

THE SWP

FOR JULY, 1903

THE S. W. P.

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VOL. V.

JULY, 1903.

No. 7

FOR A BIG FALL BUSINESS.

A brief outline of some of the plans we are putting into execution to make the coming fall season a big one.



ANY property owners, painters, and dealers have the idea that the fall is not a particularly good painting time. That is a mistaken idea. There is no better time of the year for general outside and inside painting than the fall.

The weather is usually more settled in the fall than in the spring, and one does not have to contend with the moisture that is in a building after the winter snows and spring rains. Another reason, there are no gnats and flies to stick to the freshly painted surface. Then, too, after the harvest, the farmer and the town property owner usually have more money to spend and are more likely to be inclined to spend it in painting their property.

WHY THE FALL
IS A GOOD PAINT-
ING TIME.

OUR SUCCESS IN
INCREASING
S. W. P. SALES
LAST FALL.

Last fall we took these things into consideration and organized a special order-getting campaign. It included a series of strongly written letters and other advertising sent through the mails to the property owners, calling their attention to the value of the fall as a painting time.

We were so successful in making the season a good one—making it most profitable to S.W.P. agents—that we are going to do more extensive work this fall—we are going to try to make the season bigger and more profitable—for you and for us—than any previous season.

We have laid our plans most carefully. Our strongest work will of course have to be done on the property owner. We must bring to his attention the full value of the fall as a painting time—we must let him know that it is to his interest to protect his property

PRINCIPAL WORK
TO BE ON PROP-
ERTY OWNERS.
USE THE BLANK
TODAY.

with S. W. P. before the winter sets in.

We wish therefore to secure *now* the greatest possible number of names of property owners in your locality who put off painting this spring and who might be induced to paint this fall. We want, too, the names of those persons whom you know are going to paint or whose property is in

OUR PLANS FOR
INCREASING BUSI-
NESS THIS SEA-
SON.

such condition that it ought to be painted. We are including with this issue of THE S.W.P. a special fall "prospective orders" blank, so you may conveniently list the names and mail them to us very soon. To each person whose name you send, we shall begin, on August 15th, a series of very strong typewritten letters and other advertising pointing out the advantages of painting during fall. We wish you to send us the names *now*, because we want to map out carefully the special helps that you will require in your locality. There must be no failures this fall—we are determined that each and every S. W. P. agent shall share in the full benefits of the vigorous campaign we are going to wage.

In order to be doubly sure that our work will be successful we must also interest the painter. We want the man who is a supporter of S. W. P. and S. W. V. to share with us in the profits that will accrue if we all work together to get big business this fall. You will notice that we have provided a special space on the "prospective orders" blank so you may list the names of the painters in your locality who are users of S.W.P. and S.W.V. To each painter whose name you send us we shall mail a special circular telling what we are doing to stimulate the demand for fall painting and calling to his attention the advantages of working with you in securing the names of prospective paint consumers in your locality. The greater the demand for paint the more work the painter will get to do, and if he is made acquainted with our plans for booming the fall as a painting time, he will surely work with you. Be sure, therefore, to send us the names of the painters.

WATCH THE LETTERS WE WRITE YOU FROM NOW ON.

We have many other good methods for increasing your fall trade that will be explained to you later on. Watch carefully every letter you receive from us from now on and take full advantage of the helps that will be extended to you. If you do, you will enjoy a most satisfactory season and will close the year with a handsome balance on the profit side of your paint ledger.

A big fall business is what we are after. *Send in your blank today.*



THE PAINTER AS A FACTOR IN DEVELOPING FALL BUSINESS.

S. W. P. ADVERTISERS.

GOOD newspaper advertising is becoming more and more a factor in the development of the business of S. W. P. agents. We have watched closely the growth of some of our most successful agents, and find that in nearly every instance, newspaper advertising has played a most conspicuous part in their advancement.

During the past month we have received copies of some particularly good "ads." If we had the space, we should reproduce all of them. As it is we shall simply quote some of the phrases and paragraphs used.

By Ankeny & Harris, Corning, Iowa.

Pure linseed oil and pure white lead properly mixed with a little oxide of zinc make the best paint. You can buy these ingredients separately and mix them by hand, but they will cost you more money and will not be mixed so well or ground so fine as in The Sherwin-Williams Paint. It's a pure linseed oil, lead, and zinc paint.

