

The SWP

FEBRUARY

1909



AN OPPORTUNITY FOR CLERKS WHO

The Sherwin-Williams Co. wants a good ending to the story printed "Crabbed Old Property Owner." They offer two prizes of \$10.00 and written by clerks in their agents' stores. See this issue of THE S.W. contest closes March 25th and all Mss. must be in on or before that date.

801 CANAL RD. N.W.

EDITOR OF S.W.P.

NOTE—Fill out this blank properly and send it to us
Do not send Mss. rolled or written on both sides

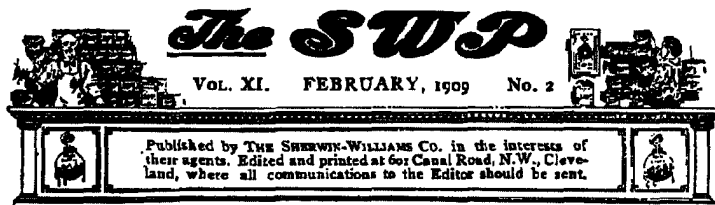
Name of
Contestant _____ Address _____

THE SHERWIN-WILLIAMS CO.

Gentlemen: — This is to certify that _____
a clerk in our employ, has written the enclosed article.

Name _____ S.W.P. Agents at _____

K-254 B9 697



Copyright, 1909, by The Sherwin-Williams Co., Cleveland, O.

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."

PERSISTENCY IN ADVERTISING.



AFTER all, the secret of successful advertising is persistency. Week in and week out, month in and month out, year in and year out, always hammering away at the proposition until the public link together your name and the product you make or sell, notwithstanding the fact that similar products are being made or sold by thousands of other concerns all over the country. Is this not the history of Pear's soap and Baker's chocolate, and a hundred other commodities we have known from our youth? If a person mentions either soap or chocolate, do you not instinctively recall the names of the above articles before any others? and isn't this entirely due to the persistent advertising of the manufacturers of these products? It has made a lasting impression on your mind just as in the case of the coon who had heard so much about Davy Crockett's reputation as a marksman that when Davy appeared with his gun he cried out, "Don't shoot, mister, I'll come down without it." Thousands of people today buy these two products simply because they have seen them so widely advertised that they can only think of Pear's or Baker's when they require soap or chocolate. What's sauce for the goose is sauce for the gander; if they can profit by advertising so can you.

This same fact about advertising applies equally well to your line of business and, if carried out persistently, will eventually result in the name of your store being so thoroughly known in your locality that people who are in the market for those products you handle will naturally come to your store to buy.

So strongly do we believe this, that last Fall we started a big publicity campaign in the national magazines on our Brighten Up Finish line. We are now driving this home by another campaign even more aggressive than the first one. We are planning to have three quarter, half and full page ads follow each other in all the leading magazines during the next five months. By persistent advertising we are going to impress the Brighten Up Finish line indelibly on the mind of the public. This will not only increase the consumption of Brighten Up Finishes but will bring

additional sales to our agents' stores, sales that would not have materialized if the buyer had not seen the advertisement every month when he opened the magazine, telling him forcibly and persistently about Brighten Up Finishes until finally, like Davy Crockett's coon, he came down—and made a purchase.

CHANGE IN OUR EXECUTIVE DEPARTMENT.



*Mr. H. A. Sherwin.
Chairman of the Board of Directors.*

AT A recent meeting of the Directors of this Company, Mr. H. A. Sherwin was elected Chairman of the Board of Directors and Mr. Walter H. Cottingham was elected President. After 42 years of active service in the Company Mr. Sherwin prefers to take up duties less onerous and confining than those of President and has accepted the position of Chairman of the Board of Directors, where his wise counsel and good judgment will still be a force in directing the policy of the Company. We are sure that every one wishes him happiness in his well earned cessation from active work. In taking up his new position, however, Mr. Sherwin's interest in the Company and the strong influence which he has always exerted for its welfare, will be no less than formerly.

