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1904

THE S. W. P.

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VOL. VI.

DECEMBER, 1904.

No. 12

Twenty-fourth Annual Convention



THE 24th Annual Convention of the Company was held at the Chicago Plant, beginning on Oct. 31st and lasting during the entire week. For the first time in the history of the organization the Convention was held elsewhere than at the Main Plant in Cleveland. The innovation proved a decided success and the enthusiasm of past years was again developed in even greater degree if possible than heretofore.

The old saying "History repeats itself" would seem most applicable to The Sherwin-Williams Conventions. Every year there is the same spirit of loyalty, the same power of enthusiasm, the same desire to seek new knowledge for the accomplishment of greater results. And yet each Convention brings forth a treasure of new and valuable ideas, a mine of useful information, and with these a wealth of that good fellowship and equality which predominates at every business or social gathering of those connected with the Company.

The Convention just concluded has never been equalled for real earnestness of purpose and for real value obtained. At all times there was evidenced a desire to "dig into the heart" of every question brought up for consideration, to seek the kernel of every nut there was to crack.

Knowledge—knowledge is power—was the key note of the convention, and as each successive branch of the business came up for consideration, the desire to obtain greater knowledge, greater power, was evidenced by every delegate.

The convention sessions were like the daily meetings of a great clearing house with ideas and brains as substitutes for checks and drafts. And when the balance sheets were finally figured at the close of the last session and the surplus of new information and renewed enthusiasm divided, each man's share was so large that the greatest success of the Company's history seems assured for the year 1905.

The record of the past year is enough in itself to create enthusiasm and arouse ambition. The Company has continued to grow and expand and has brought its organization nearer the plane of perfection than ever before. A new building has been completed at the Cleveland plant and occupied by the Central District offices and the Department of Publicity; the new factory at Montreal

has been completed and occupied; a new addition has been made to the already large factory at Chicago; new depots have been opened at Portland, Ore., Savannah, Ga., and arrangements completed for the opening of another depot at Cincinnati, Ohio. The selling force has been increased by some 36 new salesmen.

These additions to an organization which seemed already most complete show the desire of the Company to at all times maintain the best facilities for the manufacture and distribution of our products, and that we are alive to the advantages to be gained by concentrated and localized efforts.

In spite of the Company's remarkable growth, however, during the past few years, there are still new fields to till, new harvests to be gathered. With the information and enthusiasm gained from the 24th Annual Convention, there is no limit to the possibilities, yes, the probabilities of the coming year.

All the managers and traveling representatives of the Company, to the number of nearly 200, attended the Convention sessions and participated in the proceedings. The meetings were held in one of the buildings of our Pullman plant, a large room having been conveniently

fitted up as an auditorium for the purpose and decorated with flags and mottoes and exhibits of S-W. products.

All through, the Convention was an occasion of hard work, profitable education, strong enthusiasm and progressive resolve.

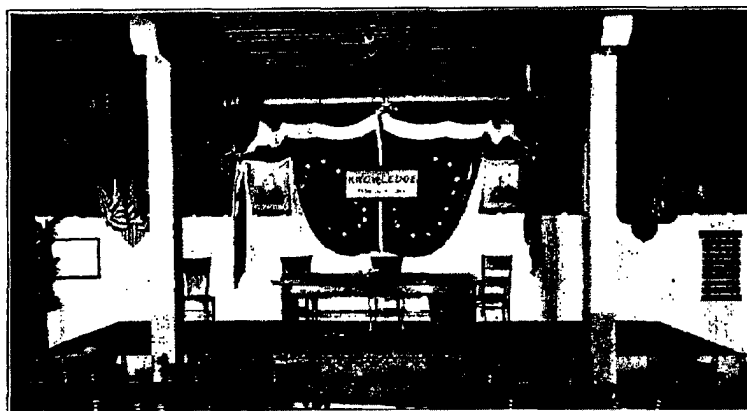
Not only was the attendance larger than at any previous Convention, but the variety of products had been largely increased during the past year. The plans to follow up and increase the enormous growth of the business were much more extensive and far-reaching, and altogether everything conspired to make this Convention week one long to be remembered in S-W. history.

