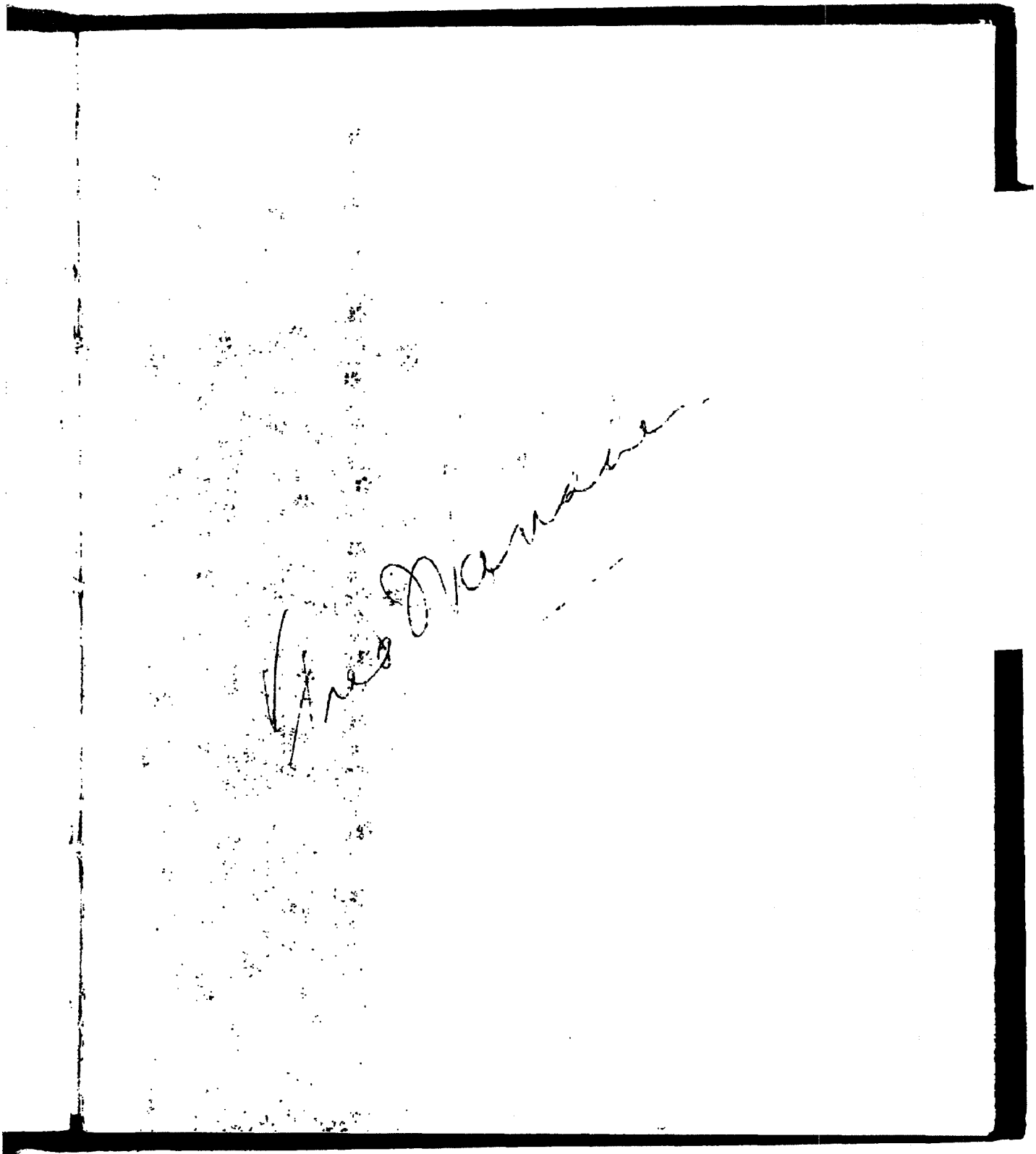

The SWP

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Volume XIV. No. 1 *JANUARY-FEBRUARY, 1912*

Getting Together

IN a few weeks' time, spring will be here once more, with its bright, sunny days and increased business activities. This is the time when you are looking forward to the opening of the season with eagerness and expectation, and devising new schemes for broadening your business—giving better service to your customers and increasing your trade. At the same moment, we too, are planning our spring advertising and selling campaigns.

This, then, is a good time for us to get together. It is a splendid opportunity for us to review our association with each other, and see whether our relationships cannot be strengthened. Our interests are common, for we are both seeking more business and new channels for trade. Working singly, each can only do the work of one man, but if we co-operate, our efforts will be many times multiplied. In the world of buying and selling, nothing is more important than close co-operation between the retailer and manufacturer.

It is a significant fact that the most successful manufacturers are those who offer their trade the greatest help, and similarly you will frequently find that the most prosperous merchants are those taking the greatest advantage of the opportunities offered them. Not that this is the only cause contributing to the success of such merchants, but because they are good business men they realize the innumerable benefits to be gained. It is profitable for the manufacturer to give every possible help to his local distributors, for the more goods they sell, the larger their orders for his merchandise will be. Both benefit by co-operation.

No matter what your line of business may be, you will find at least one up-to-date manufacturer offering you many valuable helps for getting more business. Retail merchants are no longer deluded into purchasing some line of goods which looks fine on their shelves—and stays there. What they want to know is: "How are you going to help me move it? What are your plans for creating a demand for these goods?" The progressive manufacturer wants to work with his local dealers for their mutual benefit.

But the principal trouble lies in the fact that many merchants become so accustomed to hearing about "helps for the dealer" that the words lose their meaning, and are neglected entirely. There are numerous opportunities for consistent team work—the dealer being onto the job and the manufacturer bending his every effort to help. But no matter how anxious he may be to co-operate, or how carefully he has planned his selling campaigns, it won't be a bit of use unless the merchant does his share.

We believe in co-operation. We believe that by working with each other, we can make our Paint and Varnish business this spring, the greatest we have ever enjoyed. Our Spring Campaign will soon commence, and full plans will be mentioned in the next *SWP*. We want to work together for a big, profitable trade, and we want to bring more customers into your store who will not only buy paints and varnishes, but whatever other lines of goods you sell.

