

The S W P

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NOVEMBER-DECEMBER, 1911

Increase Your Paint Business

By F. F. Myers, District Manager, St. Louis



HERE are only two ways you can increase your paint business: you must either get new customers, or get more business from old customers who are purchasing from your store regularly. There are only two ways to get new cus-

tomers: either sell them what you already have in stock, or provide something else for them to buy. It is essential that you have a good assortment of goods from which to select, or be familiar with their possible requirements and be in a position to supply same on short notice.

There are only two ways of getting more from old customers: sell them more of what you are now selling them, or sell them something you are not now selling them. This you cannot do unless you have a well balanced stock of such merchandise which will attract them.

There are only two ways of doing business: either sell goods affording a large profit, regardless of repeat business, or sell goods of such quality that will bring fair returns and repeat business. Everything depends on the goods you sell whether or not your new customer will become an old customer.

There are only two sources through which to make sales, particularly on house paints: either sell the property-owner direct, or sell the painter. Generally speaking, in selling the property-owner it is necessary to have the good-will of the painter, for he does fully 80 per cent of the painting.



Mr. F. F. Myers

In either case you must have the co-operation of your local painters to make a real success of your Paint Department. It is true that in a great many towns the majority of the painters are without financial responsibility and a big percentage of them are slow, but the property-owner usually consults the

painter and very often follows the painter's suggestions as to the best material to use.

In most cases the painter takes the job by contract, furnishing his own material, and if he owes every dealer in town and cannot get any more credit he will usually get enough advanced on the job to enable him to send away for his material. Where do you come in on such jobs? Some dealers have reached the point where they don't care and as a result many jobbers of paint are getting an increased business each

year from your local painters. You will find this true if you go to your freight depot and see the many orders arriving.

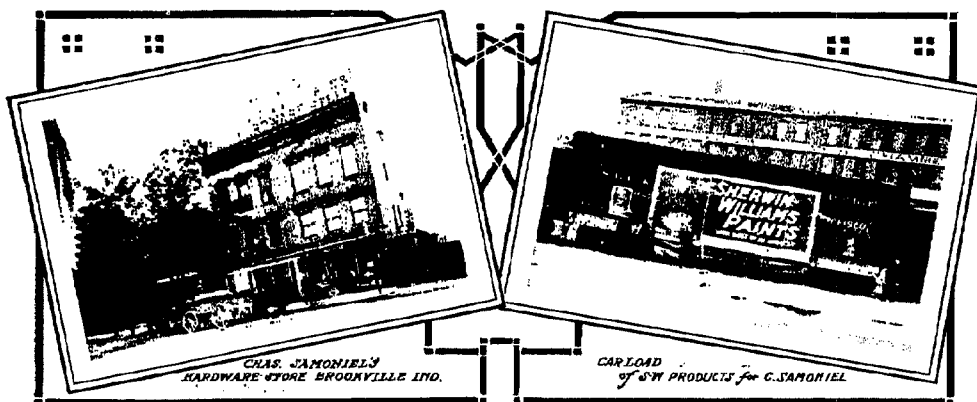
There is no occasion for your passing up this business even though in many cases the painters are not worthy of credit. Have a heart-to-heart talk with your local painters. Show them they are not following the painters' trade for their health any more than you are handling paints for your health, that you are prepared to meet them half way on the matter of price; that you are willing to divide up a part of the profit with them; that when they consider they have nothing to invest, no left-overs, no rent, light, heat, taxes or insur-

ance to pay, and have your stock representing several hundred dollars to draw from, it is foolish for them to send out-of-town for their material. Show them in order to make a success of your Paint Department you want to gain their confidence and influence. Both of these are valuable assets to your business.

In working out a proposition of this kind you can show them for the best interests of all concerned there is only one way to handle the sales, and that is to have all material charged to the property-owner, no matter who makes the purchase. They, of course, would get the difference in price between the price at which you would sell them and the regular retail price. This might be 10c or 15c a gallon and 10 per cent on Varnishes and Sundries, but in the course of a season it would amount to a very tidy sum. In fact,

you might go farther and give them this same commission on every sale they influenced, whether they applied the material or not. In this way you would soon have the local painters working with you and your increased sales would more than make up for the smaller profits on the sales made to or through the painters.

We have a line of advertising this year, which if you take advantage of should not only paralyze all competition, but should create a greater demand for paints than ever before. We are in a position to send out to the property-owners such attractive suggestions for exterior and interior painting that will make many paint who never thought of painting. Give us an opportunity of proving this to you by sending in a good big list of names of property-owners in your community.



