IF I owned a retail store I would see to it that my clerks were never idle—nor would I be idle myself. If there were no customers to be served, I would have the appearance of occupation by improvision. "A bluff," you will say. Even so; but many do not care to enter a store to suffer the gaze of two or three idle clerks. Depend upon it, the need for improvision will not be for long.

—*The Little Paint Man.*

The SWP

AUGUST 1907



N23773

The S W P

VOL. IX. AUGUST, 1907 No. 8

Published by THE SHERWIN-WILLIAMS CO. in the interests of their agents. Edited and printed at 601 Canal Road, N.W., Cleveland, where all communications to the Editor should be sent.

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

MAGAZINE ADVERTISING.

BEGINNING with the September issues, The Sherwin-Williams Co. will enter the leading magazines as advertisers. We have long contemplated such a step, and have only delayed until we had enlarged and perfected our distributing facilities so that our goods would be within easy reach of the increased demand we hope to create for them.

We have taken great pains in the preparation of our magazine advertising campaign, as we aim to make it the most attractive and productive of its kind. It is one more step in our policy of assisting our thousands of agents throughout the world to make the sale of our products not only profitable, but the *most* profitable branch of their business.

It is conceded, I believe, that our present advertising has been the most successful paint and varnish advertising ever used, and in undertaking the magazine work we have no intention of discontinuing any of the good work we are now doing. We have too much faith in it to think of dropping it. We are simply enlarging our work by adding the magazines.

The aim of our advertising is to create a demand for the full line of Sherwin-Williams Products—both paints and varnishes. We are not advertising *one* specialty, but a *line* of specialties, each one of which we honestly believe is the best of the kind made. It is because of this confidence in the superior quality of our products that we believe it will pay to more largely advertise them.

We have never depended upon advertising for our success—it's on the goods we depend. All we want or expect the advertising to do is to induce people to try them. They will make their own way after that.

We want every agent in our long list to enter into this magazine campaign with us with the same kind of willing co-operation we have always had from you in our promoting work. It is undertaken for our mutual benefit. There's an opportunity in it for all of us to increase our sales and our profits. We will endeavor to give you good service in every way, and

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we hope to place in your hands many new opportunities for securing in creased business for our lines.

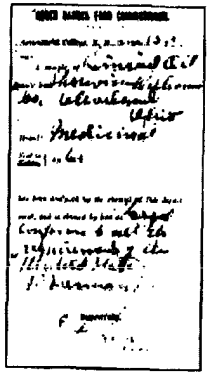
What we want each agent to do is to closely follow the suggestion which will shortly be sent you by our advertising department for securin the greatest benefit from this new and important work.

Don't expect the advertising to do it all, for it won't. You must your share in stocking the full line and displaying it prominently in yo store and in your windows. Make it easy for the people to know wh they can get the advertised goods, and follow up actively and keenly ev new opportunity started by the advertising department and you're bound get results.

We're counting *high* on this new work and your help.

Vice Pres. & Gen'l Mgr.

S-W. MEDICINAL LINSEED OIL AND THE PUR FOOD LAW.

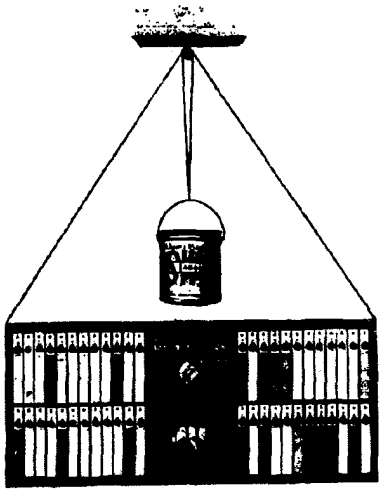


IN addition to having complied with the requir ments of the U.S. Pure Food Law, our Medicin Linseed Oil has been passed upon as "legal—co forms to all the requirements of the United Stat Pharmacopœia," as testified by accompanying cu

Prof. E. F. Ladd, whose signature is shown, the principal of the North Dakota Agricultur College at Fargo, N D., and in addition to bein Commissioner of North Dakota's Pure Food Law is very prominently connected with North Dakota' Pure Paint Law.