0007-SWP-000119784

Landing the Profitable Paint Jobs

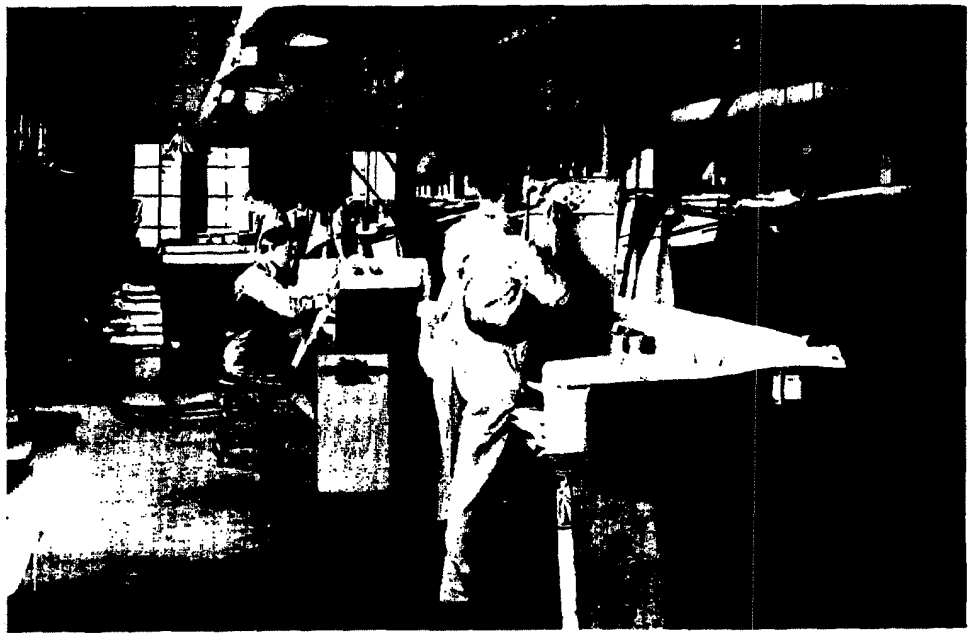
How to Use the Decorative Department as a Sales Booster

SEVERAL days ago, one of our agents living in a town of about 5,000 population, wrote us a letter which reads in part: "During the last year my trade in paints and varnishes has increased exactly 47 per cent. In investigating the cause, I find that the greater part of this gain is due to four complete house jobs which I landed through your Decorative Department. I'm only sorry I didn't use the service before. Of course, I'd heard about it, but *imagined it to be some difficult affair, only suited for elaborate homes and not the average small cottage.*"

This, we are afraid is the opinion which some of our agents have concerning the services of our Decorative Department, and so in this article, we explain the workings of the Department and tell exactly how *you* can use it to help you in your business. It is a very opportune time to discuss this proposition, because in a few weeks the spring painting season will be in full swing and you will be busy getting after the prospects.

First, we would state most emphatically that the work of our Decorative Department is by no means restricted to the larger jobs. In fact, 75 per cent of the requests for suggestions come from the average-sized home. Secondly, the method of obtaining suggestions is an extremely simple one, without any fuss or red-tape. Thirdly, there is not a cent's expense to either you or your customers.

Some of the many letters we have received from our pleased agents tell of profitable jobs landed through this help, and the postal we reproduce on the next page shows an instance where the order for the necessary materials accompanied the acknowledgment of the suggestions. Lyon and Matthew, our hustling agents at Sentinel, Oklahoma, merely say: "I



Where our decorators prepare the artistic and practical color schemes which are sent to you free. The large panels in the picture are used on special jobs—the regular suggestions being accompanied by the miniature elevations shown on page 4

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A corner of the studio where our artists touch in the attractive stencil designs. We spare no expense to help our agents who use the Decorative Department

Assembling the sections showing woodwork, wall and ceiling-finish, and mounting them on cards. One of these elevations is sent for each room

am mailing the order for the goods this evening." This is what has happened all over the country--many jobs landed without any trouble to the merchant.

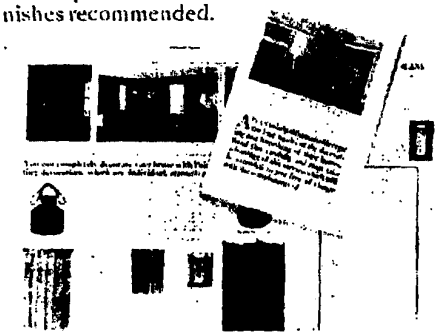
We want to ask you to send in at least three requests for decorative sketches this spring. We know this is all that is necessary, for when you find it profitable you will continue to work with the Department. *We want a chance to prove what we can do.*

This is the plan as briefly and comprehensively as possible: When you learn that any owner of property in your town or neighborhood intends to build a new home or redecorate his old one, either interior or exterior, send us particulars, and we will then prepare decorative schemes for every room in the house, and illustrate them with small wall elevations worked up from the actual materials. For the outside, color diagrams are made. You can then give these plans to the owner, and at the same time, quote prices for the paints and varnishes recommended.

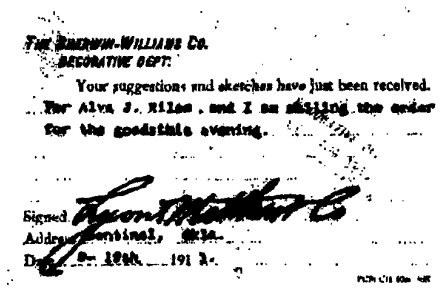
The matter of sending to us the necessary information is very simple. We illustrate the information blank which we have prepared to facilitate sending in the required particulars. The blank describes clearly the services of our decorators, and asks certain important questions about the building which need answering. It is handsomely printed in colors and shows several artistic decorative schemes, both interior and exterior, with exact specifications for the materials to use. There are also suggestions in color, for stenciling fabrics, etc.

It is altogether quite a clever folder, and if you would like to distribute some among your customers, drop us a card, and we shall mail you a supply. Ask for "new decorative information blanks." They are good features to send out to your trade.

If you do not happen to have any blanks on hand, however, this must not prevent you from requesting suggestions. Merely use your own good judgment, and give what particulars you think necessary. Describe the size of the rooms, exposure, etc., and if possible, mail a



Write for a supply of these attractive decorative folders



THE SHERWIN-WILLIAMS CO.
DECORATIVE DEPT:

Your suggestions and sketches have just been received. Mr. Alva J. Niles, and I am mailing the order for the goods this evening.

Signed
Address
Dated Dec. 12th, 191 3.

"Your suggestions received. I am mailing the order this evening."