An Interesting Letter

Mr. Samoniel, S-W Agent at Brookville, Ind., tells his experiences in the retail paint business

Brookville, Ind., September 28, 1911.

The Sherwin-Williams Co.,
Cleveland, Ohio.

Gentlemen:

We cannot refrain from giving you a little information that may be of some benefit to you. Our business has been in existence for 41 years, and we have handled paints of different brands, and our paint business was never very satisfactory until about six or eight years ago, when we had made a change to handling your paints. We were at that time selling about 500 gallons paint per year.

Since the change was made we credit to your fine system of advertising the fact that our business has increased to (car load) orders which we have given you for the last two years, and when you take into consideration that our town is but 2,500 population, we think it is wonderful and can only

be done through a fine system of advertising as you have.

Another thing not to be overlooked is that we are getting a great deal more for our paints than any other paints sold in our city. We started in this year with a car load of your Oil Meal, also a car of SWP and Varnishes; this with your Spraying Materials has brought us an enormous country trade.

Notwithstanding the advertising we have received done it all, but the quality made it a great repeater. We have never had any complaints, and furthermore, we did not write this for any notoriety, but we feel as though what we have written is due you. Thanking you, we remain,

Yours respectfully,

C. SAMONIEL.

The Value of Business-Like Stationery



URING the last few years there have been many changes in our notions of what constitutes a good letter-head. Happily the time has now passed when almost every merchant and business concern tried to surpass their competitors

in what were considered to be artistic letter-heads, introducing all manner of designs irrelevant to the subject for this purpose. Now our ideas have improved and the desire for restraint and simplicity has superseded the elaborate treatments which were so popular. But by simplicity we do not mean mere dullness or unattractiveness, but rather directness and distinctiveness.

The first requisite in having neat stationery is to use good paper, it need not be expensive, but of a serviceable grade. Stationery is always a sound investment, and a little money spent in purchasing a well-appearing quality will pay good dividends, for very often your customers, and especially those who are not familiar with your methods of doing business, judge the character of your store by these little things.

Then avoid any freakish combinations of color. White letter-heads, bill-heads, envelopes and stationery forms are always preferable, although sometimes a distinctive effect can be obtained by a tinted stock. Keep away from purple and yellow and other colored inks of a brilliant hue. They are good for circus posters, but not on the dignified stationery of the business-like merchant. Black, black and red or green, blue, brown, etc., are the suitable colors.

If you prefer a cut or design use one that

is appropriate and effective. Some cuts that are used for this purpose give the letter-head a very poor appearance. The drawing shown on this page is an original one which will be a credit to any merchant's business stationery. It is one of several designs we have prepared in electrytype form. They can be used for



No. 398

Color Plate No. 398½

one or two-color work and are made in sizes to fit letter-heads, bill-heads, envelope return cards. We also have several designs for checks.

When ordering stationery always caution the printer against using too many styles of type. It is unfortunately true that many of the smaller printing establishments seem to delight in displaying as many different "faces" of type as possible. One or two different styles are all that is needed, and if more are used it makes the letter-head confusing to read. This is quite a common fault, so it is well to keep it in mind. Do not say too much on your stationery as it will not be so direct as a few simple statements.

If you would like any suggestions regarding your printed forms, we will be pleased to hear