By Hamp Williams, Hot Springs, Ark. These were used as "leads."

In the city of Mexico, 3000 miles from here, Hamp Williams saw houses painted with The Sherwin-Williams Paint.

In the dry and windy deserts of the extreme west, where paint is subjected to the severest tests, houses are painted with The Sherwin-Williams Paint and look well for years. Hamp Williams, agent.

By William Rust & Son, New Brunswick, N. J.

Low prices do not indicate cheapness—usually the lowest priced paint is the most expensive in the end.

Paint made to wear cannot be sold at as low a price as paint made to sell at a low price.

The reason that S. W. P. is better than hand mixed paint made of equally good materials is that it is mixed more thoroughly by improved machinery than can possibly be done with a stick by hand. This mixing incorporates the ingredients thoroughly and makes the paint smoother, more beautiful, and more durable.

The extra cost of the best paint only adds very little to the cost of the entire job.

By Da Lee Johnson Hardware Co., Fitzgerald, Ga.

During the last four months 1200 gallons of S. W. P. have been used in Fitzgerald and vicinity. Why? Because S. W. P. is a pure lead, zinc, and linseed oil paint. Because it covers more surface than other paints. Because it does not chalk or rub off. Because of its high gloss and durability. Because it looks best, wears longest, and gives best protection.

By The Lawrence Paint Co., Binghamton, N. Y.

The only true test of a paint is time. Time tells how it wears and how it looks. The Sherwin-Williams Paint has stood the test of time in all sorts of climates and under the most trying conditions.

No one ever regretted using good paint. Good paint gives satisfaction through easy working qualities, good covering capacity, good appearance and long wear. S. W. P. is good paint.

It's easy enough to say a paint is good, but no honorable paint dealer will do so unless he *knows* he is telling the truth. We *know* The Sherwin-Williams Paint is good because we investigated it fully before we placed it in stock. It's been on the market for over thirty-five years—it has given satisfaction and has been increasing in popularity during those years.

There are plenty of men who can do "pretty well", but the man who can do his work right up to the handle is the man who is in demand.—
President Roosevelt.

THE FLOOD AT KANSAS CITY.



Open could properly describe the flood which swept over "the bottoms" in Kansas City, June 1st.

The situation in regard to the destruction of property was much worse than had been reported. The loss of life, however, has been much overestimated. That it was not greater is due only to the heroism and in-

a slight conception of the force of the waters; they were taken five days after the flood began to recede.

Kansas City is very hilly in formation. The residential and retail districts are built on a bluff, while the wholesale, jobbing, and railroad centers and the public service corporations, water works, electric light, and street railway companies are located



Company Headquarters, Kansas City, Mo. The high water mark is plainly shown. The shipping platform which was located at the right side of the building was entirely washed away.

domitable will and courage of the citizens of the city.

During the earlier stages of the flood when the current was running so swiftly as to make the risk of venturing on the water very hazardous, men risked their lives in boats and hastily improvised skiffs, working night and day to rescue those whose homes were surrounded, and which stood in danger of floating down the stream to sure destruction.

The accompanying photographs give

down in the bottom lands close to the Kaw and Missouri rivers. It was this district that had to stand the full force of the flood, and suffered most.

As was reported in the newspapers, the flood was started 8 o'clock Sunday morning, June 1st, by the Kaw river overflowing its banks. At eleven o'clock the same morning the water had risen waist high in the streets and continued to rise steadily until it reached a twelve foot mark the following Wednesday evening,

when it began to recede with a current running twenty miles an hour and at times more.

The Company's building was in the middle of the flooded district. The picture illustrating the building shows plainly the height the waters attained. The shipping floor and the basement were entirely inundated. Our actual property loss was practically nothing, and the damage to the stock extended no further than the labels on the cans.

Happily the offices were located on the second floor so that all the sales records and papers were not touched. We were extremely fortunate in this respect as ours was one of the very few offices saved, most of them, including the branches of the up-town banks, having had their records entirely destroyed. This is one of the principal reasons why we were able to resume business so quickly.

We were not able to reach our building until June 4th, and then only through the aid

of boats. No time was lost in getting the building into condition. A force of workmen was immediately employed to clean away the mud and straighten things generally. Packages were promptly relabeled and it wasn't very long before the old routine was fully re-established. During the flood temporary offices were maintained in Parlor "T" of the Midland Hotel, and all correspondence promptly handled.

