

THE SWP

NOVEMBER, 1905

THE S. W. P.

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ANNUAL CONVENTION AND THE OUTLOOK.



As we are about to close the present paint year and start out for 1906 with far bigger, broader and more extensive plans than ever before, it is most pleasant and encouraging to look back over the successes of recent months and express particular thanks to our agents and dealers who have co-operated with us so heartily, and whose energy and enthusiasm have proved such a solid part of our foundation for the past and corner stone for the future planning.

We have had a glorious year—trade increasing, demands enlarging, figures growing on all sides, and at a pace which has surpassed our best expectations.

Our agents have been cheery and confident and prosperous, for confidence as a rule, begets prosperity. This gives us ground work for far more liberal and extended plans and encourages greater expectations than ever.

The first week in November will be devoted to our Twenty-fifth Annual Convention to be held at our Canada Plant in Montreal.

Officers and representatives will gather from our various districts and divisions and departments for a solid week of consultation and planning with instruction and entertainment as well.

The numbers in attendance at our conventions have increased so largely in recent years that this time it seemed to call for extra arrangements for our transportation facilities.

One of the finest trains ever sent out on the Lake Shore road left Chicago October 28th, at 1:30 p. m. It consisted of baggage car, dining car, library buffet car and four sleeping coaches to accommodate the 100 representatives from all western territories to the Pacific Coast.

At Cleveland two more sleepers were added with the Central delegations, and at Utica two more coaches were taken on from New York and two from Boston for the Eastern and New England forces. The party reached Montreal at 3:00 p. m., October 29th.

Every arrangement was made for the comfort and pleasure of the trip.

It will be the first general convention in Canada and will give many their first opportunity to appreciate our magnificent and growing Canada plant.

The second week in November will see the beginning of the new campaign for 1906 and for this we have larger schemes, more effective plans, higher ideals and stronger hopes than ever before.

But of these we will tell you later. Here's to the success of the Twenty-fifth Annual Convention!

LETTERS FROM AN OLD RETAILER TO HIS SON.

No. 2.

From James Clark, traveling for The Sherwin-Williams Co. in Northern Illinois, to his son William, at Port Centre, Mich. William has just written of some of his woes and tribulations during the first week's experience in Jones' Hardware Store.

Chicago, Nov. 12, 1904.

Dear Billie:

Your letter of the eighth was forwarded to me from Rockford. I'm sorry it didn't reach me before, so I could have been a little quicker in giving first aid to the injured.

Your mother's a good nurse, and has half the doctors beaten at their own game when there's anything the matter that requires flaxseed, lemonade or mustard poultices. But when it is a case of spinal weakness I don't think she's read that far in "The Family's Home Physician."

I advise you to hunt up another doctor if, as you say, she sympathizes with you because Jones makes you wash windows, sweep the sidewalk, and push the delivery cart around to the doors of your society friends. All you need is to have a few braces strapped up along your backbone, and a strong, allopathic dose of common sense to knock the false pride out of your system.

Perhaps if you just keep working hard enough at these same hateful, honest jobs you'll get strength into your spine for all years to come. You can go to Jones himself for the common sense.

You'll live to understand just how much of your ability to get ahead in the world and win the big prizes got soaked into your being when the water was oozing out of the window brush. You may have noticed that the only shining lights who get top of column next to reading matter in "Success" and "The Saturday Evening Post" earned their first dollar

doing the stunts that are so painful to your pride just now. So keep on doing them, and do them well.

I feel pretty sure if Jones likes your window washing well enough he won't fire you, and your pride should be so busy trying to keep you from falling into that humiliation as to leave no time for any other worries.

At the present stage of your business career, work is the only thing that won't hurt you. When you see Sam Carter standing behind the counter looking pretty and waiting for a customer to come in, it probably seems as though he had the real job, and that you were getting the stone-breaker's ten hours in a chain gang. But let me tell you that you're right where sound manhood and grit and push are being developed, while Carter is where he is simply contracting a disease that has laid low more business aspirants than the Indian famine. The complications of laziness and indifference that are eating into his bones and marrow will soon land him in the ward for incurables. However, he'll probably hold out long enough to get you infected, unless you keep right on working faster and harder than Jones can put it up to you.