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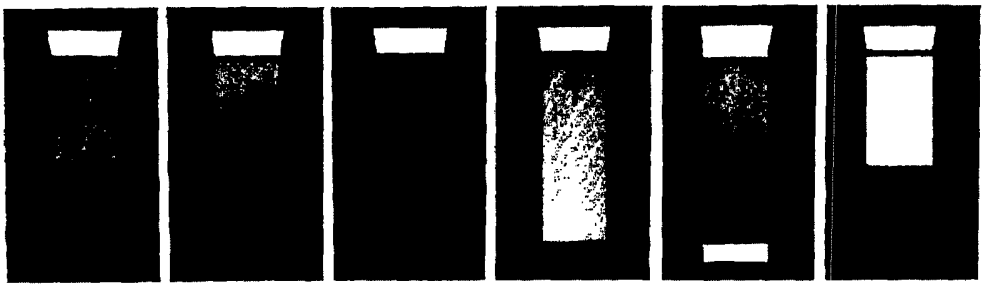


It does not matter whether it be a $10,000 residence or a $2,000 cottage—we are just as willing to suggest decorative schemes, which we illustrate, with wall elevations in color

photograph of the building, if it is an old one, or blue-prints, if new. Should this not be convenient, just draw a rough sketch of the groundfloor on a piece of paper and mail it to us.

Here is a letter which one of our agents sent us asking for suggestions. It contains just the information we need, so it is a good example:

New Town, Ohio, 1-20-12.

The Sherwin-Williams Co.,
601 Canal Road.
Cleveland, Ohio.

Gentlemen:

I have a customer who is building a new home and would be pleased to receive both exterior and interior decorative suggestions.

The exterior of this house is of pine-siding, and the roof will be shingled. The house faces the east, and there are a number of trees in the near vicinity. My customer is partial to gray body color with white trimming. You will, however, give other suggestions as nothing has been definitely decided upon.

This is an eight-room house, the lower floor comprising the reception-hall, living-room, dining-room and kitchen. Upstairs are four rooms and bath. The woodwork downstairs is of oak in all the rooms with the exception of the kitchen. The woodwork of this room and the chambers is pine.

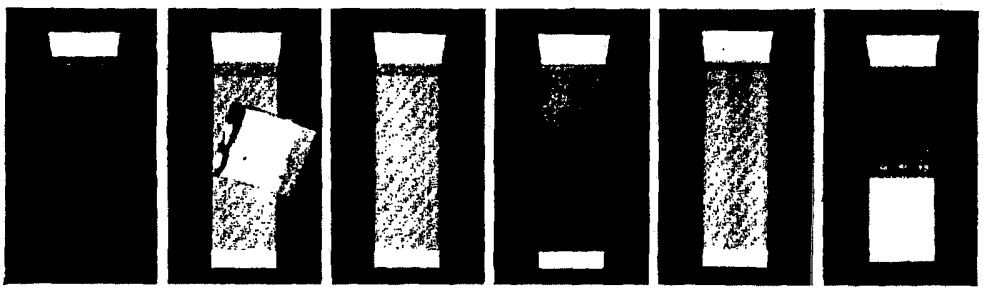
The floors of the reception-hall, living-room and dining-room will be oak, the kitchen maple, and all of the upstairs pine. My customer wants at least the woodwork of one of the chambers white enamel, and with possibly the doors stained mahogany. How would this finish work out on pine?

There are a number of new houses to be built in the near future. Will you kindly send me a few of your Decorative Department Information Blanks, in order that I can use them in connection with my promoting work? I will thank you to have the suggestions for the house referred to in the foregoing paragraphs in my hands within the course of ten days.

Very truly yours,

.....

When the request reaches us it is at once acknowledged and passed to an experienced decorator who prepares suggestions and specifications. It then goes to one of the artists whose work it is to prepare and assemble the sections comprising wall, ceiling, woodwork, etc. Samples of suitable fabrics for the curtains, portieres, etc., are then attached to each suggestion. Everything is complete. Our



Sketches similar to these, prepared with the actual materials, we send with each set of suggestions, for every room in the house. No charge is made for this work, either to you or your customer

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decorators will even name appropriate styles of furniture, rugs, etc., if desired.

We show a photograph of a set of decorative suggestions for a complete home—one special elevation for every room. These are not "standard" suggestions made up beforehand, but are prepared specially to fit the exact house for which they have been requested. The color elevations are made up from the actual wall and ceiling materials with stained or enameled woodwork, etc., neatly mounted on stiff cardboard.

Often there are two or three suggestions for the more important rooms from which to choose, and in the letter which accompanies the sketches the owner is told the reasons why certain colors have been selected. There are also general hints concerning other matters of interest.

That the owner of the home is delighted with the color schemes has been proved frequently. The following letter is an illustration:

Colorado Springs, 11-1-11.

The Sherwin-Williams Co.,
Cleveland, Ohio.

Gentlemen:

Received your suggestions for drug-store decoration. I am very much pleased. Expect to use choice No. 2.

Notice that F. M. Sperry has the goods. Kindly mail your bill at earliest convenience.

Thanking you for your aid, I am,

Respectfully,
C. O. INGERSTADT.

Of course, as we mentioned before, there is no charge for the suggestions, and if you have the sketches sent direct to your address—as many of the agents do—the customer will often think you have gone to great expense in helping him.

This is a corner of the Decorative Department, about which you have heard so much. It is daily helping many agents to land the profitable paint and varnish jobs. Do you use it? If not, read how simple it is to obtain expert decorative suggestions for your customers, free

It is an easy matter to learn who is building in your town; if you don't hear of it through some of your customers, you can get the news from the building permits of your local newspaper.