As far as we are

concerned the flood had no serious effect on our ability to handle our business with promptness. Our facilities at Chicago enabled us to take care of orders in the usual way.

Kansas City will come out of the catastrophe which has overtaken it, stronger and with greater confidence in its own resources. There is no city in the union more public spirited, none with the same fighting and buoyant spirit. With its business district damaged to the extent of millions, with its water, electric light, gas, and street car service practically crippled, it faced the situation with calmness, determined that nothing should stand in the way of the splendid progress it has been making. There need be no fear of its ability to take care of itself. After all is over it will be found forging to the front with its old time vigor—rebuilding its wrecked enterprises and making more rapid headway in commercial growth.



Looking east from the Company's building—Adjacent to our structure were some wooden buildings; they were entirely demolished, the ruins being carried out into mid-stream. The building shown on the right is the wholesale grocery house of Seavey & Florheim, the rear of which was covered in.

OUR PLANS FOR 1904.

TN June of each year we consider very carefully definite plans for increasing the sale of our products. Our entire advertising and selling organization is reviewed, a plan of campaign decided upon, and action taken to improve our position in the paint and varnish industry.

The meeting this year was held in Cleveland from June 16th to June 20th. Many new ideas for the betterment of our advertising system and our organization as a whole were suggested and adopted. The position that the S. W. P. agents hold in the paint business was thoroughly discussed and many definite plans made to give them more help and better help during 1904 to increase their lead over competitors.

Our present policy of giving to one representative merchant in a locality the exclusive agency for S. W. P. was heartily endorsed. It was the con-

sensus of opinion that it is the right policy and that the best interest of the agent and ourselves are conserved by strict adherence to it. We shall continue to safeguard each individual agency, and shall put forth stronger efforts to strengthen the position of each agent.

It is by planning carefully ahead of time for each year's work that we keep ahead. A well defined policy is absolutely necessary to the success of business; it is well to have an aim before you—to know what you are working for and then to work for it.

Every S. W. P. agent, no matter how small his business, ought to plan ahead for each year. The summer, during the dull months, when you have the time to go thoroughly into details of your business, is a good time to do it.

"Plan your work and work your plan."

AN EXPLANATION.

THIS issue of THE S. W. P. has been delayed purposely in order that we might make more effective the special Fall Campaign, upon which we are now entering.

The fall season is a short one, but we are aiming to make it an exceptionally busy and profitable one. In order to do so and to accomplish in full the results we are after, we must have the heartiest co-operation of each individual agent. We feel that the best way to obtain it is to place before you squarely and at the right time the issues of the campaign. That's why the July issue was not published on the first of the month as usual.

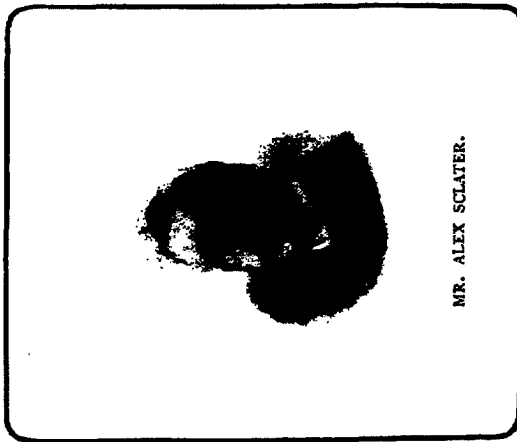
The August and September numbers of the magazine will give in greater detail the plans we have mapped out for the fall campaign. Watch for those issues and read them with care and be prepared to carry out the suggestions they will contain.

A Big Fall business is what we are after.

I pity no man because he has to work. If he is worth his salt, he will work. I envy the man who has a work worth doing and does it well. It is the fact of doing the work well that counts, not the kind of work, as long as that work is honorable.—
President Roosevelt.

PORTRAITS OF S. W. P. MAKERS.

Mr. Alex Slater, Manager Pacific Division.



MR. ALEX SLATER.

THE man who has stood at the helm of the Pacific Division of the Company, with headquarters in San Francisco, since its foundation in 1899, is Mr. Alex Slater. There is probably no division of the Company's organization that has made such rapid headway in so short a space of time as the Pacific, and to the energy and progressiveness of Mr. Slater much of the success of the Division is due.