Prof. Ladd's signature, guaranteeing a produc "legal", which under the term of the new law is weighty word, is not secured if there is any doub upon the subject, consequently the approval which S-W. Medicinal Linseed Oil has procured furnishe S-W. agents with an excellent selling argument. The care taken in the selection of our flaxseed, together with the careful methods we observe to insure purity during process of manufacture, makes this product the best obtainable, and far ahead of competing brands in quality.

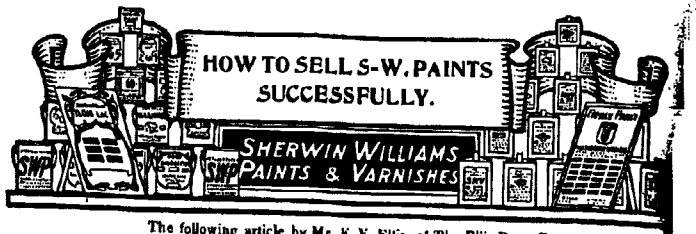
A FINE WAY TO HANG THE S-W. SAMPLE BOARD.



IT sometimes happens that our agents have difficulty in placing the large S. W. P. paddle rack in such a manner that it will always be in sight, never in the way, and still be available at a moment's notice. These requirements are all provided for if the scheme illustrated above is adopted. It's very simple. Ropes are attached to the board with screw-eyes and then led through a double pulley in the ceiling or elsewhere, and fastened to an empty S.W.P. can. The can is then filled with sand or other material until sufficient weight is obtained to balance the board. When it is desired to examine samples closely the board is pulled down and when not in use shoved up again out of the way. We will furnish free an empty S.W.P. can for the purpose. This scheme will solve a problem for many agents.

THE entire object of education is to make people not merely do the right things, but enjoy them,—not merely industrious, but to love industry,—not merely learned, but to love knowledge,—not merely pure, but to love purity,—not merely just, but to hunger and thirst after justice.—RUSKIN.

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The following article by Mr. F. Y. Ellis, of The Ellis Drug Co., Vandalia, Mo., was awarded third prize in our competition for S-W. Agents' clerks on "How to Sell S W. Paints Successfully".

Mr. Ellis has outlined briefly and pointedly how he has brought the paint department of The Ellis Drug Co. to a high state of efficiency. We recommend this article to the attention of ambitious S-W. Agents.

FIRST of all a clerk should thoroughly familiarize himself with his li The strong points must be presented to the customer in an intellige manner in order to make them effective.

Get the Confidence of Your Customer. A very important point in selling paints is to get t confidence of your customer. I always give my custom courteous attention, even when he is at fault. I tell hi how to paint, when to paint, and the importance of removing the old pa where it has peeled off. In fact, I go into every little detail. Let hi understand that you are familiar with your line and glad to give him th information, no matter whether he buys from you or not. The avera person who intends to paint is aware that he knows nothing about th spreading and mixing of paints and will welcome such information.

Linseed Oil—The Life of Paint. Linseed oil is an important part of paint—in fact, it the life of paint. I put up a strong argument along this lin I invariably recommend raw linseed oil in season. Som times I have the painter and competitors against me, but I back up my a guments with facts. It is an undisputed fact that raw linseed oil is the be Then, if it is the best, why use the other kind? I illustrate this by showin to my customer that boiled oil dries quicker and therefore does not pen trate the wood like raw oil. Besides, I tell my customer that every pai manufacturer, every manufacturer of white lead, and the leading painters o the country recommend raw oil.

The Guarantee. Experience has taught me that it does not pay to talk th guarantee. Avoid this if possible. I tell my customer that the building material used nowadays is pitchy, full of sap and rosi and no paint can be expected to do as well where such material is used He will agree with you on this point and you will sell him just as quick an thereby avoid any difficulty which might arise later.

Holding Up the Price. Make one price and stick to it. Nobody likes a cutter, and the fellow who practices it will soon cut himself out of business. My employers sell S.W.P. at *$1.65 in 1s and $1.60 in 5s, while their competitors sell other paints at $1.25 to $1 50 a gallon. The second year we sold over 1600 gallons S. W. P. and Varnishes, more than all our competitors combined, and did this in a town of less than 1200

inhabitants—and we did not cut the price, either. Sometimes my customer will call attention to the price, but I offset this by referring to "Cheapness vs. Quality." I tell him to measure paint by its covering and lasting qualities and not by price. As a general rule the cans of the cheaper brands of paints hold less, consequently sell for less.