Agents for Sherwin-Williams Paints



The Hustle & Push Company

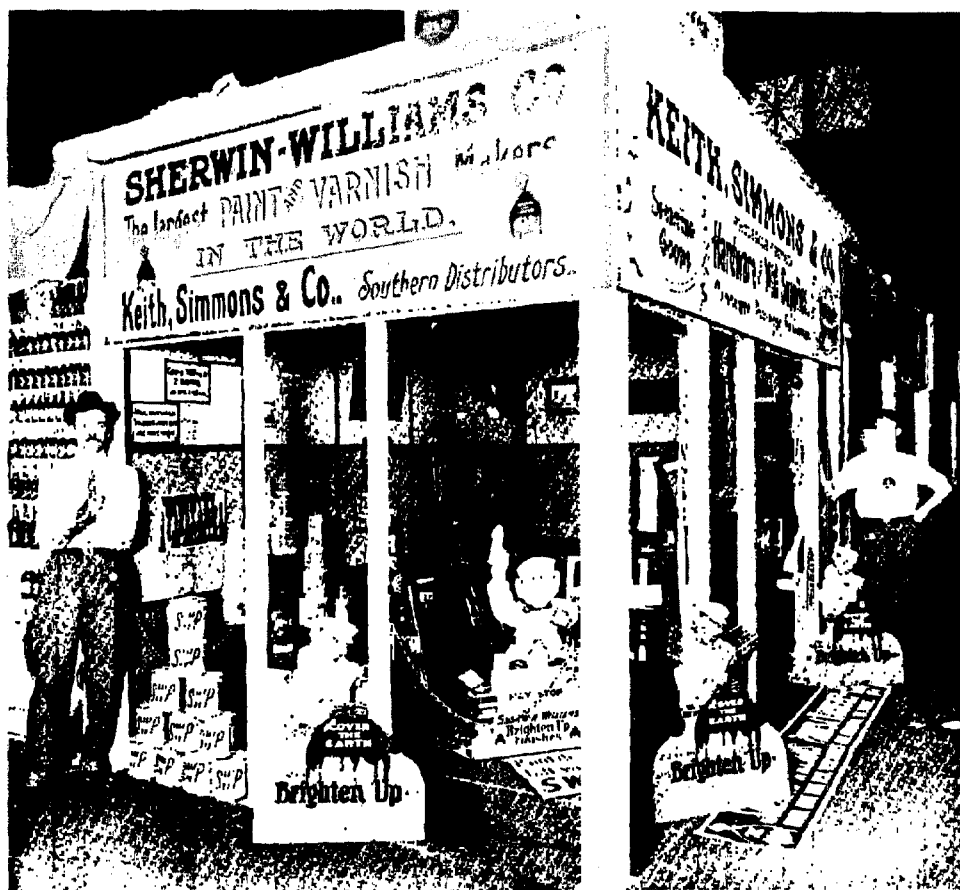
HARDWARE, STOVES, TINWARE,
PAINTS, OILS, VARNISHES

Successville, O. K.19

Note head or statement with agent's
name, business and address.
One or two colors.
Always specify whether wanted for one or two colors.

No. 615.

Color Plate No. 615½.
(We do not do printing. We furnish
electrotypes only.)



Decorative Display of Keith, Simmons & Co., at Tennessee State Fair

(Continued from page 79)

from you. Or better still, send us a sample of your stationery and we will prepare an electrotype of the design shown on this page with a neat arrangement of your name, business, etc. If you do not feel that this particular design is suitable we have several others and will be pleased to send you proofs upon request.

There is a double advantage in these electrotypes; you can then be assured of business-like stationery and because there is no type setting to do the printer will not charge so much. Then, too, they have a good advertising value and represent your store and business methods as being up-to-date in every way.

THIS display shows the display of Keith, Simmons & Co., our enthusiastic distributors at Nashville, Tenn., at their recent State Fair. On the right of the display is Mr. E. J. Schmitt, manager of their paint and varnish department; the other gentleman is Mr. W. P. Hambaugh, our representative who has charge of the Nashville territory.

This clever and attractive display was of Mr. Schmitt's own design, for which he deserves congratulations. The walls are finished with S-W Flat-tone and the floor stenciled with our Floor Stencils. Mr. Schmitt is a loyal S-W man, and our constantly increasing sales in Nashville are largely a result of his energy and practical business methods.

We are always glad to know what our good agents are doing and pleased to receive photographs of booths, displays, etc.

Operating Expenses and How to Keep Track of Them

By D. C. Lowles



IN last month's article we discussed the advantage of knowing one's financial standing every day and found that this knowledge was readily obtainable by the use of a simple daily report. One section of this report was used to show "Operating Expenses," and it is these we are to discuss this month.

In no department of the business will care and economy pay richer dividends than in the expense account. As the old proverb has it, "A penny saved is a penny earned," and as Benjamin Franklin said in Poor Richard's Almanac, "Beware of little expenses, a small leak will sink a great ship." It is the small leaks that we must continually watch for, in keeping down operating expenses.

You know, of course, what the items are that make up the total of your operating expense, but probably these are entered in the general account in your ledger and everything but the total lost sight of. To find the small leaks and keep the total expense at the lowest reasonable figure, the best way is to use a comparative report showing the current year's expenses compared with the previous year, both for month and year to date. A suggestion for such a report is given here.

The various items on this report can be subdivided to suit varying conditions and other items not shown above, can of course be added. The main idea is to classify your expenses in such a way that you may know what the cost of running your store is, and whether you are spending on any individual item more than is warranted by the business done.

Another good way in which to watch these expenses is to use a double sheet of foolscap pasted on

a stiff piece of cardboard and ruled with 13 cash columns, one for each month of the year and the final column for the year's total. Two lines should be used for each item, the first for entering the current figures and the second for the figures for the same periods of the previous year. It will be found advisable to enter the previous year's figures in red ink and the current figures in black or vice versa.