Sessions were held morning and afternoon each day during the week and the days were busy indeed.

A very large number of new specialties were offered for 1905, with a full and free discussion of the old established lines. Particular care was taken to elucidate the principles underlying the manufacture of all honest goods and to show why the S - W. Products so well merit their place at the front. It was an occasion



Sherwin-Williams Representatives Marching from the Railway Station to the Factory on the Opening Day of the Convention.



The Stage of the Convention Room.

of full and free discussion, with a splendid chance for every one to exemplify the key note, and it was enforced as the prerogative of every one present that he should not only *know*, but know *that* he knows and know *why* he knows.

There were a large number of comparisons and tests made with other goods in the market, both in an analytical and a practical way.

At the session of the Department of Publicity large black screens were displayed, showing the revised and improved color cards, booklets and advertising displays for 1905. Many of the larger features had to be shown as separate pieces. The improved variety and selling power of the exhibit was evident to every one.

It was demonstrated more than ever at this Convention that the hearty co-operation of our agencies is the surest high road to larger business, and the plans laid down for the coming year contemplate closer and closer work

with them along wider and more effective promoting lines.

For Wednesday afternoon twenty-one automobiles were engaged and the representatives enjoyed a delightful four-hour tour of Chicago's beautiful park system. They made altogether a most interesting sight and attracted much attention on the Chicago boulevards.

A banquet was held at the Auditorium Hotel on Wednesday evening and here enthusiasm and good fellowship predominated. The hall itself was unusually attractive and called forth great interest and admiration.

The decorations, consisting of flags and floral pieces representing the familiar "cover the earth" design, gave just the right color effect, and the entire scene was one of most pleasing beauty and harmony.

An orchestra in an overhanging balcony played during the evening and accompanied the singing of the convention songs.

The toasts were given in a free and

easy way that would remind one of a big family party gathered around the hearth for story telling.

There were a number of new songs composed for the occasion, the following being selected as the Convention Song of 1904:

THEY LEAD THE WORLD.

Tune—"It Was the Dutch."

I.

Which is the best of all the paints in this or any age,
And which in this world's history deserves a special page,
Which is the one that covers over all the earth today,
And which one satisfaction gives in each and every way?

CHORUS.

S. W. P., S. W. P.
Have we ever heard of a better prepared paint? Not we!
S. W. P., S. W. P.
Which always leads the world? S. W. P.

II

What varnish now is sure to make the whole world brightly shine,
What one is always left to age like good old Sherry wine,

What one is made the very best of any in the land,
And what one brings us everywhere the same glad hearty hand?

CHORUS.

S. W. V., S. W. V.
Who is getting all the biggest varnish trade?
Well we!
S. W. V., S. W. V.
What varnish leads the world? S. W. V.

The song "Goodbye, Lead and Oil," made a decided hit. It was sung to the tune of a popular air well known to all, and the words rang out with a rollicking, hearty swing that was very effective:

GOODBYE LEAD AND OIL.

Tune—"Goodbye, Dolly Gray."

I

It is time to say goodbye, Lead and Oil.
There's no need to ask us why, Lead and Oil,
You are dead ones! as a pair,
We have met you everywhere,
And we've licked you good and fair, Lead and Oil.
Don't you hear the people talk, Lead and Oil,
Of the way you flat and chalk, Lead and Oil?
And the "two and twenty-five"
Which you covered when alive?
These are things you can't survive, Lead and Oil.



The Auditorium of the Convention Hall.

CHORUS.

Goodbye, Lead and Oil, we leave you,
Back beside the tallow dip.
Don't let anyone deceive you,
For you've made your farewell trip.
We will never, never miss you,
Few more houses can you spoil,
Hark! we hear the world a-shouting,
"Goodbye, Lead and Oil."

II

See the houses how they shine, Lead and Oil,
With a lustre never thine, Lead and Oil.
And the painter all the day,
Swings his brush and paints away,
And his life is always gay, Lead and Oil.
Yes, the dealer whom you knew, Lead and Oil,
Now makes money—quite a few, Lead and Oil,
And consumers one and all,
Like to paint in spring and fall,
S. W. P. now has the call, Lead and Oil.