Just a word about the permits, also. When you are too busy to send in definite particulars, tear the clipping from your newspaper and mail it to us. We shall be glad to write the owners, that through you, they can obtain expert advice on their decorative problems. This is good advertising for your entire store, because when a man is building, there are lots of things he needs besides paints and var-

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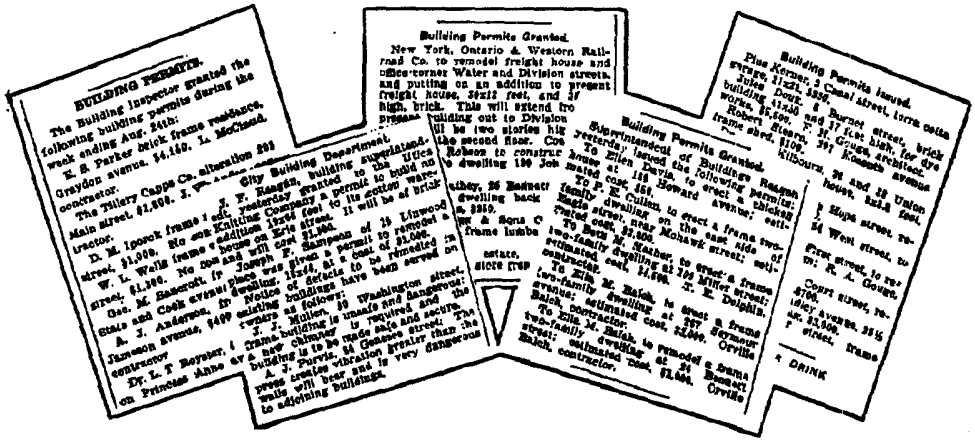

Do you read your building permits? Here's the way many of our live agents keep us busy. Simply clip the permits from your newspaper and mail them to us—we'll send our advertising at once, and tell the home-builders that you sell good paints and varnishes, and other things they need. Why not look through today's paper?

nishes, and it is a good time to secure his business and make him a steady customer.

This work is, of course, separate from our personal-letter system, for which you should send us the names of customers whose homes need repainting. We have an excellent system for following up the building permits, and whenever we succeed in interesting one of the prospects, you are at once informed by means of a special notification blank, so you may get after the owner and give prices and other necessary details. In all our correspondence we mention your name as being our local agent.

Make up your mind to land some of the profitable paint and varnish jobs this spring, through the co-operation of our Decorative Department. We are here to help and only ask an opportunity to do so.

Big Business

SWP still continues to cover the earth —in some places a little more thoroughly than others. Dotted all over the world are many towns and cities, large and small, where SWP has painted a name for itself in bright, permanent colors that defy the ravages of Father Time and his fellow conspirators, the wind, the rain, the sun, and snow.

Mr. V. W. Fretwell, our good friend who is with the Jackson Hardware Company, Jackson, Ga., writes us as follows:

Editor *The S W P.*

Dear Sir:

We are furnishing SWP to paint a *whole town* (every house). Can you beat it? The name of this town is Pepperton, Ga.

This is a Cotton Mill town and is located about one mile from Jackson, Ga. There are between 75 and 100 cottages in the town and they are all painted with SWP.

This is the way they are painting the houses: SWP No. 479 is used for the body and No. 353 is used for the trimming of the first house and then No. 353 is used for the body and No. 479 for the trimming of the second house, and so all the way through, which makes them show up to a good advantage. Pepperton is on the main road between Jackson, Ga. and the famous summer resort, Indian Springs, Ga. Right here we beg to state that this is one of the best known summer resorts of the whole South, and it is only five miles from here.

We have devoted one window almost exclusively to advertise SWP and we think it has helped to sell SWP more than any other way we could have used for advertising.

We have furnished SWP for both outside and inside work, for a good many houses here in town, and hope to furnish more than ever, in the future.

Here's luck to you, and also here's hoping that we will sell more SWP than any other house in the Southern States.

Yours very truly,

V. W. FRETWELL.

Pretty good work, eh? But they are not without competition in the field, for news reaches us that the town of Electric Mills, Miss., owned by The Sumter Lumber Company has recently purchased a solid carload of SWP for "brightening up." The order was sold through Mr. T. Affleck, who was our Top-Notcher representative for 1911.

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Fighting Price Competition

By H. C. Woolley, of C. F. Woolley, S-W Agent, Chicago

Mr. H. C. Woolley

I HAVE been much interested in the recent accounts appearing in *The S W P* from month to month, in which Sherwin-Williams' Agents from various parts of the country have set forth their experiences. One remarkable similarity in all the accounts given thus far, is that every article I have read was written by a hustler. Perhaps upon second thought, I should not call this similarity remarkable, for no one can sell Sherwin-Williams' Paint or any other article of high quality unless he is a hustler.

It is also interesting to note in some of the accounts given, that the writers sold the Sher-Williams' line as long as ten or twenty years. This has not been our experience. We have sold paint but a little over five years; in that time we have changed our entire stock three times. Lest you faithful S-W dealers regard us as extremely fickle, an explanation will serve to prove us more wise than changeable. We started to sell paint in 1906. The line we took on had neither the quality nor the advertising that is back of SWP. If we wanted to build up a paint trade we saw it was necessary to make a change, and that we did a year later. The next line was an improvement over the first in every way, but financial difficulties in the 1907 panic temporarily crippled the manufacturer, and once more we were compelled to put in a different paint stock.

Looking about, we had seen something of the advertising back of SWP, and we wrote The Sherwin-Williams Company to send a man to talk paint with us. The representative came; he was prepared not only to quote prices and explain his proposition, but he had a book of photographs showing the complete line of ad-matter back of the goods he was selling. The advertising impressed us as it must every live S-W dealer, and we placed our stock order shortly after.

Giving our order for SWP marked the beginning of our real effort in paint selling. The reader will appreciate that real effort was needed to sell a good paint when the highest price of competing brands in our immediate neighborhood was fifteen cents a gallon lower than SWP, while Chicago department stores sell paint (?) at fifty-nine cents the gallon and pure white lead (!?!) at two and one-half cents the pound. We concede the country merchant has troubles of his own with mail-order competition, but those who patronize mail-order houses, buy without seeing, wait for delivery (often a long wait), foot the freight bill, and pay cash in advance; while in a big city, a person can go to the big department store for five cents car-fare and have his purchases delivered to his door and pay on delivery. I mention this to show the competition a city dealer has, and the paint prices previously mentioned will make clear what he has to contend with, in a householder who judges paint values by such prices.

But we did not propose to be beaten by any competition without making a strong fight. If your price is higher than that of your competitors' the only way to win out is to prove that your wares are worth their price. We did this by knowing our goods, by knowing the very formula of SWP. We explained to our customers the per cent of lead, zinc (and in tints, of silicate), oil, dryer and color put into SWP, and just why each amount of each ingredient made the best composition. If a customer talked lead and oil to us, we showed how the lead in SWP gave the covering power, how the zinc gave it the spread, and the silicate increased the amount of durable pigment. We explained that fine machine-grinding was far superior to a mixture stirred by hand.

Many lead and oil orders were changed to read Sherwin-Williams' Paint after a talk of this kind. And lest some "wise" customer should question us about different brands, we secured a copy of the *North Dakota Paint Bulletin, No. 70.* This gave us the analyses of the most prominent paints on the market. We used this, not to advertise some other brand by mentioning it, but as a means of showing how our formula was better, when a competing brand was mentioned or called for.