Mr. Slater is a young man who early in life was trained in the school of hard work and who through the various grades of his promotion gave his employers the best he had in him. He rose from the ranks through the force of earnest effort and a worthy ambition to stand at the top.

His entry into business life was made in Port of Spain, Trinidad, B. W. I., where he was employed

by his cousin, who was extensively engaged there in the dry goods business. His first position was in the checking and parcel department, from which he rose through the several departments to the post of assistant manager.

Just at this time, when he was on the point of reaping the reward of his earlier efforts, he was stricken with yellow fever and on recuperation went to Canada to seek a colder climate in order to regain his health fully.

Later he went back to Trinidad but soon learned that it was not the climate best suited to him, so he returned to Montreal, the place of his birth, entering the service of a wholesale millinery house as clerk in the warehouse. On a vacancy occurring in the office he was promoted to the position of corresponding clerk, which he held until his resignation

two years later, to solicit life insurance.

He soon saw that he would not like the insurance business as his life's work, so turned his eyes to the road, believing the greatest opportunities for advancement. In 1888 he became connected with a paint and varnish establishment in Montreal, covering practically the entire Dominion of Canada. In 1895 he associated himself with The Walter H. Cottingham Co., Montreal, breaking virgin soil for S.W.P. It was work that suited him exactly; always a believer in high quality and truthfulness in selling goods, he was able to go out with full confidence in S.W.P. helping to pave the way for the great sale the paint now enjoys in Canada.

When The Walter H. Cottingham Co. was incorporated with our own Company, Mr. Sclater was found in the foremost ranks, and on the opening of our Toronto Depot, he was made manager of it, in addition traveling over a limited territory. In December 1899 he was appointed to the management of the Pacific Division.

Mr. Sclater's experience both as an office and traveling man well qualify him for his present position. He understands the paint business thoroughly and is closely in touch with the requirements of the western states. Personally he is a man of the highest moral character, is earnest and sincere.

During Mr. Sclater's regime depots at Los Angeles and San Diego have been added to our Pacific Division facilities.



The Kansas City Flood.

Rear of Seavey & Florheim building—When the flood was at its height, a refrigerator car was carried by the current from the adjacent track and dashed against the building, knocking off the corner; another car immediately following was hurled against the center of the building, completing the destruction.

WINDOW CARD SUGGESTIONS.

To be written with blue pencil on wrapping paper

<u>For Cool Rooms</u> USE SHERWIN WILLIAMS Room FINISHES	<u>Build Your</u> House upon a Rock. Buy Your Lumber from us	<u>For Coolness</u> Safe!!! Buy an IXL Refrigerator Price —
<u>LOVE IN A</u> <u>Hammock</u> isn't den- gious if made in me of our Hammocks	S.W.P. stands all kinds of Sun - it's the best sun-shade for your house.	<u>The New Drink</u> Red Tea with a dash of Lemon Cools - doesn't disturb nerves
<u>For Puckly Heat</u> and other Summer dis- comforts use Clear Cold Water and one of our sponges	<u>FIZZ?</u> No! our soda is a long drink with plenty of Ice-Cream	<u>Beat the Flies</u> Buy Screens for windows and doors - they keep out the Flies.

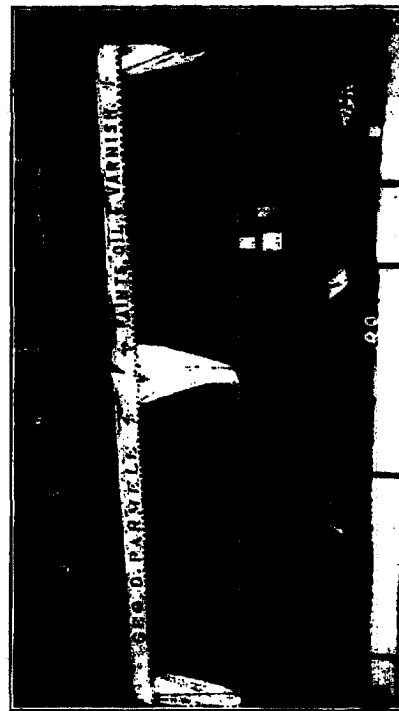


Geo. D. Parmele, Rochester, Minn.