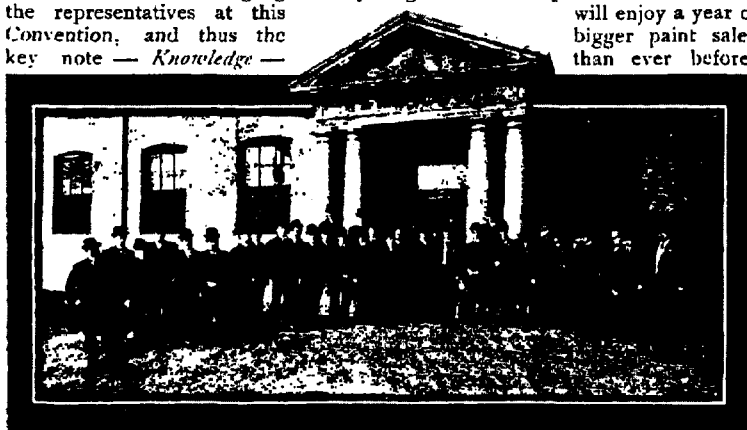
Chorus.

When the Convention closed on Saturday, the representatives left for their territories, feeling that they were equipped to be of the greatest possible assistance to the agents during the coming year. Our agents will without doubt absorb much of the enthusiasm and knowledge gained by the representatives at this Convention, and thus the key note — *Knowledge* —

knowledge is power—will be exemplified to the highest degree. We will start the year with the determination and the equipment to excel all past records. There is no question about the outcome—we will win, and the S.W.P. agents who co-operate with us closely will enjoy a year of bigger paint sales than ever before.



The Convention Button and Badge,
Worn by Delegates.



New Members of the Selling Force. Twenty-eight of them will go on New Territories.

THE DIVISION TROPHY.



WITHIN The Sherwin-Williams Co. there is an organization known as the Order of Top Notchers, composed of those managers, superintendents, cashiers and traveling representatives who win out in the annual competitions.

Some of the agents have seen the Top Notcher badges worn by the successful representatives and have learned something in detail of the manner in which the organization is worked out and the honor that comes with membership.

At the recent Convention, the Division Top Notcher Trophy, illustrated here, was presented to the Southwestern Division, headquarters at Kansas City. This division made the best record in the entire Company during the past year and the manager, Mr. F. F. Myers, therefore won out in the Top Notcher Competition. It is the combined effort of office representatives and the agents and dealers in the field that made it possible for Mr. Myers to gain this honor. For the part played by the agents and dealers we take this opportunity of expressing for Mr. Myers and the Southwestern Division the most hearty appreciation.

The trophy remains the property of the Southwestern Division for one year at least. At the end of that time it goes to the division next winning the place of honor in the Top Notcher Competition. Of course it may stay in the Southwest.

The trophy is a large bronze, mounted on an Italian marble pedestal. It is called "The Voice of Progress" and was designed by the celebrated French artist Picault. Inscribed upon it are the Latin words, "Ambula, Ambula, Semper ad Lumen," which means "Walk, Walk, Always Toward the Light," or more freely translated "On, On, Ever Towards the Light."

It is *Excelsior* in Allegory and an inspiration to the largest effort.

It is a handsome piece of work in itself, the figures are life-like and striking, while the strength of the attitude and vigor of the pose is readily suggestive of the resolute determination and effort which is a sure guarantee of substantial progress.

The desire to win it must prove a strong future incentive to all the other divisions—for a higher aim, a greater devotion and a more earnest struggle for the best success.



The trophy won by the Southwestern Division. A silver panel has been attached to the pedestal, on which is inscribed the date and name of the winning Division.

PUSH PRESERVATIVE SHINGLE STAINS.

THE demand for shingle stains has increased very largely in recent years and as the special merits of The S-W. Stains are recognized and appreciated the call for them is coming more and more, and they are replacing many inferior, not to say injurious mixtures, which have been recommended for this class of work.