Mr. Cottingham, in addition to the duties of President, will continue to act as General Manager. In assuming his new office Mr. Cottingham says: "In taking up the title of President, I do so with the grave sense of the responsibility it entails, and I wish to assure all that I will do my best to uphold the high honor the position has acquired through the long years of splendid and successful service rendered by the founder of our great business. I will continue to act as General Manager as well as President, and never have I looked forward with so much pleasure and confidence to the further development of the business as now. The country is on the eve of a new and greater prosperity, and we are better equipped than ever to rise to the possibilities such a favorable opportunity opens up to us."



*Mr. Walter H. Cottingham,
President & Gen'l Mgr.*

Prize Story Contest.

\$10.00.—Two Prizes.—\$5.00.

This contest is open to all the clerks in our agents' stores throughout the United States and Canada.

We will give a \$10.00 prize for the best ending to the following story, and \$5.00 for the next best ending. Continue the story in the same narrative style as the first part, presenting the arguments of the other mixed paint salesman, the lead and oil man and the S-W. representative, and end it by telling how the arguments for S. W. P. finally won Cy over as a convert, so that his buildings were all painted with it.

The competition will be open until the 25th of March. Fill out and send in the enclosed blank with your manuscripts to the Editor of THE S. W. P. A photograph of the two winners and their version of the ending of the story will appear in either the April or May number of THE S. W. P.



The Crabbed Old Property Owner.

IN THE little village of Golden Rod, Ill., there once lived a crabbed old fellow named Cy Raindrops. Now, Cy was not exactly a bad sort, but he had a very stubborn "Missouri" way about him that did not make him very many friends. This stubbornness was largely due to the treatment he had received from his father in his youth, for he had been forced to stay at home nights and could not do as the rest of the fellows did. All this tended to spoil him and make him dissatisfied, so that he gradually grew up to be a sour old fogey. Cy's father had considerable property and when he died at a ripe old age this property naturally went to Cy.

Not having had much experience in handling property—for his father had always managed his own affairs—Cy was soon the mark for much ridicule and the target for continual jesting.

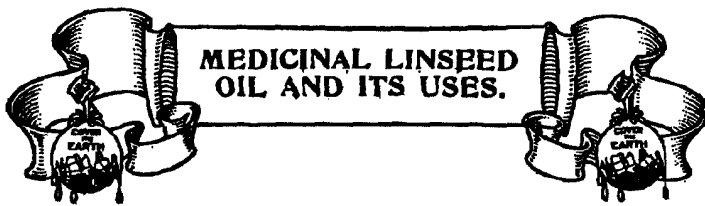
Along about ten years after the property came into Cy's possession, it suddenly dawned on him—as it had been dawning on his neighbors for several years—that his houses and out-buildings were sorely in need of paint, not only to improve their appearance but primarily to protect them from the constant wear and tear of the elements. And so one day it happened that Cy went into the local paint store in his town to look over the stock. We will not relate the mental effort that it cost him to make this visit, for he knew the comments it would create. Perhaps the sign of "The Little Paint Man" on the sidewalk helped him to get up sufficient courage to make the step, for as he walked into the store his face wore a determined look which indicated that he was ready "to argue along some line if it took all summer," and not to spend one cent until he was fully convinced that the paint he bought was absolutely the best and most economical that there was on the market.

So he pushed open the door of the shop and entered. Now, "Buck" Squaredale, who owned the shop, was an enthusiastic paint man. He had just put in a full line of Sherwin-Williams Paints and Varnishes; formerly he had carried a line of other mixed paints but had just made the switch to the S-W. Line. He still had a stock of the other mixed paints left on hand, and also had a supply of lead and oil, because many of his best customers were master painters who were not fully won over to the use of mixed paints. As Cy entered he saw that "Buck" was talking to a man over the counter, so he sat down and lit his trusty old corn-cob pipe. Now, it so happened that the other man who was in the store was the salesman for the mixed paint concern whose line "Buck" had just replaced with the S-W. Line. He had come to try and get "Buck" to renew his stock order.

As Cy came into the store, the C. M. P. salesman turned and as he saw Cy glance at the cans of paint all neatly placed in rows on the shelves, he sized up the situation. Knowing that if he could make a sale of his mixed paints he would be helping "Buck" by disposing of some of his old stock and in this way might secure a renewal order, he went over to Cy and asked him if he was interested in paints. Receiving a nod in the affirmative, he started out in a glowing account of what his paints would do. He was just bringing his fist down on the counter to emphasize some point when the door opened and a jovial, red-cheeked exponent of a leading lead and oil house made his appearance. As soon as the latter arrival saw the drift of the argument he, too, prepared to get into the fray, when the door again swung wide and an S-W. representative entered. This made a three-cornered fight with Cy as the central figure.