ADVERTISING methods are but the superstructure of an industry. If the foundation—the stock carried—be wanting, all the efforts of agents and advertisers can avail little. Only a worthy product can build up lasting demand and inspire that confidence in his goods which is the first asset of a prosperous agent. And such faith must be something more than mere blind prejudice. The experience of Geo. D. Parmele, Rochester, Minn., well illustrates what confidence based on merit can accomplish.

Mr. Parmele can say nothing too good for S.W.P. Moreover, he is in

position to speak so with weight. Before taking the agency for S.W.P., he passed through the difficulties of many others who have vainly endeavored to build up a paint trade on an inferior line of goods. Low-grade paints may sell for a time, but when the sun and rain beat upon them the dealer must answer. The several brands with which Mr. Parmele experimented yielded short-lived profit and poor satisfaction. He was ready to give up, since each trial was an ill-paying venture. Firm in the belief that good paint would solve the difficulty, however, and that good paint somewhere existed, he investi-



Store of Geo. D. Parmele, showing window devoted to S. W. P.



gated the matter thoroughly. After careful inquiry he concluded that if he was to be successful with any paint, that paint was S. W. P. He placed a few Sherwin-Williams Products upon his shelves and gave them Sherwin-Williams advertising. Interest in paint seemed at once

to pick up, and the stock was made heavier. The sales and demand continued to grow, with the result that Mr. Parmele finally ordered a full Sherwin-Williams line. To this latter fact he attributes no little of the popularity which the paints have won and maintained.

Mr. Parmele's perseverance and confidence have made S. W. P. predominant in Rochester and its vicinity. Not only as a popular paint has it come into favor, but through the efforts of Mr. Parmele many of the painters have grown to be ardent supporters of Sherwin-Williams goods. Such an accomplishment shows tact, to say nothing of honest material and faith in it.

Mr. Parmele is one of those who aim at satisfaction as well as sales. He is an S-W. man through and through—is enterprising, persistent, liberal. He makes less of his large paint trade than he does of the fact that he has never received a legitimate

S. W. P. in Geo. D. Parmele's Store.

complaint against S. W. P. Such men as he mirror the spirit of the Company and further that substantial growth which makes it possible for us to extend the good name of S. W. P.

"We have the faith," he says, "to recommend the goods for every purpose, and by keeping up the assortment and giving it a prominent place we find the rest easy." "A full line" is one of Mr. Parmele's watchwords. Those who have such faith and employ such methods can well afford to leave bombast and extravagance to competitors.

Mr. Parmele holds good paint and good advertising mainly responsible for the favor with which S. W. P. has been received. He has eagerly co-operated in our plans, using both mail and newspaper methods. His work has done much to make our efforts fruitful in his community. He appreciates the privilege of carrying an exclusive agency that is exclusive.

PAINT AND VARNISH PROBLEMS.

A department for the discussion and elucidation of the problems that may be encountered in your paint department.



PAINT and Varnish Problems is the title of a new department to be maintained regularly hereafter in THE S. W. P.

We are creating this new department because of the many questions asked us by S.W.P. agents and others relative to paint problems. We wish it to be just as helpful to you as possible. It shall be our aim to discuss in it intelligently and practically every paint and varnish problem that may be brought to our attention—to help you

over the knotty places. We ask each S. W. P. agent and clerk to feel free to use *Paint and Varnish Problems* for his special benefit. Consider that it is your information bureau; ask as many questions as you choose and as often as you choose.

If there is any information you wish relating to the sale or advertising, application or wear of paint and varnish; if there are any points you wish enlightenment on, ask—you will be answered in *Paint Problems*.

A FEW SUMMER SUGGESTIONS.

In all matters, before beginning, a diligent preparation should be made.—*Cicero*. If nothing is the above quotation more true than of business. No man succeeds in business without carefully laying his plans, without preparation for the battles ahead.

The summer season is essentially a time of preparation in the paint business. It is the time to study the full resources of your field, to get acquainted with the paintable property in your locality, to map out the fall campaign. You can employ this summer to good advantage by doing some of the following things:

Buy a note book and use it as a "prospective orders" book.—Better still use the cards illustrated on pages 94 and 95 of the S.W.P. for July.