Somewhere it's written that we mustn't despise the day of small things. That's right. The hardest jolt I ever had in my life was when I found the "kid" below me had been jumped up ahead of me. Then it dawned upon my slumbering soul that while I had been spending my time envying the fellow above me, who took things easy, the "kid" had

been working. From that day I began to hustle, and I haven't stopped yet. I'm always afraid I'll despise some small thing that will be a springboard to the man behind who wants to jump over my head.

While we're on this subject of working hard, I want to say that what the boss tells you to do is only one half of what you ought to find to do. Keep busy, whether the work's laid out for you and spelled in words of one syllable or not. Find something to do next, and find it before anyone else does.

I've noticed that man is the only real self-feeding, automatic machine that's been invented. If properly built, with all the good, old fashioned principles of motion and such modern improvements as come from being electrically connected with opportunity, ambition and progress, a man doesn't need anyone to turn on the power, oil him up, and shove in the raw materials in order to be kept

going. If left to himself he'll speed up to the maximum output.

You're not a man yet, but you're a fairly good working model if you can be brought to realize your power and use it without developing too much friction.

Of course you haven't seen much of the paint business yet, except from the labels on the cans. I suggest you just sort of study that much while you're dusting and arranging the stock. The knowledge may come in handy some day when Sam Carter is too busy talking to his best girl to sell Widow Brown or some other likely customer a can of "Floorlac."

Hard work, plus knowledge of your business, is about all you need concern yourself with just now.

Your still hopeful,

FATHER.

P. S.—By this mail I am sending your mother a new prescription to use in case you have another attack of weakness along your spinal vertebrae.

CHANGE IN MANAGEMENT OF THE NEW ENGLAND DIVISION.



R. HARRY C. HAIGHT has been appointed manager of the New England Division, to take the place of Mr. H. M. Gordon, resigned.

Mr. Haight's promotion is due to the ability he has shown in conducting his work, and the successful results he has obtained.

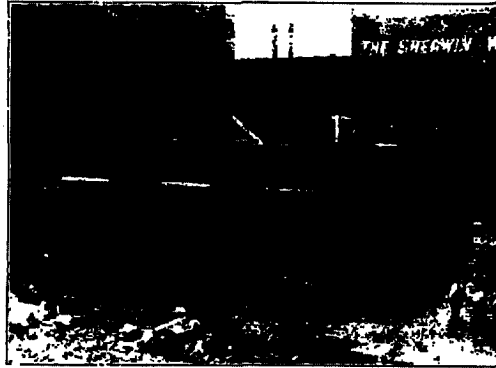
In addition to his work with us he has had business experience in other lines that fits him for his duties. He was for many years cashier and office manager of The Cleveland Axle Co., and resigned his position with them to

go into the carriage hardware jobbing business for himself in New York City, where he was very successful.

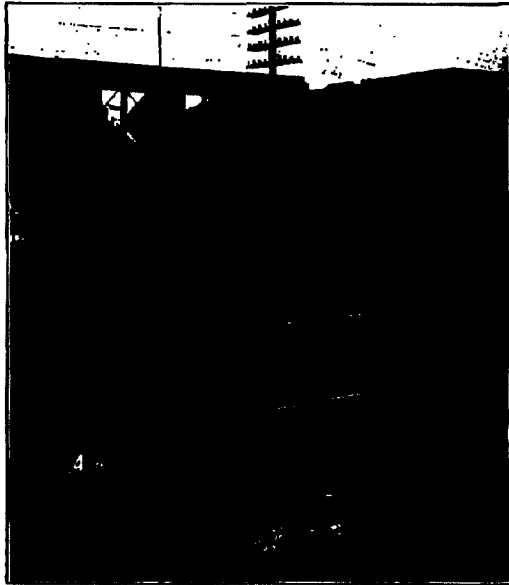
In coming to our Company, some four years ago, Mr. Haight desired an office position, as his experience had been along that line, but no satisfactory opening showing up, he took a territory—determined to get in with us somewhere. From the start he made a signal success of his work as a result of his thoroughness, system and good salesmanship. He has twice been Top-Notcher salesman in the Eastern Division.

IMPROVEMENTS IN CLEVELAND.

THE constant expansion of our business is shown not only in increased sales, but in the repeated additions we have been compelled to make to our facilities, in order to take care of the volume of business we already had and to provide for its continual enlargement. Our growth is evidenced by the fact that there is hardly ever a time when there is not some improvement being made at our various offices and plants.