* * * * *

Write your ending to the story starting from here, and send your manuscript to the Editor S. W. P. at Cleveland, with enclosed blank. (Please limit your manuscript to 1000 words.)

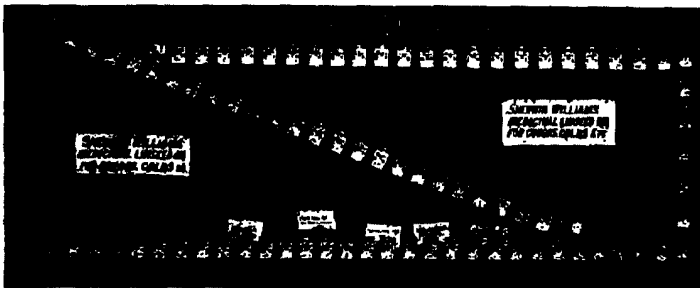


AW linseed oil has long been regarded as possessing great medicinal qualities. The difficulty in its use, however, has been to secure an oil that was sufficiently pure, as much of the ordinary linseed oil of commerce is adulterated and unfit for use. This adulteration is due to one of two reasons, either that a low grade of seed is used or that the proper care and cleanliness is not exercised in its manufacture, aging and preparation. For this reason many people still fight shy of using the so-called pure linseed oil for medicinal purposes.

With these facts in mind, we have placed on the market a linseed oil that is pure, because it is manufactured from the best Northwestern No. 1 flaxseed and cleaned thoroughly so as to prevent impurities from entering the oil. Nothing is left undone to safeguard its manufacture so that the oil made shall be of the very best quality.

While ordinary oil in its natural state is bitter and acrid to the taste, S-W. Medicinal Linseed Oil is so highly clarified that it is sweet and pleasant. Our oil may be used as a laxative for horses and other live stock. It is also very valuable for use in the making of Carron Oil and is therefore especially good for scalds and burns of all sorts.

The accompanying half-tone shows a window full of S-W. Medicinal Linseed Oil in the store of Gleim & Selzer, one of the leading druggists in Cleveland, Ohio. In talking to Mr. Selzer regarding the medicinal properties of our oil he says "it is not only invaluable for horses and cattle but it is a wonderful remedy for coughs, colds, etc." He believes that it is one of the best remedies for throat irritation that is on the market today.



An S-W. Medicinal Linseed Oil Window.



ARE you ready for the Spring Campaign? The starting gun has been fired by the appearance of our first advertisement in the February issues of a number of the national magazines. Last Fall we carried on an aggressive advertising campaign in the national magazines exploiting our line of Brighten Up Finishes. Now we are going to drive home the effect of this publicity by another campaign which will be even more aggressive than the one last Fall. The advertisement which is appearing in the February number of the magazines is shown on the opposite page. The magazines in which it appears include Everybody's, World's Work, Sunset, McClure's, Good Housekeeping and the Saturday Evening Post. At the same time we are running advertisements about our Decorative Service in House Beautiful, House and Garden, Craftsman, The International Studio and Keith's. In March the number of magazines in which we will take space will be augmented by the Woman's Home Companion, Munsey's and the Ladies' Home Journal. The space taken in March will also be larger than in February and will be followed by further advertisements in April, May and June.

This means a wide publicity for Brighten Up Finishes, not for one or two months only, but covering a period of four or five months during the active part of the Spring painting season. Millions of people will read these ads and will learn about Brighten Up Finishes. This universal publicity will help everyone of our agents, for it will bring to the notice of an intelligent public a line of goods that you all have on your shelves. It is up to every agent, however, to make it doubly effective by associating his store with our advertising in the minds of the public at large. This can best be done by advertising Brighten Up Finishes in your local newspaper, for this ties up your store with our campaign. The person who sees your ad and ours will very naturally associate the two and if he is in the market for paints or varnishes will come to you with his order.