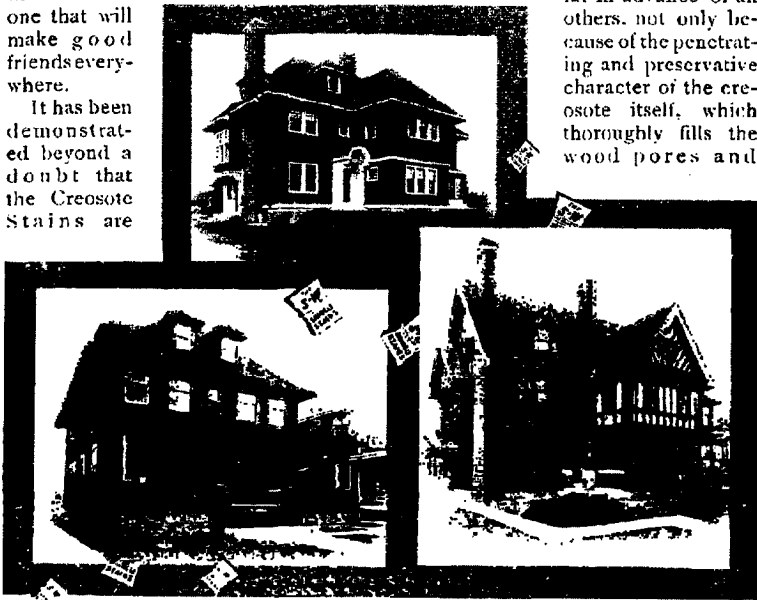
These stains offer a good opportunity for every S-W. agent to increase his paint specialty sales, strengthen his hold on the best trade and give a new impetus to his entire paint business by presenting a line unexcelled by any similar goods on the market and one that will make good friends everywhere.

It has been demonstrated beyond a doubt that the Creosote Stains are



*Newspaper Electrotyle.
2 columns wide by 4 in. deep.
Order by No. 310.*

far in advance of all others, not only because of the penetrating and preservative character of the creosote itself, which thoroughly fills the wood pores and

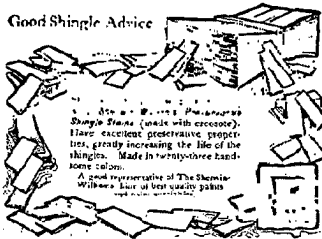


Some New Houses on which S-W. Preservative Shingle Stains were Used.

is the best security against dry-rot and decay, but also because of the antiseptic value of the combination with pure linseed oil, which cannot affect the rain water

creosote as a wood preservative for many years in one of our widely sold paint products, and we know how to properly combine this with the requisite coloring and the linseed oil so as to insure the best results.

Good Shingle Advice

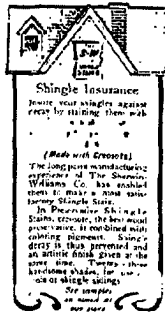


Newspaper Electrolite.
2 columns wide by 3 1/4 in. deep.
Order by No. 317.

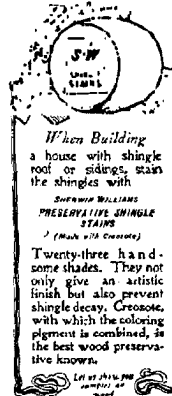
injuriously as other material might often do. We recommend, however, with our own stain if water from the roofs is to be used for household purposes, that the first few rains should be allowed to run off after staining, until all unpleasant taste, should there be any, has disappeared.

These stains, like our other paint and varnish products, will be found of a thoroughly satisfactory quality and can be depended upon in every way.

We have been thoroughly familiar with

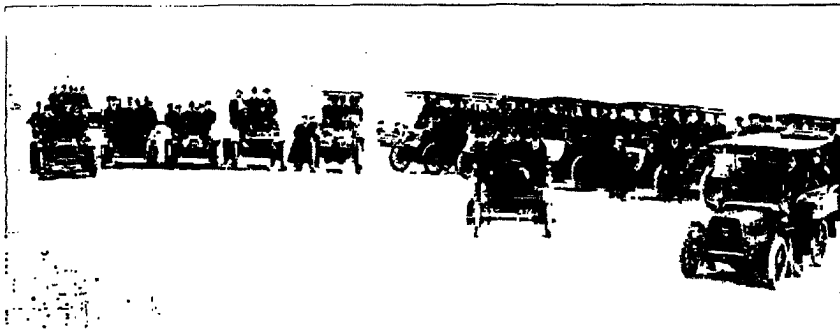


Newspaper Electro.
1 col. wide by 4 in. deep.
Order by No. 316.