New "N" Building, for varnish storage, etc.



New story on "B" Building.

Besides additions under way or contemplated at other factories, we are now engaged in enlarging the office space and varnish storage facilities at Cleveland. The latter is especially noteworthy as showing the encouraging growth of our varnish sales. Varnish storage is such an important part of the production of good varnish that we cannot let ourselves run the danger of being caught unprepared to fill the demand for our varnish, which is being more and more appreciated as its sterling qualities are recognized.

We show illustrations of work which is under way on two additions to Plant No. 1, at Cleveland.

The new floor on the main factory building is L shaped, and will have floor space of 3,600 square feet. It will be occupied by the chemical laboratory and the master mechanic's office, besides furnishing space for other purposes.

The other illustration shows the work of the new "N" building, which is situated on the north end of our group of buildings along the Cuyahoga.

"N" building will be of the most improved fire proof design. It will have five stories, each of 3,000 square feet floor space, of which the first will be devoted to varnish filling, the next three to varnish storage, and the fifth to tin can storage. This will add 190,000 gallons to our already large varnish storage capacity, which will then figure up to 460,000 gallons.

VARNISH GUMS AND VARNISH MAKING.



We have seen it stated in a recent number of a trade periodical that the making of varnish would seem to be a very simple matter. This may be true in regard to many of the cheap, inferior grades of material offered under the name of varnish in the ordinary market.

With any realization, however, of the manifold and varying demands made upon the varnish manufacturer by the progressive and critical trade of the present day it must be evident that it is only by the largest advantages, the most helpful facilities, experienced skill and watchful care that even a fair grade of such material can be made to work right, look right, wear right and *always* right.

In this series of very brief articles we have reached a point where the varnish is made, but we are still weeks or months from an ideal result. We have now to consider the straining, filtering and storing, with proper aging and ripening.

The turpentine or thinner having been added and varnish properly cooled, it is then pumped into the weighing tanks for inspection and comparison with absolute standards. This is a matter of great nicety and

here the slightest variation in quality can be readily detected.

After this, the varnish is passed to the filters, which are a succession of cloth and paper strainers in strong iron frames, through which the varnish is forced under powerful pressure. There is no appreciable weight removed in this way, but small particles of dust may have been caught in the process of manufacture and every chance impurity must be carefully removed. The filtering process also evens and tempers the whole body and gives the foundation for a clear and limpid tone essential to the best varnishes.

If all is well the material is now ready to be pumped into general varnish storage. For this purpose we have large tank rooms at our several plants of liberal capacity and especially designed for this purpose.

Our main building at the Cleveland Plant was especially devised by ourselves and probably the most successful in existence. It holds four stories of tanks in double rows around all sides of a large centre shaft with a glass roof for perfect light and ventilation. It affords tank storage for 220,000 gallons of varnish. Each tank is numbered for identification,

and the varnish when ready is pumped through pipes directly into the proper tank, carefully dated and listed by a card record system. Both the entry and discharge pipes enter the tank from behind, and tanks for any one varnish are coupled together in series.

In the basement under the shaft a large rotary fan regulates the supply of hot or cold air, so as to preserve an absolutely even temperature at all seasons of the year. This is essential for a proper ripening.

In this room the large part of our varnish is stored and ripened until ready for use. It becomes smoother, more uniform and mellow with age, better working, more durable and reliable in every way. The proper length of time for aging each varnish is again a question for experienced judgment, depending on the special combination and the requirements of its intended work.

When fully ripe and ready for use it is drawn off from any one of the several hundred tanks through the pipes to the filling room, where it is

subjected to final filtering and inspection before being allowed to go into packages for shipment.

We have also another varnish storage room of 50,000 gallon capacity for use exclusively in our own enamels and varnish paints to be drawn off in pipes as wanted for mixing and grinding on the floor below.

We have now an additional building under way, which will nearly double our present facilities for varnish storage and filling into packages. The new building, as described on another page of this magazine, will be five stories high and furnish additional storage for 190,000 gallons of varnish, making a total of 460,000 gallons for maturing.

Large additions for varnish storage are also under way for Chicago, New-ark and Montreal.

This enlargement has been made necessary by the enormous growth in the demand for our S-W. Varnishes, that are *right*. We are bound to keep pace with the satisfaction that consumers find in our varnishes.