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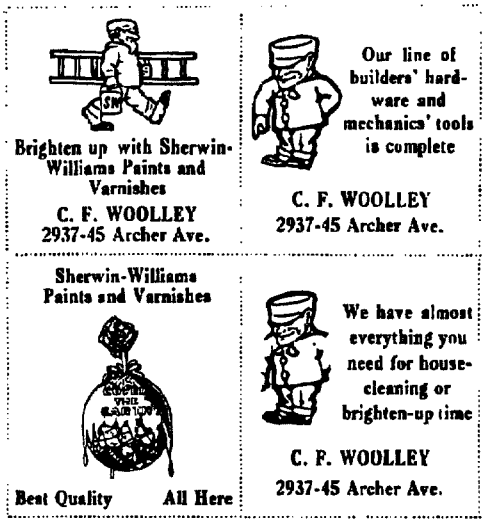
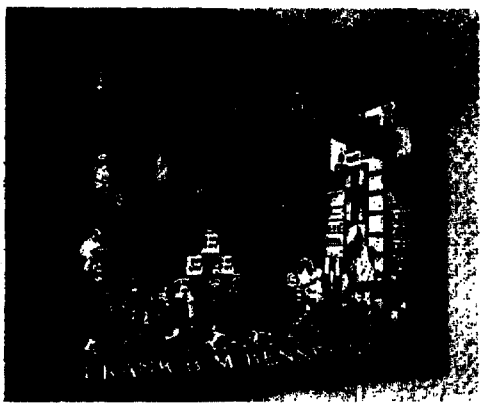
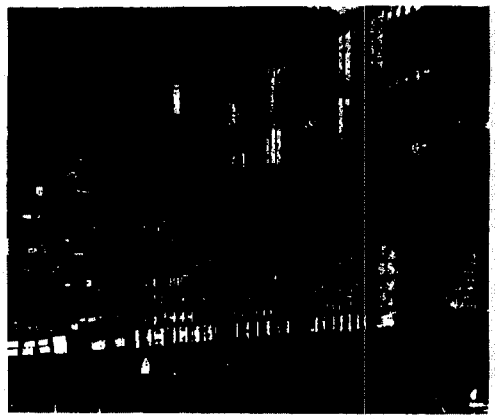


Of course, the foregoing method of selling could be used only on actual customers in our store. To get new trade, we made good use of the many advertising features supplied by The Sherwin-Williams Company. We furnished the Advertising Department with a list of names of prospective paint-buying property-owners in our neighborhood, we used the different window trims furnished us, made good use of the store and window signs and color cards, and connected the Little Paint Man with our advertising where possible. We have a check printing National Cash Register, and on the back of the checks are advertisements of our different lines of goods, each one introduced by a cut of the Little Paint Man. Another method which helped us sell paint was to open a conversation with hardware customers while making their purchases asking them in regard to the work they had on hand whether they would not need a little paint. Frequently the answer would be "Yes."

Combining our own efforts with the advertising and quality of the Sherwin-Williams' line overcame much competition and built up a healthy paint trade for our locality—a locality in which dealers declared the people would not pay for high-quality merchandise. We handle Sherwin-Williams' Varnish and specialties as well as Sherwin-Williams' Paint, and we believe that the S-W agent even of twenty years' standing will not blame us for changing our line as often as we did, but will consider us wise for joining hands with the Little Paint Man and asking him to help us cover our part of the earth with Sherwin-Williams' Paint.



Frank B. McKenney & Son conduct a modern paint and varnish store at Tropico, Cal. One window is generally devoted to SWP



All the handsome fixtures are in California Mission style. Frank B. McKenney & Son believe in neat, businesslike and attractive interiors

0007-SWP-000119791

Testing for Adulterated Oil

By C. M. Durbin, Manager S-W Linseed Oil Department

ABOUT a year ago an article appeared in *The S W P* on the subject of adulterated linseed oil in which we offered to analyze, free of charge, any sample of linseed oil or so-called linseed oil that might be sent us for such purpose. As a result of this, a great many samples were sent in, none of which gave the name of the manufacturers or the origin of the oil, and it may be of interest to know something of the results. Probably half of the samples were found to be pure. A large number were adulterated, many of them very heavily with various cheaper products, mineral oil being used most extensively.

The following extracts from the Laboratory reports are taken at random from our files:

(1) Samples marked "Linseed Oil—Raw and Boiled."
The raw linseel oil was found to contain approximately 53 per cent of mineral oil.
The boiled linseed oil was found to contain approximately 54 per cent mineral oil.

(2) Sample marked "Linseed Oil."
Contains approximately 55 per cent mineral oil.

(3) Sample marked "Boiled Linseed Oil."
Contains about 40 per cent petroleum oil.

(4) Sample marked "A" Linseed Oil.
This sample consists of about 60 per cent vegetable oil and 40 per cent mineral oil.

(5) Sample marked "Raw Linseed Oil."
From the low iodine value and high evaporation loss this oil does not appear to be pure linseed oil. Mixed with drier it does not dry as satisfactorily as S-W Raw Linseed Oil.

(6) Sample marked "Raw Linseed Oil."
This oil contains no mineral oil. The iodine value, however, is lower than we are accustomed to find for pure raw linseed oil.

(7) Sample marked "G" Boiled Linseed Oil.
From the constants of this oil it would appear that it consists of about 60 per cent linseed oil mixed with other oils, mostly mineral.

(8) Sample marked "Raw Linseed Oil."
The iodine number of this oil would indicate adulteration with some other oil of lower iodine value. It contains no mineral oil.

(9) Sample marked "Raw Linseed Oil."
Specific gravity .8972. Contains 40 per cent mineral oil.

These illustrations give some idea of the immense amount of adulteration being practiced at the present time, for the samples were received from all sections of the country and not confined to certain localities. Not one of them could be used on a painting job without causing more or less trouble.

Mineral oil is the principal adulterant because it is the cheapest. However, certain vegetable oils are used to quite an extent, the principal one of which is soya oil. It is not possible to add any vegetable oil to linseed oil without retarding the drying properties of the latter, but up to a certain limit, say about 25 per cent, it is practically impossible for any chemist to determine absolutely the character of such adulterant. In fact, in many instances it is impossible for him to say positively that the oil has been adulterated at all, nothwithstanding the oil having a low iodine value, because poor quality flaxseed may produce oil of a similar low iodine value.