The Architect and Contractor. I always make it a point to get on the right side of the architect and contractor. When I hear of plans being made for any building I learn the name of the architect, and if he resides out of town get in communication with him. Write him to make our store his headquarters and show him every courtesy. It pays to be enterprising and aggressive and such methods are sure to bring results.

The Little Things Count. In talking to my customers I invariably make it a point to bring up the subject of painting, not in a general way, but to specialize. For instance, if I find that he is not in the market for house paints I ask him if he has a buggy or wagon that needs touching up, or furniture that needs renewing. I never let an order go, no matter how small There is money in little things.

U. S. Measure Good Talking Point. I always take my customer to where the paints are kept, and thereby avoid the confusion and interference of others. Very frequently while I am talking I hold a quart of S. W. P. in my hand and point to the U. S. Measure. I find it is a good talking point, and you will be surprised to see the influence it will have in making a paint sale.

Taking Care of the Stock. I keep my stock clean and well displayed. The storekeeper who neglects to take pains with his stock fails to impress the customer with a sense of neatness and business carefulness, which, in my opinion, is a strong factor in drawing trade. The clerk who knows no system in handling his work is a detriment to himself and a hindrance to his employer.

The Show Window. I have gained good results from window advertising. Nothing can be more effective than a good window display. I do my own sign writing. Any clerk after a little experience can produce presentable signs, and suggestions for window displays can be found in THE S. W. P. I have gained many practical points from this little magazine and consider it indispensable in the profitable transaction of the paint business.

Keeping Tab on Future Business. During the winter months I revise the mailing list and bring it up to date. This can be done by addressing a letter to one or two substantial men in each school district, requesting them to prepare a list of names of heads of families in their vicinity and designate the names of those whose houses or barns need painting. The names are typewritten and filed away in a book as fast as they are sent in. I then go over the list, write each one a personal letter, asking him to call and talk the matter over. The names are then forwarded to The Sherwin-Williams Co. and they follow them up with personal letters and mailing cards. Any agent who has never used the "Personal Letter"

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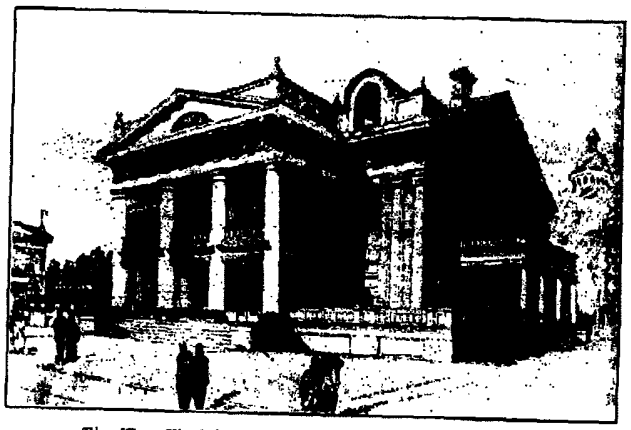
system sent out by the Company has never realized the whole of the S. W. P. proposition. I consider it the best piece of advertising they issue. In the spring I divide the town into districts, getting the names of owners whose property needs painting. I continue my visits until I have gone the rounds.

S. W. P. Thorough Mixing.

When I have a lead and oil customer I tell him how Sherwin-Williams Prepared Paints are made by their special machinery, how they are ground extremely fine in special mills of the Company's own design, and the great care that is exercised at every stage of manufacture. I tell him that no painter can chop in the head of a keg of lead, add the oil and stir by hand and get the same results. Besides, I tell him that the cost of labor is usually twice the cost of the paint. I always refer to railroads, steamship lines and leading painters and contractors throughout the country who use Sherwin-Williams products.

[*This article was written about March 1st, 1907, before the last advance in price of S. W. P. The Ellis Drug Co. have no doubt increased their retail prices over those given here. Every agent should maintain profits by increasing his prices in keeping with advance in cost of raw materials.—Ed.]