BE SPECIFIC WHEN ORDERING ADVERTISING MATTER.

It has been noticed lately at many division offices that agents when writing for advertising matter often fail to specify what products they wish the color cards, etc., to deal with. As a result the clerk in charge is in doubt as to how to fill the order correctly. With so many different products and corresponding advertising matter at hand, the simplest way to avoid mistakes and waste is to request our agents to carefully tell in each letter just what color folders, etc., they are in need of.

It is always our policy to be liberal in the distribution of helps to our agents, but there is a difference between liberality and waste that you are well aware of. By sending you the features you will use and avoiding those which you do not need or already have, we save money which we can expend on strictly high class features.

Help us in this way to make our advertising count. Tell us just what you want in your orders hereafter; we will appreciate it and you will get the benefit of quick and satisfactory service.



"I'M feeling chipper and lively now, and see lots of things, in my official capacity as general overseer, that the rest of the boys, perhaps, don't have time to notice. You know I'm not adverse to telling my opinion about things in general, and I'm sure you realize that my long connection with the business, in a position of importance, has given me an experience that makes my observations valuable.

"I've been making a tour of the agencies lately, because I wanted to get right down next to the consumer and help in the great work of making this a 'banner' year."

"Well, I dropped into a small store (there are lots of them in every county) early one evening on a nice soft color card, and watched the rigs come in from the country. They were of every kind and date, and I'll turn graphite color if more than one in five of those rigs had been painted in the last year!

"I could turn and see a nice stock of Buggy Paint and Enamel Leather Dressing tucked away on the back

shelves, just waiting to be applied to those buggies outside. And just around the corner was a livery stable, where a little touching up would have done wonders with the carriages and their leather parts. It was pitiable to see the dealer miss the obvious relation between demand and supply.

"Now, that I've given you the hint, don't ever let me find buggies and S-W. Buggy Paint strangers around your store. Give these goods a chance and use the window displays we give for them, besides talking them to your customers at every opportunity. Every one who owns a buggy or carriage has occasional need for Buggy Paint or Enamel Leather Dressing.

"There are two or three livery stables in every small town, and a carriage repair shop or two, also. Almost three of the former and one of the latter to every 1,000 population. Just figure up your vicinity on this basis and see the great opportunities for sales in this line. Then go out with a determination to get this business. It's waiting for you."

Fall days are the specialty days. You should sell a good bit of Aluminum Paint, Store Pipe and Iron Enamel, etc., now. Put them in your windows and talk them to customers.

SUCCESSFUL S.W.P. AGENTS.

M. H. Scrutchfield, Clarence, Mo.



It is surprising sometimes, even to us, how rapidly our S. W. P. agents build up their paint business and make this feature one of the leading and most important parts of their general trade.

We are often puzzled to decide what may be the most essential personal characteristics to ensure a growth of this character, but they will probably vary somewhat under different conditions and in diverse localities.

A few things, however, would seem to be of primary importance.

The agent must be personally and directly interested in the sale of paints and colors and outline his campaigns well in advance.

He must see that his stock in its varying features is seasonably displayed and well advertised.

He must appreciate the possibilities of a large paint consumption and not look upon and treat paint as an indifferent side line.

He must ferret out and follow up all the chances for new business, and it is surprising how many come up when you look for them.

He should welcome all suggestions and aids from the manufacturers who are at present offering far more numerous and efficient helps than ever before.

We are illustrating in connection with this article some of the work of our S.W.P. agent at Clarence, Mo.—Mr. M. H. Scrutchfield.

Like many others, Mr. Scrutchfield believes in showing what he *has done* as a guarantee for confidence in his recommendations, and takes many photographs of the finest houses and buildings he secures, which he exhibits

in the store in a case made for the purpose. The pictures on the opposite page show a very few selections from these houses, also a good showing of his interior stock as evidence of his neat and systematic arrangement.

Mr. Scrutchfield has only been handling S.W.P. for about two years, but his unbounded confidence in the line is of the strongest and most positive character.

From the very start he made a careful study of S.W. methods and made liberal use of our electrotypes and special advertising features.

His paint sales for the very first year were exceedingly good, which gave him confidence and courage to push even harder than ever. The second year showed a large increase over the first, and business this year is growing more rapidly than ever.