This second plan will save making up a separate report each month as the monthly expenses can be entered in the proper column at the time they occur.

Do not forget the importance of making an estimate or setting a limit on each item of operating expense as only by so doing can you know just when and where reductions should be made. At the same time care should be taken to allot each caption its fair proportion of the estimate so that the business may not suffer for want of proper repairs, good stationery or liberal advertising, etc.

Operating Expenses				
From 1916 to 1917				
Items	Month		Year to Date	
	This Year	Last Year	This Year	Last Year
Salaries and wages				
Fixed Expenses				
Rent				
Insurance				
Taxes				
Interest				
Other Expenses				
Repairs				
Light & Heat				
Cleaning				
Stationery				
Telephone				
Postage				
Trade Papers Etc				
Wrapping & Twine				
Sundry Supplies				
Cartage				
Advertising				
Total				

The Retail Salesman

By W. J. Bland



HERE is just as much opportunity for the man behind the counter to demonstrate his ability to sell goods as there is for the man on the road. It is just as essential that the retail salesman be courteous, know his line and be enthusiastic, as it is the traveling salesman.

The retail salesman who is always ready to wait on trade; always cheerful; always thoughtful of the comforts of his customer; takes the time to find out just exactly what the customer's requirements may be and tells in a kindly, truthful way just what he has to offer, is the man who makes good sales, for the reason that courtesy, knowledge of the goods, and enthusiasm will always win business.

In order to know your line better, keep in close touch with the traveling salesman; ask questions; talk to him; pump him dry. You will find he is only too willing to tell you of his goods; the factory; the organization and the selling helps he has to offer. Keep a record of the "hard nuts" that you find difficult to handle and tell the traveling sales-

man about them on his next visit. He will go with you and because of his greater experience in the line, will, no doubt, land the business. This experience will be a developer for you—make you stronger—give you more confidence and increase your worth to your employer.

Exercise your selling powers on every prospect you come in contact with. Don't be just a clerk—be a salesman. Should a customer come in to

purchase a can of floor paint, don't be satisfied just to show a color card and allow the shade to be selected, then wrap up the can and merely look pleasant. Anybody can do that. Rather bring to bear your knowledge of the line; sell a brush, as well as the paint and tell about Crack and Seam Filler. How it fills up the ugly cracks; makes the old floor look like the deck of a steamer; inquire about the other floors of the house; find out if they use or under-

stand the use of Floor Wax; tell how to keep floors in good condition with Floorwipe. Let them know that you *know*—don't be a clerk, be a salesman and a booster for the man you work for.

Window Display Advertising

By W. A. Vance

E. R. Davis & Co., S-W Agent, Clarksburg, W. Va.

For some years past we have given more attention each year to our window displays, because we could see each day direct returns.

We consider it by all odds the best means of publicity for the retail merchant. This is especially true of well-located stores. They should be changed at least every two weeks, when practicable every week.

The window displays sent out by manufacturers of different lines are a great help; especially the automatic signs, a few of which we now have.

We know that clean, bright windows make business, and dusty ones with dead flies, too often seen—we regret to say—in paint and hardware stores, lose business.

Do You Sell Spraying Materials?



ANY dealers who, a few years ago, thought that insecticides, such as Paris Green, Arsenate of Lead and Lime-Sulfur Solution should only be handled by the druggists, have now come to realize the increasing demand for such products and are finding their sale decidedly profitable. Throughout the country farmers and fruit growers are now careful to see that their fruit trees and vegetable plants are properly sprayed with some efficient compound, in fact, in certain states, laws have been enacted making it compulsory to spray.

There is an excellent opportunity offered for the enterprising merchant in this line, and we suggest that all our agents who do not yet sell our insecticides, should consider the proposition. To aid you in gaining a clear idea of the uses of these materials, we shall be glad to send you a copy of our 114-page book entitled "Spraying, a Profitable Investment." This contains complete information on the subject, including a spraying table. Also, we shall give prices on the different lines, suggest a stock to carry and outline our sales plans by which we help the dealer in selling our insecticides and fungicides.

Our Magazine Inquiries

The results of an investigation of sales resulting from inquiries



NCE in a while we receive a letter from one of our agents saying that our magazine advertising has little or no effect upon his sale of our products. He generally states that the inquiries received from his town are merely from curiosity seekers or "chronic ad writers" who want to get a set of color plates for nothing but are not interested in paints and varnishes. This is, of course, true in certain cases but is not at all a general state of affairs.