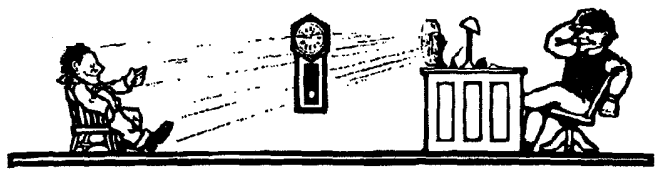
S-W. PRODUCTS AT THE JAMESTOWN FAIR.



The West Virginia Building at the Jamestown Exposition.

TO celebrate the three hundredth anniversary of Capt. John Smith's landing in Virginia and the first colonization of that state, the Jamestown Exposition is at present in progress.

The illustration we show above is the West Virginia Building. It is built in Colonial style, typical of the South, and finished exclusively with S-W. Products. In every way the structure is first-class, a credit to the state it represents and an excellent example of results obtained by the use of our products.



"IT is very warm," said I, and my remark had the desired effect of causing the Editor to turn the fan on me.

"Yes," agreed the Editor slowly, "but I remember in the summer of——"

"Oh, yes, it was much warmer then, I know. But I wouldn't talk about it if I were you. Your account of that summer is gradually losing its element of truth, I fear."

"Becoming exaggerated *by degrees*, as it were, eh? Excuse me; that was unintentional, and will not happen again. Oh, say! A peculiar thing: I got a paper from a friend of mine who is in some outlandish island in the South seas, and there, as large as life acrosss the head of three columns, was "Sherwin-Williams Paints" and closely following was a picture of no less a person than yourself—The Little Paint Man. Well, aren't you astonished?"

"Not a bit," said I, although I am afraid I did take on a slight air of importance. "Not a bit. I guess I've had my picture taken as many times as President Roosevelt lately, and that, I think you'll admit, must be quite some. It's not on account of my great personal beauty, you understand, but to further the advertising of our paint. A man should always be prepared to stand up for what he thoroughly believes in. At least that's my idea. And that's why you find my picture in newspapers all over the world—almost; on circulars, dodgers, fence posters and in fact on almost everything it's possible to print, paint or post on. And I'm proud of it, Mr. Editor. A man is known by the company he keeps, you know, and I'm always around where S-W. Products are to be found. That's recommendation enough, isn't it?"

"And how do you like having your image carved in wood?" the Editor inquired.

"Oh, you've seen one of those signs, have you? I take that as a great compliment. It's very few who have their monuments erected while they are alive. Even editors don't often get that honor."

"That's not a monument; it's a sign—the Sign of the Paint Man," remarked the editor.

"Of course it's a sign, the best kind of a sign. It's a sign that the man who keeps the store is ambitious and up to date. It's a sign that the paint he has for sale is the best that can be had. And it's a sign the store where the sign hangs is a safe and satisfactory place to trade. These are some of the reasons why I am rather proud to be the subject of so many pictures, signs and posters to advertise S-W. Products. A man couldn't ask for a finer mobument than that.

"But now I must go. My lunch hour is up. I have enjoyed your conversation (and your electric fan) very much, Mr. Editor."

THE LITTLE PAINT MAN.

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THINGS THAT CAN'T BE DONE.

MY friend Bates once said, "You can never tell till you try."

The man who didn't know whether he could play the piano or not had the right spirit.

Lots of things that couldn't be done have been done.

The earth was flat for a good many hundreds of years. And of course *nobody could sail around the underside of it.*

A few years ago horseless carriages couldn't be built, but now we're in great luck if one of the blasted things doesn't run over us.

The President of the United States typifies, as has none of his predecessors, the ruling sentiment of the country in general.

With the antecedents of an aristocrat, he yet stands high in the heart of the man with the hammer.

He preaches and practices the doctrine of the "strenuous life."

He has enriched the language with this most vividly expressive phrase, and the fact that such a man stands high in the estimation of his countrymen is one of the best signs of the times.

If you can't work you can have the rheumatism, and make a stir.

Men do not stop with moderate achievements.