As the February number of most of the magazines has been out for some time we have not prepared any electros of this ad for your use, but beginning with the March numbers of these magazines, we will supply each agent who will write us for them with electros which are the exact reproduction of the ads we are running in the national magazines. These will furnish you with the means of more closely associating your store with the campaign we are pushing and will make it doubly effective for you.

In the March S. W. P. Supplement we will show our advertisement for the Ladies' Home Journal, full size, together with two electros of this

ad which we will supply to our agents for their local newspaper advertising. One of these electros is 2 columns by 6 $\frac{3}{8}$ inches and the other is 3 columns by 9 inches. It is important that every agent should use these electros as they are an exact reproduction of the window trim which we are sending out for the Spring Campaign. By using these electros you will increase the effectiveness of your campaign threefold—first, by having the ad of the window trim in the Ladies' Home Journal and the other national magazines; second, by the same ad in your local newspaper; third, by the window trim itself in your store.

Brighten Up



Tell the Sherwin-Williams dealer in your town what you want to finish, and he will tell you the "Brighten Up Finish" that will do it, or write today for

SHERWIN-WILLIAMS

Brighten Up Finishes

our booklet, which is full of paint and varnish information.

THE SHERWIN-WILLIAMS Co.
 LARGEST (GREATEST) PAINT & VARNISH MAKERS IN THE WORLD
 Address of Inquiry to: Daniel H. Williams, N.Y., Chicago, Cal.
 In Canada to 628 Centre St., Montreal
 London (address) 2, West Court, Queen Street, E. C.

This Ad is appearing in the February issues of the Leading National Magazines.



I'M NOT ashamed to say that I was glad to hear the 12 o'clock whistle blow that day, for me and the boys at the factory had worked like niggers that morning, although that's not a very good comparison, for from what I hear, niggers sometimes loaf on the job something awful. With about half an hour to spare after lunch, I think to myself, I'll go over and see my old friend the Editor, and ask him after his eminent publications. "Hello, old Ink-pot," says I, seatin' myself and allowing the aroma from my three-fer (a nickel) to permeate the rarified, intellectual atmosphere, "what do you know about war?"

"Oh, I don't know much about war, but if it's campaigns for business you're referring to I'm the fountain pen of knowledge."

"What's that large sheet of paper on your desk all pasted and pinned and covered with hireoglyphicks (ouch!)—is it a map?" I asks.

"It is not," replied the Editor, pasting up a proof of a full-page Spring ad in the Saturday Evening Post in the corner, "that's the layout for THE S. W. P. Supplement. I have decided to branch out into the newspaper business. It's going out March 8th with THE S.W. P. Ought to be all right, eh?"

"Fine," I said, looking over his shoulder. "Going to be any sporting news in it?"

"Well, there's an account of how the office boy broke a graphophone record."

"Ha, ha. Very good for an Editor. You ought to have an account of the S-W. Marathon for bigger business this Spring. But are you really going to send out a newspaper with THE S.W. P.? That's never been done before. There are quite a few firms publishing magazines but not many in the newspaper business. Be careful, old Pen-handle, or you will find that you cut off more than you can masticate." This had the desired effect—it made the Editor mad.

"Well, let me tell you, young man, that if I want to publish a newspaper I can do it, can't I? If it's never been done before it's going to be done now. If you're one of those fellows who don't do things because they have never been done before I'm sorry for you. You won't add much to the world's knowledge. You're one of those chaps who float down stream like a dead fish. Where would we be if everyone was like you—afraid to try something new? We wouldn't be telephoning, would we? Or rescuing shiploads of people as the result of a wireless message

that spread over the ocean like a circle in a pond?—or thinking of giving up autos for airships?—or——"

"Mr. Editor," said I, my hand on the door knob, "my hat is off to you as the Champion of Progress. I have enjoyed your lecture, and will overlook the personalities you have indulged in for the good it has done me. I wish THE S. W. P. Supplement every success, and you yourself good afternoon." I made my closing remarks as sarcastic as possible and guess that'll hold him for a protracted period. My chief objection to the Editor is that he flies off the handle so quickly. But he's got some good ideas all right and that S-W. newspaper is one of them. I shall look for it about the first week in March.

The Little Paint Man

LATEST STYLES IN HOUSE PAINTING.



