does it pay for itself to the profit, alike, of producer and consumer. What's one man's gain is not another's loss; for, in a fair swap,

both parties to the deal are benefited to the extent that the need of one balances the want of the other. Each comes to his own".

A simple illustration will show the soundness of the doctrine. If a merchant sells \$1,000 worth of goods in a year at a profit of 10 per cent, the margin of \$100 will not even pay store rent. If his sales are \$10,000, the profit of \$1,000 will pay rent and leave something for living expenses. Now if this merchant by judicious advertising, say to the amount of \$1,000, builds up a trade of \$100,000, he will be \$9,000 to the good, and can well afford to knock off \$2,000 for the benefit of his customers. And if he is doing business in a large enough town, and spends \$10,000 for advertising, and sells \$1,000,000 worth of goods, it is clear that he can afford to make a cut in prices that will reduce his profit to 5 per cent, or \$50,000. Deducting the \$10,000 paid for advertising, he has \$40,000 to the good for rent, running expenses, his cost of living, and a surplus to "salt down". Thus the cost of advertising, by being distributed among the great number of customers, operates to the advantage of each one through the ability of the advertiser to sell \$1,000,000 worth of goods at a percentage of profit which would not pay him for handling \$10,000 or \$100,000 worth.

It is a matter of plain figures and common sense. The logic is borne out every day in the commercial activities of the country. Moreover, successful business men are not advertising for the mere pleasure of seeing their names in print. They are

seeking customers, and are getting them; but they could not get them without advertising nor without making good their advertised promises

regarding prices and wares; in other words, without publicity and without making it advantageous for multitudes to go to their places to trade.

The Four First Functions of System.

To be able to perform as much as you have promised—to be able to promise as much as you can perform—

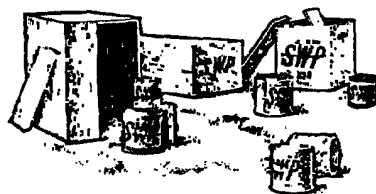
To be sure as well as to be swift—but to be swift as well as sure—

To be able to dismiss detail in

order to devote every hour, every minute, to productive effort—

To minimize the loss, the waste the worry—

These are the four fundamentals of success—the four first functions of system.—System.



The interests of the painter, the paint dealer, and the paint maker are common. What helps one, helps the other; what hurts one, hurts the other. We can all get most business and make most money by working together.