A short time ago we decided to make an investigation and addressed a letter to a large number of our agents giving a record of the inquiries received from their towns and asking them to report whether or not they had been successful in selling to any of the names mentioned. The results of the investigation were most interesting. It proved to us that by far the majority of inquiries received were bona fide and that where the agent followed them up aggressively he was successful in making a sale. While the average of inquiries sold was between 60 and 75 per cent, some of our agents had sold as high as 100 per cent. Of course many of these were small sales, but the average was good. Several agents said they had not kept any record of the purchases made as many were cash sales and although some reported "none sold" they generally admitted they hadn't followed up the inquiries.

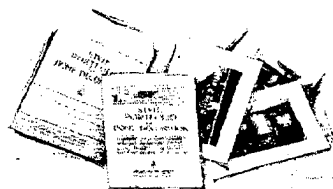
Quite a number of our customers wrote explaining the various systems they have in following up these inquiries. Some agents write a postal; others a special letter immediately upon receiving the notification from us—and these were the agents who reported most favorable results.

This investigation proved very conclusively that our magazine advertising is most effective and that the greater number of those who write to us for the color plates are interested in the subject. However, we decided to eliminate as

far as possible the worthless inquiries and in this way save our agents much unnecessary bother. The plan we decided upon to accomplish this was to make a charge of 5c for every portfolio. This will just cover postage and cost of mailing.

This plan was put into effect the commencing of the fall season and thus far appears to be very successful. The number of inquiries has naturally decreased slightly but now we have the satisfaction to know they are all from bona fide property-owners who intend to do some decorating either at once or in the spring season. People will not pay 5c for a portfolio unless they are interested in the subject and are looking for suggestions.

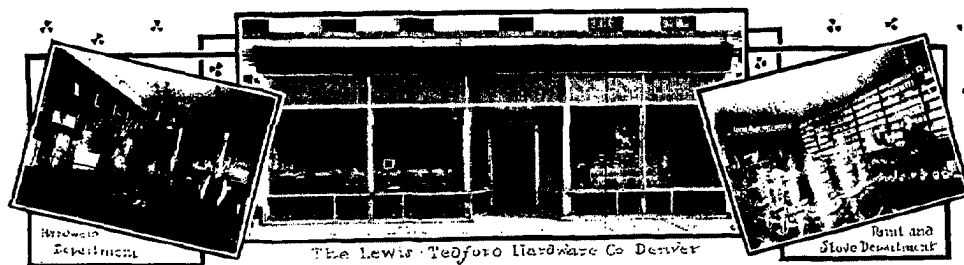
The portfolio we are now offering is entitled "Style Portfolio of Home Decoration."



It contains 20 color plates illustrating various homes which range from the modest one-story cottage to the pure type of Colonial, and a number of interior views. There is also an interesting book which contains instructions for decorating the home. The property-owner is always referred to you as being our local agent.

An illustration of the portfolio is reproduced on this page and we shall be pleased to send one to any agent. Of course there is no charge to our customers.

We urge every agent to follow up the inquiries systematically as only by so doing will he secure the best results from our advertising campaigns.



Co-Operative Advertising

By H. W. Lahr, Crescent Drug Co., Glasco, Kans.



Mr. H. W. Lahr

WE ARE told that the success of any institution is the sum of the successes of the individuals in the institution, and I think we are rightly told, for from the president down to the porter, we see that this is true.

Since this is so, then as retailers for the Sherwin-Williams Co.'s

high standard products, we are members of that firm. They have given us a portion of their territory which is a part of their capital, and the success we have in handling our portion figures greatly in the success of the institution, of which we are a part.

At times it has come to me with great force, that the retailers hold the most important offices in any institution. It is with them that the final output is measured. They are the connecting link between the manufacturer or the source, and the consumer or the great ocean of consumption. Every increase in the efficiency in the retailer makes greater possibilities for the firm as well as more money for the retailer. Therefore, let us avail ourselves of every opportunity to increase our efficiency.

Here I want to suggest one way that I have found to be of great value to me in selling paint, that is by co-operative advertising. I mean by that, to work with the Sherwin-Williams Co., in using every opportunity they offer (and there are many of them), to get the message to the prospective customer. If we will connect our stores fully with their Advertising Department, we will outclass every other firm in the way of getting and building business. We can do more than this, we can be more than a transmitter, we can be an originator. We can connect ourselves so closely with the Sherwin-Williams Co., that we not only carry their message in our community, but also feel as they feel, and know as they know. By allowing the best from their corps of expert advertisers to play upon us, we can fill our souls with enthusiasm and force out the best we have in us. To give the best is to get the best. To allow others to do for you is to allow them to rob you of your pleasures and the

possibility of growing. We acquire by doing, not by having it done for us.