HERE are certain color combinations selected by expert decorators that will be popular during 1909. This selection of fashionable shades for the season is a help to both the dealer and property owner, for it saves them the bother of making the selection themselves and of picking out the various combinations of colors. It is not every man or woman that can pick out a scheme for house decoration that will be striking in appearance and at the same time harmonious. It not only takes a certain amount of training to do this, but considerable experimenting with the colors to decide which ones harmonize best together.

The hanger, cut of which accompanies this article, contains the S. W. P. fashionable shades for 1909. It also shows these color combinations worked out on the houses themselves. This has been reproduced on the hanger by the four-color printing process.

Be sure you get one of these hangers in your store, as they make a good display. They will also attract the eye of the house owner who is planning to paint, but who has not quite decided what combination of colors to use. The form number on these hangers is the H-14. If you do not get one in your stock order, be sure and write for one or tell our salesman about it when he comes to your store, and he will get one for you.



Hanger—Showing Shades for 1909.



WE ARE strong believers in advertising, for we know that it will bring results provided it is *right*.

For this reason we are always glad whenever we find our agents are aggressive advertisers, especially when they work up ideas that are both clever and original.



"S. W. P."

One of the best advertising schemes we have received in some time came into the office a week ago from our agent, Mr. C. P. Bruce, the "Live Druggist" at Pauls Valley, Okla. A few weeks before Christmas last year Mr. Bruce bought the little Shetland pony and cart shown in the accompanying cut. He named the pony "S. W. P." and offered him as a prize under the following conditions: Every cash purchase of \$1.00 made at his store before Christmas entitled the customer to a numbered ticket. On Christmas eve one number was to be drawn from all the tickets that had been sold, the ticket corresponding to this number winning the pony and cart. To advertise this scheme Mr. Bruce distributed throughout his locality a large number of posters telling all about the prize offered. The fact that it was well advertised and that the prize was decidedly

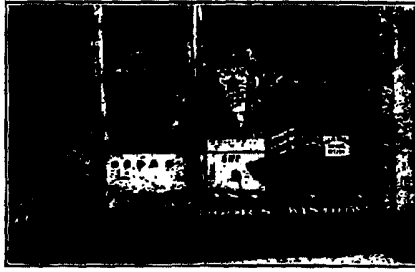
worth winning, resulted in some spirited cash buying in Mr. Bruce's store and he writes that it also increased his list of customers. As for the pony, he walks the streets today a living advertisement of Mr. Bruce's store and of S. W. P.



An S-W. Sign in Honolulu, T. H.

It is always a pleasure for the traveler in a foreign land to see the flag of his country floating in the breeze, for it makes him think of home. Just so it does us all good

to see a Sherwin-Williams sign in another country, for it makes us feel that there is more truth than poetry in the saying that S.W. goods "cover the earth." Not long ago we received a photograph from our agents, E.O. Hall & Son, Ltd., of Honolulu, Hawaiian Islands, showing a large display which they had just painted on the side of their store in Honolulu. The accompanying cut of this sign shows that the Little Paint Man's range of travels is a wide one, and that he is *on the job* in Honolulu as well as everywhere else.



An S. W. P. Window in Honor of "Fighting Bob's" Squadron.

When the American Squadron of battleships made a visit to the Pacific coast about eight months ago, the reception accorded to the officers and men of the fleet was one of royal welcome. The stores were decorated in their honor and everybody turned out to greet them. Our agent at Bellingham, Wash., Mr. Seth A. Atwood, worked up a window which was exceedingly apropos of the occasion, showing a battleship of the full line and a dock near by made of S. W. P. cans. Over the top of the cans he had the American flag with the declaration "these colors never run." We feel certain that the fleet will need considerable painting when they reach America this Spring, and trust that Uncle Sam will see to it that they are painted with the "colors that never run."

AND THE COW DIED.



THE following experience seems to bear out the argument for the use of S-W. Medicinal Linseed Oil in preference to all other brands: Not long ago Dr. J. C. Mitchell, veterinary surgeon at Gladbrook, Ia., who is a firm believer in our oil, persuaded the druggist in his town to take on a stock of the oil. A few days later he had occasion to recommend to a farmer client that he get a bottle of this oil for his sick cow.