List in the book or on the cards the names of those property owners who put off painting this spring; also those who are going to paint and those whose property needs painting. Send the names to us to-day.

Are there any "hard nuts" in your territory? Visit with them occasion-

ally during the summer. Get on their "good side" now—it will be easier to land the order later on.

Line up the obstinate painters now—they have time to listen to you in the hot weather.

Tighten your hold on the painters you have working with you. Tell them something of our special fall campaign, and send us their names so we can get after them, too.

How many jobs did you lose this spring? Why did you lose them? Find out, and then strengthen your line of arguments, so you'll be better able to win next time.

Is there any of our advertising lying under your counters? Dig it out now, and read the riot act to your clerks for not using it before.

What colors of S. W. P. sold best this past season? Place an extra quantity of them in stock for the fall.

Summer time is store cleaning time. Brighten your store *now* inside and outside with a coat of S.W.P.

Go after the schools and public institutions and let us help you.

PAINT AND VARNISH ADS FOR BUSY AGENTS.

Some suggestions for good "copy" to be turned over to the printer. They can be adapted to any style of display desired.

PAINT ECONOMY.

One of the best painting authorities in the world says that paint economy is the sum total of the cost of the material and its application, divided by the number of times you have to repaint in a given term of years.

S. W. P.

gives that sort of economy always. You'll find also that the cost of material and application figures out best with S.W.P. Color card free.

GOOD VARNISHES

depend upon three things: good materials, proper appliances and skill in making

THE SHERWIN-WILLIAMS VARNISHES are made from carefully selected gums, pure spirits turpentine, pure linseed oil, and the best varnish dryer. The kettles, filters, storage tanks, etc., used in manufacturing them are the latest and best. The men who make them have gained their skill through years and years of varnish making. S. W. P. is doing *Always*.

PAINT HARMONY.

If you are at all in doubt about the harmonious combination of paint for your building, let us help you.

The SHERWIN-WILLIAMS Co., makers of S.W.P., have a department for furnishing good combinations free of charge.

Let us send a photograph or architect's drawing to them for you. They'll send back three correct color combinations for you to choose from. This won't bind you to use their paint.

FOR GOOD RESULTS

on all interior finishing and general varnishing about the house use

EXCELLO

made by THE SHERWIN-WILLIAMS Co. It's superior to hard oil finish. It's very transparent and can be used on the finest and most delicately grained woods.

It flows out evenly and well. It doesn't scratch or mar easily. It is what it's name implies—Excellent—most excellent.

PAINT QUALITY.

The quality of paint is the most important consideration when you're buying.

Is the paint good?

Will it wear well?

Will it hold its gloss?

Will it protect the building for the longest term of years and look well while it lasts?

These are the questions to ask first in buying paint. If you ask them about

THE SHERWIN-WILLIAMS PAINT

we'll say "YES."



TRUTHFULNESS AS A FORCE IN BUSINESS.

Taken from a booklet published by Hart, Schaffner & Marx, Clothing Manufacturers, Chicago.



It is a commonly accepted and vital principle of good business that it pays to tell the truth; like honesty, truthfulness is held to be the best policy. Now and then you find a man who seems to think he can prove the opposite; but he can't, and you know he can't; before long he knows it, too.

The trouble with such men is usually not so much defective morals as defective eyesight; they can't see beyond the immediate transaction in hand; the present profit to be made dazzles and blinds them to every possible future advantage; "the best policy" with them is "anything to make a sale." They're not necessarily bad men; they simply don't see clearly; that's all.

It is very short sighted, of course, and we may find it hard to excuse; but it isn't hard to understand. It comes of a failing, unfortunately too common among business men—an inability to distinguish clearly between principle and policy; and maybe an unwillingness to choose resolutely between them when they appear to point in different directions.

This refers only to those cases where principle and policy meet, as they always do meet when truth-telling is concerned. There are many questions of business policy which do not involve question of principle.

If principle is involved, it is always good policy to follow it; and the best and easiest way to determine the wisdom of any policy is to find some principle by which to test it, and go by that. Because policy may, and often does, vary from day to day; good policy to-day, bad to-morrow;

principle never changes; the same day after day.