Newspaper Electro.
1 col. wide by 5 in. deep.
Order by No. 318.

With the growing taste for shingle decoration, both on roof and gable surfaces, there is large room for the sale of



How the Representatives Toured Chicago, '11.

these stains, and we hope our agents will inform themselves fully as to the merits and reliability of the goods. You can recommend them with the same confidence as you do our paints and varnishes.

They are made in twenty-three most popular and salable shades.

We shall be glad to send you samples on wood, if you have not received them, with full information and directions for use.

We are giving herewith a few illustra-

tions of houses on which our stains have been used. We show also several electrotypes, reduced from regular size, which have been prepared to assist you in marketing the goods. These we can send at any time if wanted for your newspaper or circular display.

Post yourself fully about our Preservative Shingle Stains, their quality, economy and durability. They will make business for you, will please your trade, and give best value for the money.

CATCHES THE BUSINESS.

The New Calendar-Circular a Winner. Send in your Mailing List Early.

 OUR Spring Calendar - Circular mailed to property owners in the interest of our agents, is not only the most costly, but, if rightly used and followed, the most effective piece of advertising sent out to work up a paint trade.

It is especially neat and attractive, useful for daily reference, and puts the facts in regard to The S-W. Products and your agency in a forceful and telling way. The calendar feature keeps it well in sight and it has practical suggestions and illustrations in regard to painting, selec-

tion of colors, etc., which should give it a permanent value. As you doubtless know, it is mailed to parties whose names you send us just at the season when they should be thinking of their paint purchases.

Properly circulated and followed up, it cannot fail to prove a grand business-getter for you.

The new issue for 1905 will be more attractive than ever and should have correspondingly better attention.

Its preparation has involved a very great amount of thought, labor and expense on our part, and we hope in return to have



Tables were Required to Accommodate the Party.

the prompt response and co-operation of every one of our agencies.

Four suggestions should be borne in mind:

1.—*Every agent* should send in a list of names. You can't afford to pass by this chance. It costs you absolutely nothing but the labor of compiling a good list, and the returns will pay you a hundred fold. Last year many agents lost this advantage and found business lighter in consequence.

2.—The list should be *carefully* selected and contain only actual property owners who should be in the market for paints or varnishes. Don't pick up names in a hit or miss way from last year's memoranda or old poll books, tax lists or addresses gathered for other lines of business. Everybody may want drugs or toilet articles or household necessities, but it's only the property owner who needs the house paint. Hence, make sure that each name represents a legitimate prospective paint buyer, and this can only be assured by careful, personal attention to the list on your part. Fifty names rightly selected are better than five hundred taken with no definite plan or knowledge in regard to them.

3.—The list should be prepared

and sent us *early*. You will have more leisure to give it proper attention in these winter months, and it will give us time to complete all arrangements for mailing well in advance of the spring painting season. Every year there are some belated lists which we are unable to include. Get in the game early this year and secure all the business there is in it.



The 1905 Calendar - Circular. More Attractive than Ever Before. It will get the Business.

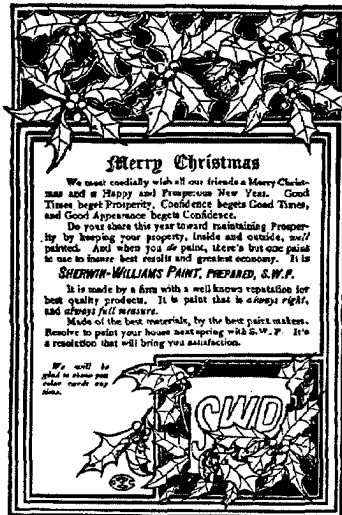
closer touch with your trade and you will be surprised how a little watchful effort will increase your returns.