The Sherwin-Williams Co. give us the best possible kind of general advertising. It is truly an educational message put up in the most artistic way. I know from experience, that their advertisements put tone in my business; they go further if you will co-operate with them, they will make it specific as far as possible. In order to make the most of our opportunities, it requires not only general treatment, but also specific treatment. Here is where I learned that I could make things move by working with them, putting in local ads of my own, special signs, window displays, and weaving in, wherever possible, anything of local interest.

You know advertising is salesmanship, and that personality is a very important item in selling goods; so by getting into the game yourself, you stamp your own personality upon the advertisement, and thus you increase the results.

You live in the community, you are a part of it, you feel its pulse beat, and so you can tell just what is needed to cheer and brighten it up. People always like to trade with live merchants, and will do so whenever possible, other things being equal. I am of the firm opinion that with a little effort—just a little more than the other fellow—you can make yourself so felt in your community, that those in that community will never think of paint without thinking of you first. It is in keeping with the law of association.

In conclusion I wish to make clear this fact: To make the most out of a Sherwin-Williams agency and I mean by that, to make the most money for ourselves, and to have the pleasure that comes from work well done, we must co-operate with the Sherwin-Williams Co. in every possible way, and for relief for ourselves, we must do a little advertising of our own.

An Apology

WE regret that in the Fall Campaign issue of *The S W P* we used a photograph of the window of Mr. W. H. Sawyer, our enterprising agent at Providence, R. I., without mentioning his name in connection with it. This was used to illustrate the correct use of our Fall Window Display, and our agents will remember the splendid arrangement of paint and varnish cans that Mr. Sawyer had made.

Why We Sell SWP

By The Hartley Hardware Co., S-W Agents, Mountain View, Cal.



ENDERED space in *The S W P* and asked to contribute our experiences in the paint business, we take extreme pleasure in complying, and hope our efforts may prove interesting to some readers and aid in the common cause of increased demand for Sherwin-Williams products. Our story may be interesting.

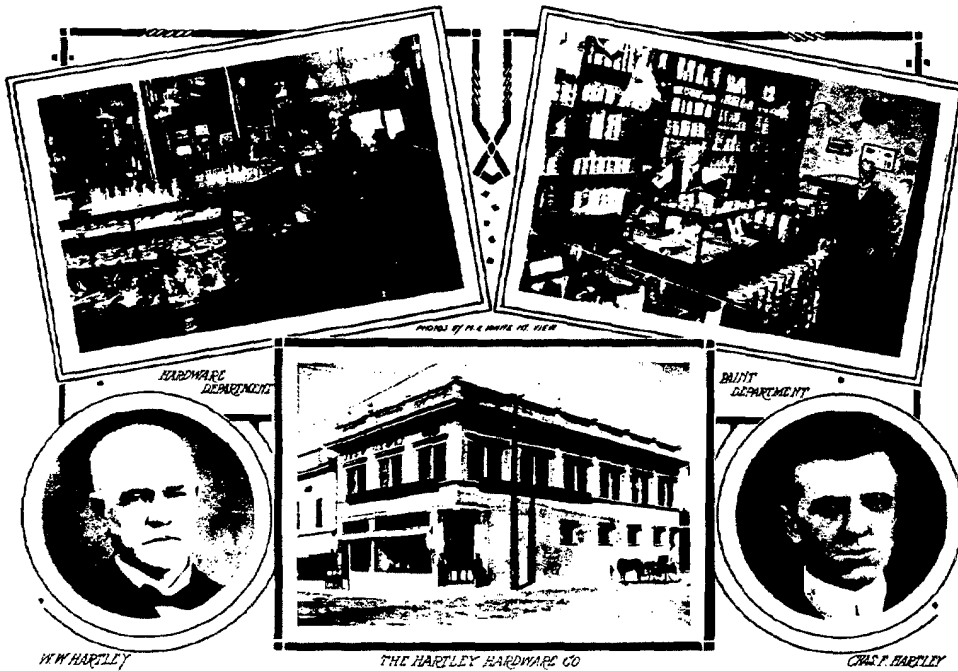
A little more than a year ago we scarcely knew there was such an institution as The Sherwin-Williams Company or Sherwin-Williams Paint except for noticing the familiar Cover the Earth sign wherever we chanced to be. Never in the paint business before, and not having had occasion to use any paint, we supposed that paint was simply paint, and all paints looked alike to us. But we have since found that there are paints and *paints*.