A few years ago the city of New York was apparently finished. Now it looks as if it were hardly begun.

Manhattan Island has been undergoing a gigantic surgical operation—the insertion of a hollow backbone through which trains fly back and forth like shuttles for the convenience of those who, when they are in Harlem, want to be at the Battery, and when they are at the Battery want to go back to Harlem.

The saving of fifteen minutes between the two points is sufficient incentive for the expenditure of millions of dollars and thousands of tons of nervous energy necessary for the construction of the subway.

Work done begets a thirst for more work, and so American bridges span the rivers of Africa.

An American oil lubricates the wheels of commerce the world over.

An American street railroad man, old enough and rich enough to quit, is yet revolutionizing the transportation of London.

An American *twenty-story building is to astonish the strollers on the Strand.*

What can't be done?

Nothing.

All things are possible.

The job looks pretty big sometimes—looks as if it can't be done.

But let's take a hack at it, anyway.

It looks like a stone wall, but let's go up against it good and hard, and maybe something will give.

Maybe it's only near-stone after all.

Anyway, maybe we can climb over, or dig under, or hike surreptitiously around the southwest end of it.

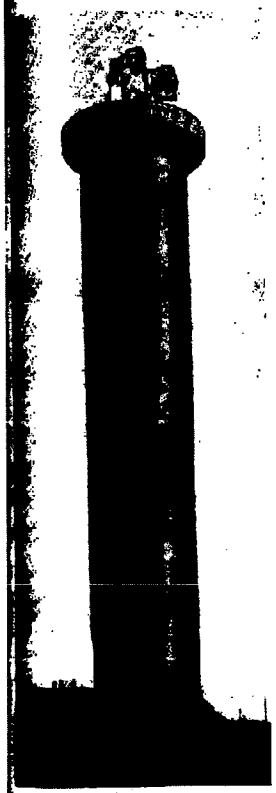
When you see a printing press running at two thousand an hour it seems impossible that the feeder should get a piece of paper in and out again for each impression of the machine.

But he does it—does it accurately—does it well—and has plenty of time.

A second is longer than you think it is, and quite a number of things can be done in a minute, if you keep moving.

It is generally the man who doesn't know any better who does the things that can't be done.

You see, the blamed fool doesn't know that it can't be done, so he goes ahead and does it.



Standpipe of Bartlesville Water Co., Bartlesville, I. T. Painted Inside and Out With Metalastic.

A few years ago a certain magazine publisher said there were only seven hundred thousand magazine readers in the country, and it was therefore impossible to have more than seven hundred thousand circulation.

His magazine still has that, but another has nine hundred thousand, and another more than a million.

It was impossible to make a good magazine and sell it at ten cents a copy—but now that is the price of the best.

Ninety per cent. of the things that can't be done can be done.

It is generally a question of willingness to try—really try.

What is impossible for one man is easy for another.

Why?

Once upon a time a man wrote to his friend: "I'm in a hole and you've got to help me out or I'm stuck."

The friend replied: "Sorry, I can't help you out, but if you're in a hole that you can't get out of I'm coming to see the hole—it must be a wonder."

Oh, yes, he got out. But according to all reason and theory he should not have been able to do so.

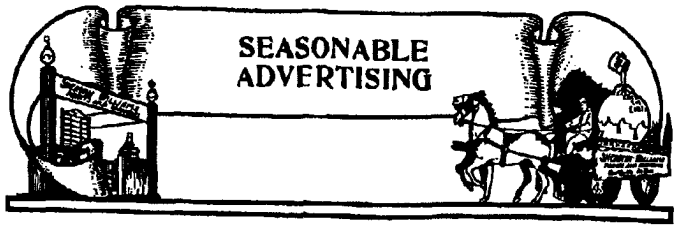
It was one of the things that couldn't be done, and if he had believed it couldn't he wouldn't.

If a thing looks as if it can't be done—look again.

TRY.

—WILLIAM DARWIN FELLOWS in "*Trade.*"

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SEASONABLE ADVERTISING



Float for Parade—Easily Made and Effective.

THIS is not the first time that we have called the attention of S-W. agents to the excellent use that can be made of "floats" for advertising purposes. But the idea will bear repetition at this time of the year. During the next two months there is almost certain to be parades and celebrations of all kinds in many places, large and small, throughout the country.