He is wide awake to the value of a *full line* agency, gives close personal attention to his stock and assortment and displays a paint window variously dressed from early spring to the late fall.

He has a photograph taken of every house for which he sells S.W.P., and these pictures plainly marked, not only make a conspicuous advertisement in his store, but a most effective aid in demonstrating the quality of the goods.

He stands high in his community as a man of progressive business ideals and regards his present successful paint trade as only a small promise of the large results he expects to realize in the future. He has already placed the S-W. line well to the foreground in Clarence and vicinity.



Interior of the store of M. H. Scrutchfield, S-W. agent at Clarence, Mo., and some of the houses there for which he has supplied S.W.P.

WHAT SOME S. W. P. AGENTS ARE DOING IN THE WAY OF SPECIAL ADVERTISING.



APPRECIATING, as we do, that one of the greatest helps to an agent is from original and effective publicity, we are always especially glad to know just what our agents are doing in the use of the advertising matter we are glad to furnish them, and also along individual plans of their own devising.

It gives us pleasure to call attention to these from time to time as far as we know them, and some may serve as acceptable and helpful suggestions to others.

Our enterprising agent, Mr. J. R. Cardiff, of Dartford, Wis., sends us a very attractive 20 page catalogue of his paint, glass and window shade stock. It is well illustrated with S-W. electros and tail pieces, bringing out the selling points of the goods and the prices in a conspicuous way. It is bound in a neat stiff paper cover, with "Cover the Earth" designs, and must interest many old friends, besides making hosts of new ones. It was our intention to illustrate a page or two of this book, but want of space forbids.

The Butts Bros. Lumber Co., Wichita, Kas., send us a R. R. time table calling attention to their varied stock and complete line of Sherwin-Williams Paints and Varnishes.

A special Fall edition of "The Home Economist" comes from our agents, W. W. Mann & Co., Stittsville, Ont. This is an eight-page paper, with several electros on the value of Fall painting, and advertisements of reasonable goods. It is well illustrated and offers good publicity.

"Echoes from the Big Store" is another four-page Fall circular from Kutner, Goldstein & Co., Selma, Cal. These agents are good advertisers, and have made good use of our Footprint proposition.

The Wallace Drug Co. of Wallace, Idaho, send us their monthly issue of "The Puzzler," full of conundrums, rebuses,

charades and riddles, with good entertainment and advertising. The paint side of the business is not forgotten. We should like to see more of The Puzzler.

We have a good four-page circular flyer from H. A. Ballou, Worcester, Mass. This shows some of the S-W. electros, pictures of about a dozen houses for which he has sold S.W.P.; a partial list of his stock and other matter of interest. Mr. Ballou is a wide-awake advertiser in many ways.

We have similar issues from The Patrick-Betourne Pharmacy, Kankakee, Ill., and Wm. Johnson, Newberry, S. C. The latter refers to about eighty school houses, stores, colleges and residences for which S.W.P. has been supplied.

The Gavin Hardware Co. of Leominster, Mass., send us an original composition on paint by "Willie," which they think has done them good service.

These agents vary their advertising every week, making good use of our electrotypes.

O. H. Wertz & Co., Creighton, Neb., are sending out "Special Wireless Telegrams," with blanks and envelopes printed on yellow paper in regular telegram form, and vary the message to keep it up to date from week to week.

Ellis Bros. Drug Co., Vandalia, Mo., and A. Rittigstein Co., Oakland, Cal., send out checks in regular form on blanks arranged with "Cover the Earth" designs or borders in attractive style, and payable in "good will", "extended publicity", or "more business". The checks have a fine appearance, and will always be scrutinized and carefully read. Ellis Bros. keep their local paper well furnished with S-W. electros, and recently published a list of 75 customers who had used S.W.P. within the past three months.

The Jennings Drug Co., Clay Centre, Kas., give cash register receipts for every purchase, and on the reverse side it reads, "The Sherwin-Williams Paint Covers the Earth, and is guaranteed never to chalk, crack or peel. We sell it."

The R. D. McNaughton Co., Ltd., of Moosomin, N. W. T., issue a four-page circular of S.W.P. electros, with descriptive matter of S.W.P. and S.W.V., which makes a good showing. It should prove a trade builder.