Casting about for a profitable business investment, in a desirable locality as to climate and environment, we had the great good fortune to come to Mountain View and meet George S. Parkinson. At this city we found combined all that we sought—the garden spot

of the world; never hot and never cold; no ice but in the refrigerator and no winter but in the almanac; perpetual springtime in place of blizzards, cyclones and thunderstorms; perennial bloom instead of snowbanks; and a level, productive soil, the best on earth, in lieu of the rocks and hills where I was born.

After making purchase of the store and business of Parkinson Bros., we were told a good deal about paint and advised to "stick to Sherwin-Williams." We made considerable and repeated investigation of the paint business and especially of other lines of paints for we had decided to supply our customers with the best grade merchandise and build up a reputation for quality. We also made close observation of the Paint Department of our store and of the methods employed by Mr. Parkinson's clerks in making sales, who remained with us for a time to introduce us to the business and customers and get us started right.

At first we assumed that all the talk about the superiority of SWP was for effect to make sales. Soon, however, we had the pleas-



ure of meeting Mr. W. E. Carter, the gentlemanly representative of The Sherwin-Williams Company and hearing him point out the various features of superiority of his paint, giving logical and convincing reasons why it stands all tests of time, climate and laboratory, we were soon able to see that it would be decidedly to our advantage to follow Mr. Parkinson's suggestion and stick to SWP. Since then our experience in selling SWP has convinced us that our decision was a wise one, for there are many buildings in this city painted years ago with SWP, which are still bright, lively, flexible and fresh in appearance, retaining a durable body of real paint that wears, protecting the wood as well as retaining its beauty of shade and color.

Perhaps we have been more fortunate than other merchants who stumbled across "the

other kind" before they took the S-W agency, but we have come to find a real pleasure in "Sticking to Sherwin-Williams;" feeling that in so doing we are not only engaged in a pleasant and profitable business, but that in a way, we are philanthropists and assistant educators of the world for the world's good. As the missionary, who carried soap to the heathen together with the Bible and Prayer Book, found the soap the first civilizer, we feel that we, too, become civilizers with every can of SWP we sell.

Our business in SWP is constantly increasing and we attribute it to the splendid satisfaction it gives to our customers. Although higher in price per gallon than other brands that can be purchased, the property-owners find it is the cheapest in the end.

Pushing Seasonable Goods



JUST at this season of the year the housewives are thinking a great deal about brightening their homes in preparation for the festivities of the holidays. This offers the dealer an excellent opportunity for pushing such profitable lines as Floor Finishes, Varnishes, Floor Wax, etc., and he should see that such goods are prominently displayed in his windows, on the counter and shelves, etc., and that customers are reminded that he keeps a full supply of these materials.

There are numerous ways in which these lines can be advertised, and it might be well for dealers to prepare a series of newspaper advertisements suggesting the use of the different lines they carry, referring particularly to the Christmas season. An attractive window display could also be planned, but one of the most simple ways to advertise these goods is to place enclosing slips descriptive of them in all packages and orders that are sent out.

There are three products we wish to mention particularly and which may be more or less new to our agents. We refer to Polish-ol, Floorwipe and High Polish Fluid Wax. These lines were added to our price list a few months ago, and prices and full information will be sent on request. A trial order will convince you of the demand for such products.

High Polish Fluid Wax: There has always been a demand for a liquid floor wax which would save much of the labor involved in the application of paste wax. To meet this demand we have prepared our High Polish Fluid Wax which is of the same high quality as our

regular floor wax only is made in liquid form and does not settle or become hard in the package. It is made in half-pints, pints, quarts, half-gallons, and gallons. Dealers who have a demand for such a product will find this line profitable.

Floorwipe: This liquid is used for cleaning and renewing the lustre on waxed or varnished surfaces. It removes that invisible layer of dust which is on every floor and renders unnoticeable places where the varnish has begun to wear through and heel-marks and scratches are seen. This preparation is very simple to apply as the floor is simply wiped over with a cloth dampened with Floorwipe. Floorwipe comes in pints, quarts, half-gallons and gallons.