There is no better or more seasonable way for S-W. agents to put their store favorably before the public than by the use of a float. They are not difficult or expensive to get up. For instance, the float of which we show photograph herewith is made entirely of cans of S-W. Products, flags and advertising posters which we supply you for the asking. It was gotten up and used by our agents at Hudson, Mass., Messrs. J. H. & S. M. Robinson.

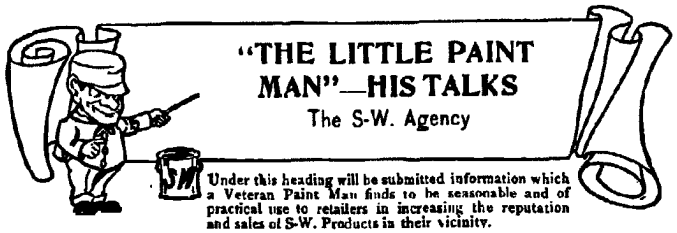
If you have an opportunity this summer, design a float (or we will do it for you). The advertising value received will amply repay you.

ANOTHER NEW ONE.



CANADA, especially the western portion, is growing very fast. Perhaps no country ever experienced faster development than that part of which Winnipeg is the natural center of distribution.

We have outgrown our former Winnipeg warehouse and the result is a new one which we show herewith. It is built of what is known as slow burning mill construction, practically fire-proof, and having the carrying capacity required by our heavy goods. The location affords excellent railway facilities; in fact we have our own siding, so that prompt and efficient filling of orders will be facilitated.



"THE LITTLE PAINT MAN"—HIS TALKS

The S-W. Agency

Under this heading will be submitted information which a Veteran Paint Man finds to be seasonable and of practical use to retailers in increasing the reputation and sales of S-W. Products in their vicinity.



IN company with one of our salesmen, the writer had occasion to call upon one of our good old agents a few days ago. He asked us to go out and look at a cottage on which S. W. P. was blistering, after being on the house less than two years, saying he was *afraid to look at it, because the owner of the house might ask a question which he could not answer*. We examined the house and found that it had been originally primed with a heavy, uneven coat of yellow ochre; then one coat of lead; then a little over a year ago two coats of S. W. P. were applied in a *drizzling rain*. Now, under the porches and several places around the house, there are blisters which when lifted off have enough moisture under them to cause soft paper to readily stick to the surface. The casing around the house is full of pitch, which stands out in great large drops all over. Any one of these three conditions will cause any kind of paint to go wrong. To have all these combined on one house is certainly an unfortunate situation for the man who owns the house, inasmuch as it will be next to impossible to obtain anything like a fair job without burning off the old ochre and removing the pitchy boards.

The principal cause for regret on the writer's part, however, was not so much a complaint, as to have an agent afraid to examine the merits of a complaint through fear that he could not assign a legitimate cause for it.

We pride ourselves upon the numerous pamphlets which we publish for free distribution to our agents. The articles we print in this magazine from time to time deal with the uses and abuses of paints, varnishes and enamels, metal coverings and in fact every phase of the paint and varnish question, so that no agent should ever be compelled to say he does not know this or that. On the contrary, if our good agents and their clerks will read only a small portion of the instructions and advice we submit, they will never have to apologize because of a lack of information.

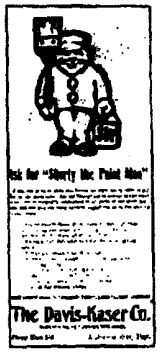
Our latest effort along this line is an article on "The Right Use of Paint" by an author who is eminently qualified to discuss the subject from every standpoint. The opening portion of this article is printed on page 121 of this issue. We are not only willing to supply any information of this kind to agents but are anxious to do so. We want our agent to be the local authority in his community on paint and painting and varnish and varnishing, and have made it possible for everyone to acquire a working knowledge of the subject easily and without expense.

Write the Editor of THE S. W. P. or any of our Sales Departments any time. We will take care of your needs.