The following agents have made especially good use of our "Cover the Earth" border: W. W. Brookner & Co., Globe, Ariz.; Schniehl & Plummer, Waynesburg, O.; Myers & Neyland, Lewiston, Idaho; W. F. Michel, Willow Lakes, S. D.; Henry Wood & Marshall, Plattsburg, N. Y.; Boyd Drug Co., Boyd, Minn.; Leitchfield Mercantile Co., Leitchfield, Ky.; The Greer Supply Co., Cairo, W. Va.

Our "Paint Man" electros have helped others much in advertising display. Especially The Lawrence Paint Co., Binghamton, N. Y.; Ellis Bros. Drug Co., Vandalia, Mo.; J. B. Matt & Son, Stillwell, Ind.

Other XY electrotpe features have been used well by E. A. Hibbard & Son, Phelps, N. Y.; Fenner & Sons, Almond, N. Y.; J. W. Dysle & Co., Marietta, O.; Ed. F. Weber, Marion, O.; L. H. Brown & Co., Central City, Idaho; W. C. Hereford, Marion, Kas.; F. M. Charlesworth, Kannana, Wis.

J. E. Malone, LaSalle, Ill., sends us a paper sack used for drug packages and sundries, calling special attention to his stock of wall paper and S.W.P.

Lamm & Carter, Aberdeen, Miss., send out a mailing card with a striking, colored illustration of the motto *Do It Now*, and add, "Yes! do it quick. Don't wait, now

is the time to paint your house with S.W.P. Best on Earth."

The call for our "footprint" posters for sidewalk and window display has been very general, and some agents have made this novelty still more effective by "footprint" electros scattered through their local columns. Ed. F. Weber, Marion, O.; W. A. Elsey, Galesburg, Mich.; F. S. Schwedhelm, Bancroft, Neb.

Messrs. Clark Ellis & Son, Little Sioux, Idaho, furnished 1,000 programs for their town Fourth of July celebration and covered them well with references to S.W. products and their other stock.

Effective displays of newspaper advertising have also been received from Lemmons Drug Store, Guthrie Centre, Idaho; D. W. Loomis Hardware Co., Cuyahoga Falls, O.; Carson Lumber Co., Pecan Gap, Tex.; Ed. Cook, Hope, Ind.; J. F. Dewitt, Sheldon, Idaho; Farmers Hardware Co., Saratoga Springs, N. Y.; Keeth, Bailey & Co., Spokane, Wash.; H. C. Hubbard, Humboldt, Idaho; McKnight, Son & Co., Brookville, Pa.; E. C. Peck, San Bernardo, Cal.; Red Springs Hardware and Furniture Co., Red Springs, N. C.; F. L. Smith, Oswego, N. Y.; Harry E. Smith, Parkersburg, Pa.

We are always glad to be kept advised of what our agents are doing.

Let us hear from you.

NO SLOW SELLERS IN THE S. W. LINE.



HERE are no "slow sellers" in the S-W. line. Every paint staple and specialty of ours that you carry is a live product, made to satisfy your customers in every particular. If you are not selling the Aluminum Paint or Buggy Paint, for instance, that you should, we believe that on reflection you will agree with us that you are not giving them the requisite push and publicity. Goods that one dealer calls "slow sellers" another agent finds a

source of steady sales and profits. It lies with the merchant to supply the advertising force to give these goods a proper introduction, and then to keep them constantly moving off his shelves.

Paint is a commodity that should be kept constantly before the public eye. More than this, the public must be reminded of its wants in this line. We have long realized this fact, and the aim of our extensive advertising is to make the consumer think of "Sherwin-Williams" when he thinks of "paint."

We want good paint and "Sherwin-Williams" to be synonymous.

The important thing in selling paint is to start right by getting the consumer to give it a trial. When this is done the battle is half won for the dealer who carries the S-W. line. Pleased customers will soon make a reputation that will be a lasting foundation for future prosperity.

Look up your sales of S-W. specialties, then see if there is one that hasn't sold as well as it should. Then see if you have given it the publicity necessary to attract the consumer's attention and give the product a chance to show its good qualities.

The wise and successful dealer is

the one who studies his stock and finds the most effective way to advertise and sell each item of it.

Tell the customer *why* the specialty that he buys is the best for him to use. It will impress it on his memory, and probably give you his steady trade. In THE S.W.P. you can find things of interest to tell your patrons when they are undecided about purchasing. Keep your clerks well posted on the merit of S-W. products; pass THE S.W.P. over to them; it will interest them and pay you in their increased knowledge and efficiency.