It happened that the farmer arrived in town so early that the drug store was not open. Rather than wait, he went to the hardware store in town and secured a bottle of the ordinary linseed oil of commerce, which he gave to his cow. In 24 hours the cow was dead. Dr. Mitchell said the oil did it. Now, if the man had *only* waited for the drug store to open—but what's the use—the cow is dead and will probably remain so.



 HE popularity of the Little Paint Man among our agents has been unanimous since his first arrival in the advertising field, and his adaptability to newspaper advertising, signs, window displays, etc., has tended to make this popularity a sure and lasting one. The Warner Hardware Co., of Minneapolis, have the distinction of being the first agents to use the Little Paint Man extensively as an advertising medium, and from the accompanying cuts on the opposite page it is evident that they still believe in his "pulling power." The cut of their window shows the Little Paint Man Triangles which we offered to all our agents for window dressing in the December number of THE S.W. P. The cut in the right hand corner shows him appearing in the local papers.

The Warner Hardware Company are straight Sherwin-Williams agents and carry our line from end to end. They are very aggressive and believe especially in keeping a good, live display in their window all the time. They are also strong advertisers in the local newspapers and are constantly on the lookout for new ideas in advertising as well as in sales. Last year, for the two weeks before Christmas, they divided up the selling force in their store as evenly as possible into two teams. The company agreed to pay each salesman 4 per cent. of his cash sales during the two weeks, with the understanding that the losing side of the two teams should set up the winning side to a dinner at \$1.00 a plate. Mr Warner writes that the competition was very keen and that the scheme was a great success. He passes it along for others who may care to try it out next year.

In speaking of the S-W. agency, Mr. Warner says: "S-W. Products are a valuable asset to any dealer who can get them on his shelves."

Be sure to be on the lookout for THE S. W. P. Supplement. It's to be published in newspaper form and will appear the first week in March. It's going to be novel, breezy and tells you all about the Spring Campaign as well as many other things that are interesting. Read what The Little Paint Man has to say about it on page 24 of this issue.



*The Warner Hardware Co. Agency,
Minneapolis, Minn. Window Trim
and Newspaper Advertising. Mr. Leon
C. Warner, President.*



THE question of economically and prominently displaying a stock of paints and varnishes is frequently a difficult and troublesome one. Here is the solution. We are prepared to send upon application blue prints of plan of shelving which you can construct yourself, provided you are reasonably handy with tools. If not, a carpenter will construct them for you at small cost.

These shelves will provide you with accommodation for a large stock of paint in a small space. With them before you any size stock can be prominently and attractively displayed. Shelves are often made too large for one size of cans and too small for another, consequently the waste space is not utilized at all. If built according to our blue prints, reduced facsimiles of which are shown herewith, the waste space is entirely eliminated and your paint and varnish stock will show up to be the most attractive and handsomest display in your store and consequently the means of making sales.

If you are dissatisfied with the present arrangement of your paint and varnish stock do not fail to write for these plans. They are supplied free upon request; the shelves are not expensive to make, or have made, and will prove a great source of satisfaction and convenience in your Spring business.

The matter of properly caring for a paint stock in the average store is of so much importance that we feel a word along that line might at this time be of some interest to our agents.

When a dealer carries a stock of paint he does so because he feels it will pay him a profit on his investment. He is right, provided he does not neglect it, but keeps the line properly displayed in his store and gives it the necessary attention.

In locating a stock of paint in his store the merchant should consider two principal points—*publicity and economy of shelf room.*

The more publicity that can be given to the paint department the greater will be the impression made upon the consuming public, thus increasing the opportunities for making

sales. When a man goes into a store and finds a line of goods attractively arranged upon the shelves it is a reminder to him, and each recurring visit to the store increases his conviction that he is likely to need some of it; and then when his name has been sent to us to be promoted with our personal letter system as a prospective buyer of paint, he recalls vividly the handsome display of cans of paints and varnishes which he has seen each time he has visited the store, thus eliminating all vagueness, reducing him to a receptive mental condition.

The proper location of the paint department in the store has done much toward paving the way to a sale. Staples admittedly sell themselves, therefore all such goods as are recognized necessities, staple sellers, should be kept in the rear of the store, compelling the customer to walk past a well arranged exhibit of non-staples in the hope that he will see something else he needs before he gets out the front door.