Which brings us to this: That the wise old proverb, "Honesty,"—truthfulness is honesty in words—"is the true policy," is not so very wise after all; in one sense it is almost a contradiction of terms. Indeed, we might say that that truthfulness which is merely policy is really not the highest form of truthfulness; not because it is a policy, but because it is nothing more. A man who tells the truth to-day from policy, may lie to-morrow from what seems policy; bad eyesight. Truthfulness as a principle is always *the best policy*.

Thomas Carlyle wrote: "In fact, if a man has any purpose reaching beyond the hour and the day, meant to be extant *next* day, what good can it ever be to promulgate lies? The lies are found out; ruinous penalty is exacted for them. No man will believe the liar the next time, even when it is of the last importance that he be believed. The old cry of Wolf! A lie is *no*-thing; you cannot of nothing make something; you make nothing at last and lose your labor into the bargain."

In a word, truthfulness, in its full meaning is more than a force in business; it is *the* force. Because it involves the fundamental idea underlying all business. Let us state the idea briefly and think about it a little.

"The vigor and size of your business depend on what people believe about you and your goods; sooner or later they are certain to find out and believe the truth about both."

There are not many men in business who would deliberately and per-

sonally lie about their goods and methods; we don't know one. But there are some, we suppose, who are not as careful as they might be in the use of certain common and convenient forms of misrepresentation.

There are undoubtedly some merchants, who wouldn't think of telling lies themselves about their business, but who are not so particular about having merchandise that lies for them; goods that seem to be what they are not. There are merchants who would resent an intimation that they are untruthful, but who find it easy to allow a fluent advertising man to stretch the limits of exaggeration, more intent on pleasing his employer's fancy than on giving his employer's customers such honest facts as they are entitled to have; merchants who permit or even encourage an artist to show, in a picture of the goods to be sold, a perfection which does not exist.

It is possible to go on with this subject almost indefinitely; it is a long theme, and concerns the very heart of business. But it all comes to this: That the real spring of business success lies in the business spirit and

personality of the man or men who constitute the business.

Truthfulness as a principle of business finds its expression in good merchandise first of all; a man who is really truthful cannot make or sell lying goods. Truthfulness finds its expression in what is said about goods in advertisements; it communicates itself to clerks and salesmen, so that they become as much interested in seeing that a customer knows the facts that he is entitled to know about the goods, as in seeing that he buys them.

The main idea in a business founded on truthfulness, from employer to last and least employee is, and should be this: "It is more important to see that you get what you want and ought to have, than to make a sale; we want your confidence rather than your money."

And so it comes at last to this: That getting a man's confidence is the surest way to get his money; that holding that confidence is the only way to keep on getting his money; and last and greatest of all; that the only royal road to a man's confidence is to deserve it; there is no other.



The Kansas City Flood. Missouri River, looking from L. Road Viaduct, Kansas City. Photograph taken June 2nd, when the flood was at its height.

PLAIN FACTS.

A neglected opportunity never calls again.

In the realms of the blind the one-eyed men are kings.

Worry is the interest mankind pays on the debt of nature.

He who has never been dissatisfied can never be contented.

It's an easy matter to rush things when the grade is down hill.

You should never go snipe shooting when there are bears in sight.

"The greatest room in the world is the room for improvement."

"In business the way to get to the top is first to get to the bottom."

A living dog is better than a dead lion—if it's the right kind of a dog.

Much of the charity that begins at home is too feeble to get next door.

A drowning man will catch at straws—still he might prefer a plank.

Others may sometimes be educated, but sign painters are always men of letters.

It takes nine tailors to make a man—but even then some men seem to be misfits.

If we could only sell the advice we give away, it would keep us busy looking after our income.

Probably the worst thing about the wisdom that age brings is the short time we have left to use it.

"A good advertisement is like a good cook—it can create an appetite when the buyer isn't hungry."

"It doesn't make any difference how good your old ads may be—new ones are better, even if they are only just as good."

"If a man sets his mind to do a certain thing and sticks to it, he can scratch a hole through the biggest stone wall that was ever built."

WHEN YOU HAVE READ *THE S. W. P.* HAND IT OVER TO YOUR ASSISTANTS. IT IS FULL OF SUGGESTIONS AND ENTHUSIASM THAT CANNOT FAIL TO HELP EVERY ONE CONNECTED IN ANY WAY WITH AN S. W. P. AGENCY. "DO IT NOW."