With wide awake and alert methods there can be no such thing as "slow sellers." Abolish them in your store!

A "FULL LINE" BUILDING.



We show here an illustration of the Wentworth Building, which contains a number of fine offices and is the headquarters of one of the largest wholesale grocery concerns in New England.

It is opposite the great South Terminal Station (largest of its kind in the United States), where thousands of people pass every hour in the day.

The proprietors of the Wentworth Building have found S-W. Products perfectly satisfactory.

S. W. P. has been used entirely wherever paint is needed on the outside, while the interior is finished throughout with Special Interior Colors. All wood work is finished with Kopal, except the floors,

which are finished with Mar-not exclusively.

The dealer should always be on the watch for opportunities of demonstrating the satisfaction and economy of S-W. Products for large users.

New buildings, public halls, etc., can often be secured by getting in ahead of the "other fellows." Illustrations like this in THE S. W. P. give the dealer instances of such use, which may be turned to good account in per-



The Wentworth Building, Boston, Mass.

suading town councils, school boards, etc., to give his goods a chance. When this is once secured, the rest is easy for the dealer who has perfect confidence in the wares he sells.

PREPARE EARLY FOR CHRISTMAS ADVERTISING

JOILY Christmas will soon be here, with its crowds of shoppers thronging the streets, open to any impression the merchant may wish to suggest to them through his windows or the general appearance of his store. Timeliness, neatness, and a general holiday gayety of display are the requisites for attracting the Christmas crowds to your place of business. Get ready well in advance to make the most of these profitable holidays. Don't be satisfied with the natural increase of business always experienced; but plan how you may ensure that extra volume of trade which always goes to the energetic dealer who seizes the opportunity and makes his store a little more attractive, a little more welcoming, and a little more suggestive of Christmas cheer than those of his neighbors.

Be early with your Christmas advertising; it is worth a little special effort. You will remind the public how they worried and pushed through the last days before Christmas the year before, and how they then decided to begin next year's Christmas shopping early. A few pungent locals in the newspaper will turn their thoughts toward your store, and open the way for further mention of the specialties you

wish to call attention to.

By being the first in the field you will attract the buyers' attention before the Christmas rush has commenced, and while they can consequently put thought into their prospective purchasing. In this way you will be creating business for yourself which might otherwise go by default to your rivals.

Beside newspaper advertising, the very appearance of your store and goods should herald the cheer of Christmas and invite early shopping. The windows should be changed at least every week; not merely for the novelty, but to put all of your specialties on exhibition. Inside the store the stock should be clean and neatly arranged, with extra tables or counters where necessary; while the walls and ceiling are made gay and attractive with holly.

These are the methods that mark the successful dealer, and especially the S-W. agent, everywhere. We take a personal interest in your trade, and want you to get the best business and profit in your locality.

The next issue of THE S.W.P. will contain special windows designed for Christmas display, and other hints for getting the most out of the holiday season.

TAXITE MAKES NEW FRIENDS.

"I have been using your Taxite for some little time, and I have never found anything to equal it. I want to recommend it to any and all of my brother painters." JOE L. THOMAS, Ellsworth, Kas.

THE USUAL FOR ENAMELOID.

"Your Enameloid is a world-beater, and is the proper paint for contract jobs. It is surprising how much surface a small quantity will cover."

JAMES WALKER, Contracting Painter, Appleton City, Mo.

"The best you have ever done is not good enough to be your ideal for the future."—MAHINE MAGAZINE.

DOING THINGS WELL.

IN a recent number of "Among Ourselves" we noted an article on "Doing Things Well," by Mr. James W. Thorne. We were struck by its originality and forcefulness, and give the accompanying illustrations to show how system in caring for little things may be applied to our own business.

The store keeper who neglects to "take pains" with his stock fails to impress the possible customer with a sense of neatness and business carefulness which 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 employers, no matter what his ability may be. How often does a

really capable man fail because he neglects the little things. Mr. Thorne says:

"If it's worth doing at all, it's worth doing well. No ten words ever had a truer ring. We spend our entire lives in work of one kind or another. Fifty times a day we start to do something—something that must be finished. It may be a task, a project, a time-killer, or any one of the endless forms human fancy is capable of devising. Every beginning has an ending—somewhere or some time—so, unconsciously, fifty times a day we have a chance to show our ability as a worker. We all work; we all do things differently—the one who succeeds in life is the one who finds the

right way of doing things. Fifty times a day we make the start; we write a note; we tie up a package; we put away stock; we polish the brass work; we open a box; we build a shelf; we do this, that and the other thing—and every one of them can be done well, badly or indifferently. So, don't say that you never have an opportunity; you have fifty of them a day.