It only needs experience with this "E" Calendar to demonstrate its positive value. If you have tried it before you will need no inducement, but some of our agencies have lost out through inattention or delay. Get in your list *early* and *carefully* and you will not regret it.

4.—Save a copy of your list, or ask us to return it to you, and *follow up* the names yourself later in the season. Your customers may be uncertain in their own minds about what they want to do and it may be just the word you will drop that makes their decision. If you have an inquiry which does not result in immediate sale, send us the name for our personal letter work in your behalf. This will surely help you, bring you in closer and

HOLIDAY ADVERTISING.

CHRISTMAS and New Years are always harvest seasons for the good advertiser, and there is no time in which it pays better to keep your name and your wares prominently before the people.



Special Newspaper Electrottype.
Regular Size, $4\frac{1}{4} \times 6\frac{1}{2}$ in.
Order by No. 350.

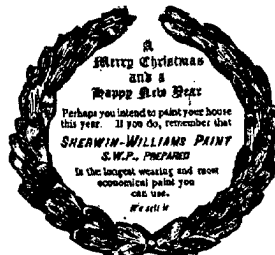
Remember that many buyers put off their purchases till late, or the selection is deferred for one reason and another until the uncertainty becomes almost a bug-bear, and they will gratefully appreciate any way in which some acceptable article is brought prominently to their attention. Keep your windows bright and fresh and clean, tastefully arranged, but not too crowded. Christmas cards and mottoes are plenty. Kind holiday wishes for your customers always

make a good impression, and especially think of the children, making a prominent display of juvenile goods if possible, to catch the eyes of the little ones. These may be, if desired, on a table by themselves—there is no better way to the heart of the older buyer.

Change your newspaper ads with special reference to the season and mention briefly as many separate items as possible of appropriate Christmas goods.

Of course there is not much in paints and colors that could serve as Christmas gifts, but the important thing is to improve this opportunity to impress upon your trade that you keep *THE* paint store of your town, so that they will not overlook it, and don't forget some reference to paint in your advertising and display. There are also many specialties, such as enamels, stains, gold and silver paint, furniture polish, etc., that are always needed, and many little wants can be filled by keeping them in sight with goods and store cards where sharp Christmas eyes will see them.

You have our best wishes for a good Holiday trade and a prosperous and happy season.



Special Newspaper Electro.
Regular Size, $3\frac{1}{2} \times 3\frac{3}{4}$ in.
Order by No. 351.

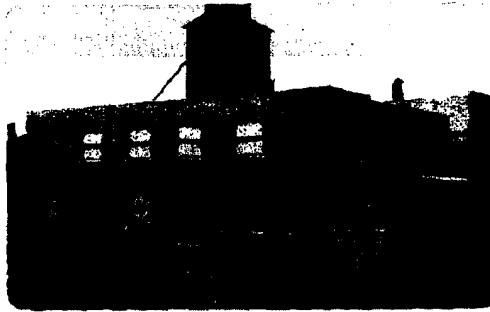
ADDITION TO LINSEED OIL PLANT.

WHEN we commenced the manufacture of our own linseed oil something more than two years ago and established our plant for this purpose, we provided for material growth and expansion.

No pains or expense was spared to provide every facility and convenience to insure a far better and more uniform grade of oil than we had ever been able to procure in the market.

We arranged for a supply of seed of the best selection and oil-giving quality. We brought it from the Northwest direct to our elevator on the banks of the Cuyahoga river, and the seed was conveyed to immense steel tanks of expensive construction to preserve it in the freshest possible condition.

Our presses were of latest and best manufacture, and of the largest crushing capacity; our filtering arrangements ingenious, complete and effective and with every avenue for saving



New Addition to the Oil Plant—the Oil Cake Storage Building.

guarded with the utmost effort. It is this careful attention to every detail that insures the quality and makes the cost as low as is practicable in securing the best results.

Our aging tanks are especially housed in uniform temperature, where we give the oil abundance of time to ripen fully and we can depend on its maturing properly in all kinds of weather.