This, however, does not alter the fact that good results cannot be obtained by the use of such oil, and only emphasizes the importance of using only high-grade oil of known purity. The buyer can make sure of getting such oil by buying only well-known and reputable products and refusing to accept anything else. Make sure that the oil you buy bears the brand of a reputable crusher, and that the package has not been tampered with in any way.

We appreciate that a temptation exists to buy oil that may be offered at a few cents under the market price of well-known brands, but can the dealer afford to take the chance? The odds are very much against him, for instead of effecting a saving, he is actually paying more for the real linseed oil which the package may contain than if he paid the higher price for the pure article, and in addition runs the risk of jeopardizing his trade by reason of the unsatisfactory results obtained from using such oil.

New Year's Greeting from Ballou, "The Paint Man," Worcester, Mass.

0007-SWP-000119792

Protecting Your Store From Fire

By D. C. Lewis

TOO much importance cannot be given to the subject of fire protection or preparedness against fire, especially in the paint and varnish industry. The fire loss in this country is a tremendous item, amounting in 1910 to over two hundred and fourteen million dollars, and the greater part of it is undoubtedly due to carelessness and lack of preparation. In many cases we find business concerns and small dealers ruined by a destructive fire because they have not had the foresight to carry proper fire insurance, and have been left without resources enough to get back into the game. Remember too, that your credit is increased by ample fire protection, as no business house or bank will knowingly grant credit to a man whose store and stock is not properly protected by insurance.

Perhaps the first and most necessary principle of Fire Protection is: *Get insured.* Find a good, sound reliable company, there are many of them—and get that company to carry your risk. They can afford to do it—you can't. They will inspect your premises and, if you ask them to, make many valuable suggestions for the prevention of fires, which after all is the important thing, as you can easily afford to pay the premium, if no fire occurs.

Keep in your safe a detailed appraisal of your property: Furniture and fixtures, and stock (at last inventory), so that you will know just what you are insuring. Do not forget, too, to study your policies very carefully—take nothing for granted, not even what the agent may tell you, as no agreement is valid that is not written into the policy. An error in your policy, or the innocent breaking by you of one of its provisions, might make your protection valueless.

Next in importance to getting insured is good apparatus for fighting fires that do occur. It depends a good deal upon the nature, size, and location of your business, as to what apparatus is required, but it is always better to be over, than under, supplied, and you will usually be safe in following the instructions of the Insurance Company's inspector. Wherever oils, varnish or gasoline are stored, a liberal supply of sand, in buckets, should be kept handy. Chemical extinguishers are very useful in ordinary situations if recharged sufficiently often—once or twice a year. Get the kind that are approved by the New York Board of Fire Underwriters.

Having provided insurance and apparatus, the really effective and most often overlooked part of "Protection" comes in. That is constant, personal vigilance. Appoint yourself and every one of your clerks members of a vigilance committee, to maintain such conditions that a fire, except from outside, will be impossible. Keep your store absolutely clean, especially the dark corners; look out for waste or rags, do not harbor waste-paper or rubbish, supply yourself with metal rubbish cans with covers, and burn contents every night; keep your old boxes and packing-cases neatly piled in the yard, not in the store; and above all, do not permit smoking or matches (except the safety variety) on the premises. If your customers *will* smoke when they are in your store, keep an eye on them, as careless smokers, you know, are responsible for a large proportion of fires.

Then lastly, keep all exits free of access; do not block them by piling stock in the way, and do not keep them locked. If a fire *should* occur in your store or building and *should* get beyond control, it is mighty handy to be able to get out and to lose no time in doing it. Make sure that your clerks know how and where to get out, and know in what way to give the proper signal to the Fire Department. And by the way, keep on good terms with your Fire Department, have the men come in and look your store over once in awhile—it may help.

Having done all these things it is to be hoped you will not have a fire—but if you do, you will have the satisfaction of knowing that you were prepared and did your best to prevent it, and best of all, that the means will be forthcoming from the Insurance Company to replace your loss.

IN Mr. H. C. Woolley's interesting article, he mentions the cash register tickets which he uses for advertising S-W Paints and Varnishes. Our enterprising agents, The Kyle-Hardware and Furniture Company of Erie, Kans., also use this scheme with great success.

0007-SWP-000119793

Selling Goods Across the Counter

By C. P. Jarden, S-W Sales Manager, Philadelphia

FROM the time when salesmanship first became recognized as a business science and a profession, men more or less fitted for the task have written and talked on the subject, each from a different view-point. Unfortunately, to my mind, however, they have, as a rule, passed over one of the most, if not the most important factor in the business world today. I refer briefly to

"Both manufacturers say they are the best"

Counter Salesmanship—the art, the science, the ability not only to make a sale, but to do so in such a manner as to make the buyer feel that you actually conferred a favor upon him, and created in his mind the determination to personally see *you* when he again makes a purchase.

It is a universally accepted fact that the majority of failures in the retail trade are caused principally on account of poor salesmanship and inferior stocks—these two go hand in hand, and it is not long before stores with this combination are shunned as surely as the house with the contagious disease-sign on its door.

One of the surest ear-marks of a poor salesman is indifference—a business disease as fatal as Bubonic Plague and one that has claimed many more victims.

The writer once stood in a fine, big hardware store in New Jersey, talking to the representative of a large manufacturing concern; a customer came in and walking up to the counter, asked one of the clerks for a certain article of merchandise. The clerk threw two articles on the counter, and in an off-hand, indifferent way, said: "Here's one at a dollar and a half and here's another at two and a half; both manufacturers say they are the best made." Now to the ordinary retail buyer, hammers are hammers and saws are saws, so if the dollar and a half article was as good as the two and a half one, he was naturally one dollar in pocket by buying the cheaper.

Fortunately the man to whom I was talking happened to represent the manufacturer making the two and a half article, and quickly stepping up to the counter, said: "Excuse me, sir, I would like to show you the difference between these articles." So with quiet, forceful skill he explained the difference in quality, in durability and finish and as a result the customer purchased the two and a half article, thanking his informant and saying that he found it economy never to purchase anything but the best.

Incidentally the proprietor of this store made seventy-five cents on that sale, while he would only have made fifty cents on the sale of the cheaper article. I might add that the last time I heard of that clerk, he had been left a little money, opened a store of his own and failed inside of a year. No other end for him was possible. Indifference did it.