It would be nothing less than a shameful waste of valuable space for a hardware store to keep the nail bins, bolt racks, stove pipe, strap hinges, etc., in the front part of the store, and builders' hardware, ice cream freezers, lawn mowers, hose, carper sweepers, paints and varnishes in the rear. The position should be reversed, so the customer will be reminded of these lines as he is leaving the store, after having made his purchase of a bolt or a pound of nails, etc.

Economy of shelf room is next in importance to the merchant.

Shelving in a store is for the purpose of displaying or exhibiting to the public gaze as much as possible of the stock of merchandise which the store carries. Every inch of space should be utilized to the best possible advantage, allowing no waste. For example, a shelf twelve inches high should not be wasted upon the gallon and half gallon cans of paint where an eight inch shelf would answer. The same is true in regard to width—eight inch wide boards (or double for 16) should be arranged for economy of space. Twelve inches high and twelve inches wide would lose the merchant four inches each way.

A paint stock should properly be kept in a section of shelving 16 inches deep and 8 inches high, and either 5, 7½, 10 or 15 feet long. The uprights should be placed 30 inches apart, thus creating sections or bins 16x8x30, holding 8 one-gallon cans, 15 half-gallon cans, and 28 quarter-gallon cans, and after disposing economically of the 1s, ½s and ¼s the shelf lines will easily adjust themselves to shelf conditions. The shelves for the quart cans should perhaps more properly be 6 inches high, thus saving an added 2 inches. This would give an extra shelf for each 3 shelves.

The arrangement of the stock should be made with a view to producing the most pleasing effect to the eye and because of the beauty of the S. W. P. label this line should occupy the shelving from the bottom to top and as far back as necessary to produce a straight line of S. W. P. labels, having 1s on the lower shelves, then halves with quarts on top. Floor Finishes, i.e., P. F. P., I. F. P., Floorlac, Wax, etc., should be grouped together; Varnishes from 1s to ¼s should extend along the entire top shelf

of the paint department—all 1s together, all halves, then all quarts, to get the most artistic effect.

Care should always be taken to keep the older cans in front, putting new packages behind them, thus avoiding the accumulation of old, dirty, torn or faded labels. Packages of each size should be kept together as far as possible in "families" as, quarts of "B. P." then next above pints, then $\frac{1}{2}$ pints. The same with Varnish Stain, Family Paint, and the entire Brighten Up line.

Except in rare cases, gallons, halves and quarts should not be kept in the same section or bin, as it gives the stock a broken and ragged appearance.

A well regulated paint department should have hanging in a convenient place a "stock record board" which can easily be made from heavy card board or half inch soft pine or leather, and should be punched like a cribbage board, 12 holes for each 1s, $\frac{1}{2}$ s and $\frac{1}{4}$ s for each shade of S. W. P. and such other products as bear an important relation to the paint department, for instance, "G.W.C." o 8 8 8 8 8 8. A single peg or small nail would be put into the proper hole indicating the number of packages of each size on hand. For example, if there were 7 quarts the peg would be in the 7th hole, five halves in the 5th hole, and two 1s in the 2nd hole. Every time a sale is made the peg is moved into the hole indicating the number of packages on hand after the sale. When the shelves are filled the peg is again moved to the proper hole to indicate the quantity on hand.

When all are sold the peg is placed in the "odd" hole, thus an absolute inventory is had at all times, so where merchants make a sort-up order once a week a hasty glance at the stock board suffices to show all shorts, and while some little time is consumed "pegging" sales, it is amply compensated for in the time saved in having to go through the stock and check shorts when making up mail orders during the rush season. The stock board has the added advantage of preventing a certain line from becoming entirely sold out without the merchant knowing it, thus providing against loss of sales by reason of being out of a certain stock. Those of our agents who use this method would not be without the "stock board" for anything.



He was a carriage maker and lookin' sour as all git-out. "What's the matter?" says I. "Them automobiles are going to cut the buggy business all to pot." "Brighten up," says I, "the rat-trap was specially designed to put the cat out of business, but it ain't done it yet, as I can see."

The Little Giant Mouse 