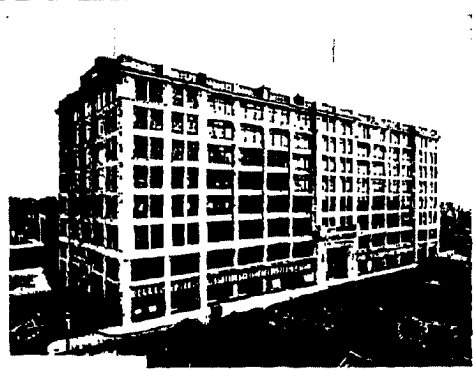
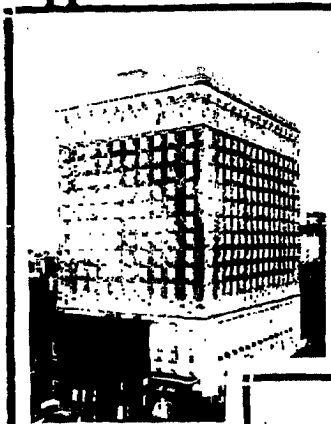
S-W Polish-ol: Our agents have doubtless all heard of our Polish-ol, and if you have not as yet tried out an order, you should send in for at least a dozen bottles at once. S-W Polish-ol meets the popular demand for an efficient furniture polish at a moderate price. It is sold in 4-oz. and 8-oz. bottles. Liberal discount.

The Opposite Page

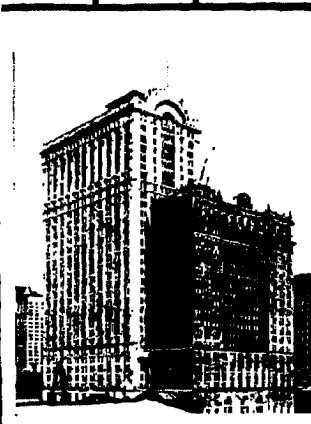
THE immense buildings shown on the opposite page will doubtless be interesting to our agents because they were decorated with Sherwin-Williams' decorative finishes. These are some of the best known buildings recently erected, and the fact that our products were chosen in the face of severe competition is merely additional proof of their recognized superiority. Tell your customers about them.



Doubleday Page Co. Garden City, L.I.



*Rice-Cotton
Hotel
New York City*



*Whitelock Bldg
New York City*

*Municipal
Building
Washington D.C.*

*Hotel Madras
New York City*



From the Little Paint Man's Scrap Book



Young Man—"So Miss Ethel is your oldest sister. Who comes after her?"

Small Brother—"Nobody ain't come yet; but pa says the first fellow that comes can have her."

"Paw wants a bottle o' liniment and maw wants a bottle o' china cement right away."

"All right, sonny. What's wrong?"

"Maw hit paw with the sugar bowl."

Judge—"You are a freeholder?"

Talesman—"Yes, sir; I am."

Judge—"Married or single?"

Talesman—"Married three years last June."

Judge—"Have you formed or expressed any opinion?"

Talesman—"Not for three years, your honor."



Mrs. Quackenboss "Am yo' daughtah happily mar'd, Sistah Sagg?"

Mrs. Sagg—"She sho' is! Bress goodness, she's done got a husband dat's skeered to death of her!"

Frank had been sent to the hardware store for a thermometer.

"Did mother say what size?" asked the clerk.

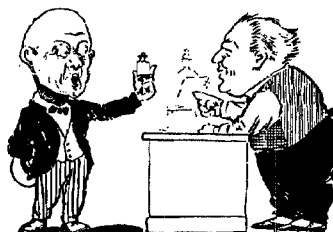
"Oh," answered Frank, "gimme the biggest one you've got. It's to warm my bedroom with."

Editor—"We are sorry to lose your subscription, Mr. Jackson. What's the matter? Don't you like our politics?"

Mistah Jackson—"Tain't dat, sah; 'tain't dat. Mah wife jes' been an' dun landed a job o' wuk foh me by advertisin' in youh darned old papah."

"Mrs. Chucksley, is your husband a member of any secret society?"

"He thinks he is—but he talks in his sleep."



Bald Patron—"Here! I've rubbed this dope on my head for three weeks without result, yet you said it would grow hair on a billiard ball."

"Well, how do you expect it to grow hair on a billiard ball when you rub it on your head?"

Tommy—"I only wisht I was pres'dent of the tin trust."

His Mother—"Why, what would you do?"

Tommy—"I'd make all the pie and cake pans bigger."

The New Girl—"An' may me intinded visit me every Sunday afternoon, ma'am?"

Mistress—"Who is your intended, Delia?"

The New Girl—"I don't know yet, ma'am. I'm a stranger in town."

News Editor—"Where shall we put this item about the retirement of Alderman Soaker from public life?"

Managing Editor—"Put it under 'Public Improvements.'"