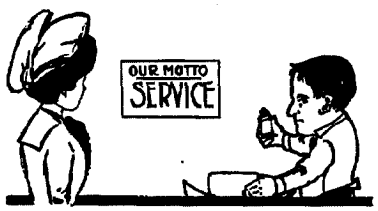
Among the necessary qualifications in order to become a successful Counter Salesman, I consider the following most essential: Knowledge of your line, knowledge of human nature, courtesy, enthusiasm.

If you claim a certain article to be the best, you must know why it is so, and be able to convince the buyer that it is. If you don't believe it, you can't expect your customer to.

There are all sorts and kinds of buyers. You must study the peculiarities of each one and learn how to approach him from his most vulnerable side. Every buyer has a weak spot; you must learn to find it.

Be courteous to every customer under every condition, remembering that the five-cent purchaser of today may become the fifty-dollar customer of tomorrow. And above all, cultivate enthusiasm, for without it, success is impossible.

The President of the largest concern of its



Deftly he explained its merits and she bought it

0007-SWP-000119794

kind in the world, in a book he has written entitled "Business Success," has the following to say on this subject:

"Enthusiasm is to business what patriotism is to an army; it gives zest and inspiration to its transaction which is a power of tremendous force. I would rather have ten enthusiastic men around me in developing a business than a hundred of the same capacity who lack enthusiasm."

Another important thing to remember is that when you have wrapped up an article that a

The five-cent purchaser of today may be the fifty-dollar customer of tomorrow

buyer has come in and asked for, you haven't made a sale; you have simply been a medium of exchange, and any ten-year-old boy could do the same. But when you have sold that man something he had no idea of buying when he came in—then you are a *Salesman*. There's a wide difference between an order-taker and a salesman.

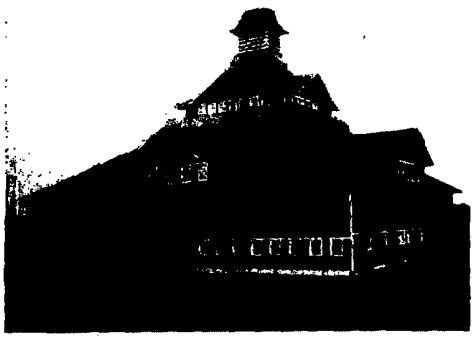
Some years ago, I was in a store, when a woman came in and asked for a certain article. The clerk very agreeably took it down from the shelf, brushed it off and laid it on the counter, but did not wrap it. The woman handed him a five-dollar bill; he stepped to the cash register for change and with it brought back a bottle of furniture polish. Deftly he explained its merits and she bought it. Then he reached for a bottle of gold paint and a plaster image all bright and glittering from a fresh coat of gilt—she bought the gold paint, and before she knew it, had purchased a can of stove-pipe enamel, a bottle of ammonia, three or four brushes and some other articles. She received eighty cents change from her five-dollar bill, and went out happy.

Later I asked the clerk why he had not tried to sell all these things before she handed him the money. "Because," said he, "I always want to see their pocketbook first. If they've got money, I will see to it that most of it stays here; if they haven't, there's no use of wasting my time or theirs."

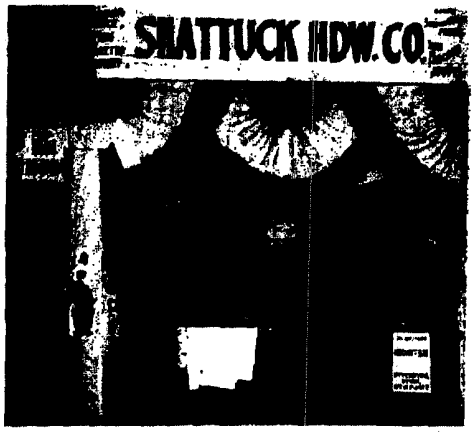
That clerk was a *Salesman* and two years ago bought his former employer out and is conducting a flourishing business on one of the important streets of a large city today.

But do not take this to mean that only in the cities and the larger towns can success be accomplished. Far from it. The place is of no consequence, its the *man* always. It has been said and truly so, that the strongest possible successful business combination consists of good men, good business methods and good goods; a combination that will win *anywhere, everywhere, any time, every time.*

The chief factor is always the man and his personality. Put personality back of good methods and good goods, and whether you be merchant or clerk, success will come to you as surely as tomorrow's sun will rise.



This immense barn, belonging to Mr. Geo. L. Hyslop, of Deshler, Ohio, is considered to be one of the best in the State. After careful investigation he used SW'P, bought from the Lytle Lumber Company



This effective display was prepared by our enthusiastic agents, the Shattuck Hardware Co. for the County Fair at Muskogee, Oklahoma. They have only sold SW'P for two years, but do a big business

0007-SWP-000119795

Painting Cypress Properly

By E. W. Lutes, General Superintendent of Paint Manufacturing, Cleveland

Cypress

THIS very valuable and useful wood is probably subject to a greater range of variation in structure or condition as it comes to the painter, than to any of the other woods which are commonly used in building work.

Cypress unpainted, will probably survive a longer exposure to the weather than any other wood which is available for building purposes. It seems quite fair to assume that this property of endurance is due to some peculiar difference in its composition rather than to any special difference in its particular structure.

Such observations that the writer has been able to make have led to the conviction that those elements of composition which render the wood so impervious to water and resistant to exposure of the weather, are also rather antagonistic to paints. For that reason, in painting this wood the procedure should differ materially from what would be considered good practice in painting such woods as white pine and poplar.

These statements relative to the character of cypress are meant to apply to the average product, it being conceded that in selected kiln-dried lumber, the special characteristics to which some stress has been given, would be much less in evidence; nevertheless, they will be present and must be reckoned with.

Generally speaking, the priming coat is the most important of all in painting, and it is in this coat where practically all of the allowance must be made for different conditions under which the painter may be working. In preparing primer for porous woods where the absorption is great, it is logical that very little pigment should be used, letting the primer consist almost entirely of raw linseed oil and some spirits turpentine to facilitate penetration. This character of primer well brushed, sinks into the wood and after becoming dry supplies a solid and enduring foundation for the succeeding coats which are to constitute the regular paint film.

Where the wood is of the general character, such as is represented by cypress, i. e., much less absorbent and further inclined to be detrimental to the proper drying of paint—then the preparation of the primer must be varied to meet the different condition. As the penetration of the primer is bound to be less, it naturally follows that much more of the priming coat will lie on top of the wood, and extra care must be exercised to see that the composition and preparation of the priming coat is such that it will dry thoroughly and be well bonded to the wood. If the primer consists too largely of oil, then the drying is likely to be impeded to an extent that when the painting is finished, blistering or peeling may result. More turpentine should be used to facilitate penetration as much as possible, and this will at the same time assist the drying and hardening.