"Do one thing well—get cranky about doing it well, and you will be a marked person; your 'boss' will have you sized up and placed in his mental catalogue about ten times quicker than you think.

"Every employer is always on the look-



Careful arrangement that is sure to cause favorable comment.

out for 'the right man'—and his big trouble is to find the right man for the right place. Give him credit for keeping his eyes open. He is more worried about finding the right man for the place than you are in getting it. He knows more about you and your ability as a worker than you suspect. Show that you can be depended upon to put a finishing touch to your work and you will soon stand out from the other workers who are merely plodding. When your employer is looking for a man to take a place where things must be done right, he naturally selects the man who has shown some evidence of his ability.

"Write plainly—somebody has to read what you are pleased to inscribe. If you don't expect it to be read, what is the use to write it? Your name of all things should be legible.

"This leads to what I like to call the finishing touch—that little extra something added to your work that shows you are anxious about getting it right. It is the finishing touch that makes one man's work different from another's—that makes him stand out



The efficient stock room.

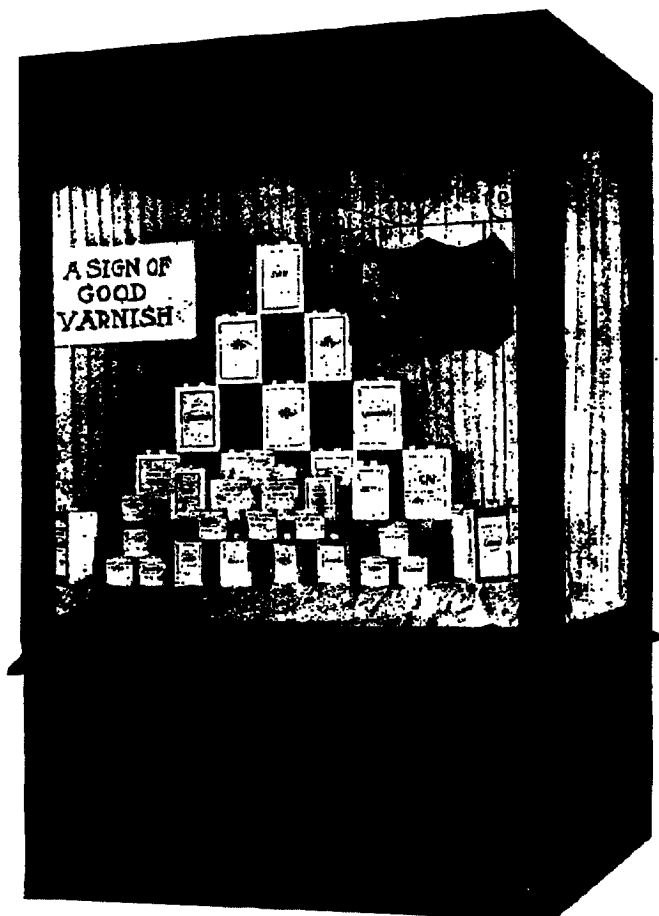
from the others where his superiors can see and remember him. The finishing touch makes your reputation and gets you started up the ladder. If you are applying a rubber stamp, put it on carefully and legibly. Write plainly; you may be a poor penman, but if your effort is readable you are forgiven. When stacking loaded baskets just a slight adjustment of the bottom baskets prevents the stack from toppling over. An extra nail in a box cover may be the finishing touch that holds the cover on firmly. Just a touch of cheerfulness injected into your voice while telephoning may be your salvation. Whatever you do, finish it up to the best of your ability, and don't be afraid of doing it too well. It does not necessarily take longer or mean any greater effort to put a finishing touch to your task—in fact, it is mostly a question of habit, and when once acquired shows itself in everything you undertake.

"Incompleteness—the lack of a finishing touch—breeds carelessness and shiftlessness that must sooner or later pull downward instead of up."



The result of neglecting little things.

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