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SHERWIN WILLIAMS PAINTS & VARNISHES

THE DAVIS-KASER AGENCY AND THEIR PAINT MAN—"SHORTY"



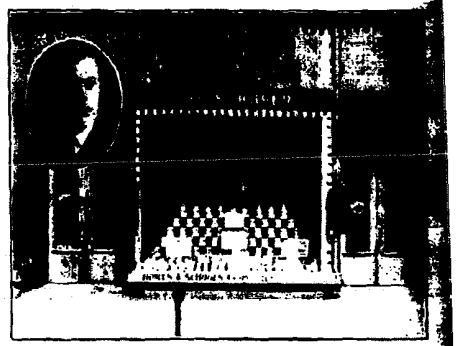
A Davis-Kaser Paint Ad.

IT is doubtful if we ever placed at the disposal of our agents a better advertising idea than that of The Little Paint Man. This character can be worked up in a variety of ways, in newspapers, signs, window displays, etc. In the form of electros used in newspaper advertising he enables a free and easy conversational style of wording to be used that is easy to read. Not a little of the favorable publicity which The Little Paint Man enjoys since his introduction is due to the energetic way in which this character has been taken up by our agents.

It was less than two years ago that The Davis-Kaser Co., our agents at Walla Walla, Wash., after laying in a splendid stock of S. W. P. looked around for a suitable man to handle it, and found "Shorty", whose proper name is Victor A. Weiloff. We give a picture of Shorty himself and a window he trimmed. As Shorty lacks 3 inches of being 5 feet high the appellation is somewhat appropriate.

We also give a cut of a newspaper advertisement used by The Davis-Kaser Co. in which the conversational style is introduced.

As most of our agents already know, we are prepared to supply gratis newspaper electros of The Little Paint Man in a great many different styles, also blue prints from which signs can be cheaply made, as fully described in last month's S. W. P. It is our opinion that this character can be profitably used by our agents. If you have any ideas of your own along this line, send 'em in.



"Shorty" himself and a window he trimmed.

THE RIGHT USE OF S. W. P.



This is the first installment of a series of five articles on the right use of S. W. P. Agents will find in this series full and exhaustive information that will be of great assistance in making paint sales. It is well worth their careful perusal and study.



THE Sherwin-Williams agents should study to be proficient in the right use of paint, for the use of paint is as important to the consumer as the paint itself. Every job of painting has three parts to it—the paint, the surface, and the method of application. We furnish the paint only, with such general directions for its application as it is wise and possible to give. For the specific use of each lot sold, the dealer and the consumer are responsible.

The most successful house paint dealer is the one who thoroughly understands the use of paint under various conditions, and sells S. W. P. and recommends its use accordingly. He must have backbone enough to refuse to sell it where he knows the conditions are unfavorable or that unreasonable results are expected.

This article on the right use of S. W. P. should be carefully studied and learned. Every opportunity to observe results or to gain practical experience in the application of the goods should be taken advantage of. There is so much ignorance and incompetence among even some of those who profess to be practical men that a Sherwin-Williams agent needs to know his business well.

Conditions surrounding painting are yearly becoming more difficult to meet, for several reasons: First, the character of lumber now used for many so-called first-class buildings is in reality the forest culls left standing on the stump or unmilled when the prime timber was taken off a few years ago. A great deal of such timber is sappy, full of wind-shakes, knots, etc., and is frequently soft and punky from long waterlogging or partial decay.

Second—On account of the scarcity and high price of properly paintable lumber, many varieties of woods are now being utilized for exterior siding which a few years ago were regarded as wholly unfit for such use. Among the principal woods so used are the yellow and other hard pines, spruce, cedar, cypress, basswood (linn), gum, redwood, and

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other similar woods which are either full of rosin and pitch or very soft and spongy by nature.

Third—There is a scarcity of properly seasoned lumber. Much that is used is so full of either sap or moisture that it is bound to make any paint peel as soon as the moisture is drawn out by the sun.

Fourth—Some of the lumber in use has been so excessively kiln-dried that it is as absorbent as a sponge, and any paint applied on it will give unsatisfactory results unless carefully and properly handled. The soft, extra dry surface will soak up the liquids entirely and leave the film of pigment with an insufficient amount of oil to bind it to the surface, and it will peel. To overcome this the paint should be well thinned with pure linseed oil with the addition in some cases of pure spirits turpentine to assist in penetration; it should be thoroughly brushed out, in thin, even coats—not flowed on with a wide brush in thick, heavy coats, as is so frequently done.