It has also been found that the substitution of benzol for a portion of the turpentine, gives even better results owing to its powerful solvent properties. After the priming has been properly done, the balance of the painting should be proceeded with, in substantially the way as would apply over other woods.

I have a letter before me in which a painter says he finds the paint to raise the grain of cypress, and that he uses a coat of shellac with good results. With reference to raising the grain, it is the writer's opinion that this is due not so much to the character of material used for finishing, as to the fact that the lumber may have been wet or green when surfaced, which, after drying allowed the softer portions to recede from the flakes. This condition would be more apparent after being painted.

There could be but one good reason for the use of shellac for priming on outside work, i. e., the failure to secure proper drying of oil-paints, about which there should be no great difficulty, provided the lumber be dry and of a fair quality.

Selected cypress being beautifully marked and of pleasing color, lends itself to interior

0007-SWP-000119796

Look Out!

About March 15th our big Spring Campaign issue of *The S W P* will be mailed to all dealers who sell the Paints and Varnishes that Cover the Earth. It will contain our complete plans for working with you, together with definite, comprehensive business schemes which you can use in making this spring the busiest, most profitable paint and varnish season you have ever enjoyed.

Make up your mind to go after this trade in an energetic and aggressive manner, because everything indicates that the spring of 1912 will be a busy painting season, and as always, the business will gravitate to the man who works for it.

We want to help, so get your lists of names ready for our "personal letter," see your stock is in good shape and map out your plans. Get an early start before the other paint dealers in your town are out after the business.

Don't forget March 15th is the date!

finishing and where it is desired, stains ranging to the brown tones give perhaps the most pleasing effects. Where the wood is to be finished in the natural, the color is preserved best by the application of a thin coat of shellac for the first coat. The application of oil or varnish directly to the wood, causes it to darken somewhat.

ONE of our representatives in Texas has originated a very clever advertising idea which is being used by quite a number of his agents. He has had a rubber stamp made with the following lettering which he prints on our agents' statement blanks and sends together with a folder on SWP to their mailing list: "Please remit. About this amount will be due after you have painted your house with SWP. If you are in line for paints, varnishes or stains let us figure with you. We carry a full line of S-W products." On the statement he fills in the amount which he believes it would cost to paint the house.

Our representative reports that his agents are very much pleased with this little stunt, and perhaps some of the readers of *The S W P* will want to carry out a similar idea. Of course it is not necessary to have a rubber stamp made as the words can easily be filled in with pen and ink or on a typewriter.

1912	JANUARY					1912
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
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28	29	30	31			

Mr. Owens, our enterprising agent at Susquehanna, Pa., distributed this attractive calendar, printed in two colors, among his customers. It is safe to say that he will get full value from his investment. Mr. Owens issues many clever advertising features of this kind.

0007-SWP-000119797

A Page of Photographs

What Our Agents are Doing

THERE are so many clever advertising ideas which our agents possess, that we are always anxious to receive pictures or descriptions, so that we may pass them along. *The SWP* is published to keep our local distributors in touch with what their fellow-agents are doing, so whenever you have some scheme which you consider specially good, send it to the Editor, *SWP*, 601 Canal Road, Cleveland, Ohio.

The gentleman in the light suit, disguised by the venerable whiskers, is Mr. E. Gross, driving the parade float of our agents at Palestine, Tex.

This is another clever addition to the parade, and it is easy to be seen that the Motley Drug Co. are wide-awake advertisers

If you were passing this window, wouldn't you want to take a second look at the goods displayed? Our enterprising agents, The Pratt Paint and Paper Company of Dallas, have been trimming the best windows we have seen for some time. The miniature truck to illustrate the car-load of paints and varnishes is especially effective, as is also the general display in the other window

0007-SWP-000119798

From the Little Paint Man's Scrap Book

Senior Partner—"The errand boy has dark rings around his eyes."

Junior Partner—"Yes, but I don't know whether he needs medicine or soap."

Your goods are best—but tell the why; your prices right—but show the why; your prospect needs your line—burn into his mind the why.

"You'd better fumigate these bills before you go home. They may be covered with microbes," said the druggist one Saturday evening, as he handed a few faded, worn and soiled silver certificates to his clerk.

"No danger from that source," replied the latter, "a microbe couldn't live on a drug-clerk's salary."

Your best advertisement is the wagging tongues of your satisfied customers.

Mike—"Phwat are ye lookin' for?"

Mrs. Mike—"Nothing."

Mike—"Thin ye'll find it in the jug where the whiskey was."

To emphasize the completeness of his stock, a retail hardwareman took cuttings of advertisements of twenty standard articles, blue-penciled his price on each, and pasted them in neat symmetry on his display window. Near the top of each advertisement, and next to the glass, appeared the end of a crimson ribbon which led across the shop to a shelf display or to a sample of the goods.

Manager—"That young nephew of yours is a sleepy sort of a fellow. What shall I do with him?"

Merchant—"See if you can't find room for him in the nightshirt department."

Don't dodge responsibility—its another way of spelling opportunity and prepares you for the greater things to come.

The druggist in a small town died, and his widow continued the business. A month later she arranged the window display so that it was very attractive. That week the town paper contained this item of news:

"Mr. Arthur Edwards, a prominent merchant of Higginsville, took in the sights of our city yesterday. He was very much interested in our druggist's attractive widow."

Men are made to help one another. All through life, this is manifested, day by day. And in our world of business, too, we must work hand in hand to accomplish the best and greatest that we are capable of.

Mr. Oldhub—"Why did young Jones get married?"

Mr. Benthar—"He said he did it to save money."

Mr. Oldhub—"Gee whiz! Did he marry a milliner?"

Genius is the combination of hard thinking and hard work. What we often look upon as the secret of success is nothing more than concentration.

Magistrate—"What! Do you mean to say your husband struck you and he a physical wreck?"

Mrs. Maloney—"Yes, yer honor; but he's been a physical wreck only since he struck me."

"A booster is a man who does all he can, to all the people he can, as well as he can, and then trusts the rest to God."

A "Knocker" is defined as a "thing that hangs on the outside of a door."—*Hugh Chalmers.*

"Kicking is bad policy. Behold the mule. Kicking never gets him anywhere."

"That is exactly why the mule kicks."

"Eh?"

"He doesn't want to get anywhere."

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