Very frequently no thought is given to the proper thinning of paint to be used on yellow pine or similar woods that are "fat" with rosin, and paints are applied in the "regular" way to such surfaces, with the result that the sun beating down on the outside of the paint film soon draws the pitch out of the lumber, and the full oil coat of paint, lacking penetration, can do nothing else than let go and peel off. Such a result can be avoided by the intelligent use of pure spirits of turpentine and pure raw linseed oil for thinning the first and second coats.

Another serious menace to good results in painting comes from the unintelligent application of any paint on old work where one coat is required to do the work that should properly be done by two, or in the case of new work where two coats are required to do the work of three. To accomplish this the paint is flowed on with a wide wall brush in heavy coats instead of being properly thinned and then well brushed out in thin, even coats with a smaller oval brush. The thin, well brushed out coats allow the paint not only to fill the absorbent surface, but also to retain a sufficient amount of oil in the pigment film to bind thoroughly and withstand the destructive action of the elements.

(To be Continued.)



CHANGE IN SAN FRANCISCO ADDRESS.

THE San Francisco Board of Supervisors has readjusted the street numbers in that city, in consequence of which our offices are now numbered "149-157 Second Street," and all mail should be so addressed.

S.W.P. on Summer Resorts

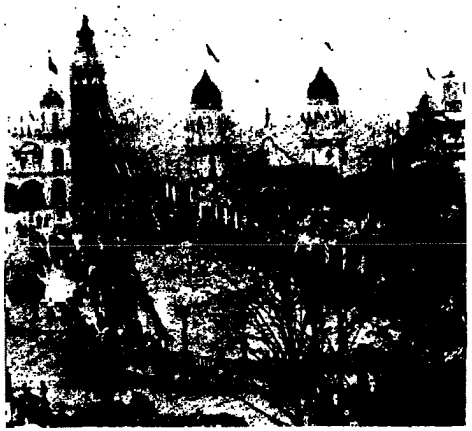


Golden City.

THOSE of us who, through choice or necessity, live in the city during the summer months, lightly turn to the amusement parks for enjoyment and diversion. As a rule we get it, for these parks are designed with the sole purpose of driving away or destroying any serious or troublesome thoughts we bring with us.

New Yorkers, pastmasters in the art of amusement making, have been furnished with a new Coney Island. It is called Golden City, designed to rival the famous "Coney," and as can be seen from the bird's-eye view shown above, the claim seems well grounded. Golden City is located on Jamaica Bay and is connected with New York by trolley and express. It cost nearly a million dollars to build, and the multitudinous lights at night make it a veritable fairyland. All the attractions well known to New Yorkers in the way of sensations are represented, together with some which are said to be novelties. The management has provided $45,000 worth of free amusements on the grounds.

It will be seen from accompanying photo of the "chutes" and the one showing grounds at night that "Greater Pittsburg" is not lacking in facilities for summer amusement. Mr. E. E. Gregg, manager of Pittsburg's Luna Park since the first of the year, has in that time brought it to a high state of popularity, and now Luna Park is the center of merriment the whole summer long in Pittsburg. At night 75,000 lights make Luna the brightest spot for miles around, and the big plaza is thronged with citizens and tourists of every class and station. Luna is also



The Chutes and Grand Plaza at Luna.

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the summer home of such famous bandmasters as Creatore, Duss, Vola and Innes. Pittsburg's regard for music is well known.

Resorts of this nature must be gay and attractive; hence they must be kept in good appearance and are generally painted every spring before being opened. There is a tremendous amount of surface to be covered and so the most economical paint is secured. For these reasons S. W. P. was chosen by those who appreciate these facts for the painting of New York's Gold City and Pittsburg's rejuvenated Luna Park.



Pittsburg's Luna Park at Night.

A NEW AND HANDSOME COURT HOUSE.



New Court House at Madison, Morgan County, Ga., on which S. W. P., S-W. Hard Oil and S-W. Handcraft Stains were used.

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