During the past two years the requirements of our Manufacturing Department have been constantly demanding a larger and larger supply of oil, and we have found our facilities entirely inadequate. We



New Addition to the Oil Plant—the Press Room. Location for New Seed Tanks in the Foreground.

have therefore erected an entirely new building for storage and presses which will enlarge our manufacturing capacity by at least 65 to 75 per cent. and give ample room for future extension when required.

We are erecting four more steel storage tanks for seed, each with a capacity of fifty thousand bushels, which will just double our present supply. This makes us more and more independent of outside interests and puts us in position to give our trade the strongest assurance of quality, economy, and better service.

Before we made our own oil we were never satisfied with the best we could obtain outside. Neither could we use it in very many instances until it had been treated by special preparation. It was the only way by which we could eliminate the strong yellow tint and secure the clear crystal tone essential for so many light and delicate effects.

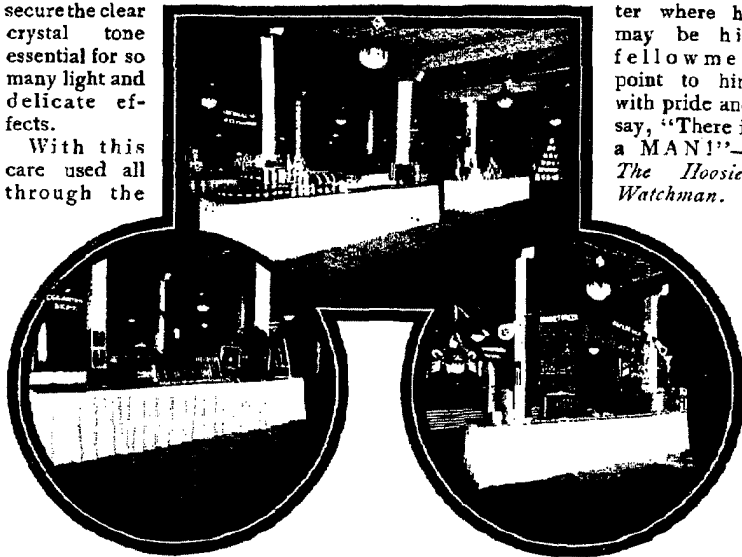
With this care used all through the

whole process of manufacture, enabling us to guarantee the excellence of the products, S.W.P. agents may rest assured that they are on the ground floor with us and that altogether we are in better shape than ever to get full benefit of the great advantage for paint and varnish making that comes through perfect oil.

The man who stands at the head is the pusher. To his indomitable courage and energy is due the strides his profession is making. Be it a business, a factory, a lodge or a church, if the pusher is not among the members it will not grow.

The pusher never loses an opportunity to get in front, and as a natural sequence, whatever he pushes goes to the front with him. Everyone admires him; no one should discourage

him. No matter where he may be his fellow men point to him with pride and say, "There is a MAN!"—
The Hoosier Watchman.



Some of the Special Exhibits at the Salesmen's Convention.

A CONVENIENT BINDING FILE.

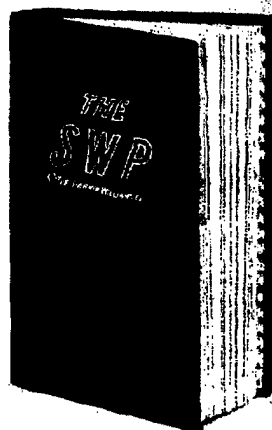
WE try to make the S. W. P. magazine a welcome visitor from month to month and as full as possible of practical helps and suggestions for our agents. Frequently there are, no doubt, points offered which you would like to bear in mind for future use. We want our issues to be permanently helpful, and we believe they contain much matter which should make the volume a frequent business aid and companion through the year. You may not be able to use it all at once however, but a large portion of the ideas can be carried out at any time with advantage.

The suggestions for newspaper ads and locals, store display, window dressing and window cards, methods of successful agents, selection of colors for houses as shown in various S. W. P. illustrations, attractive floats and vehicles for special occasions, working for business through architects, contractors, builders, painters, etc.—All these are helps which might be available at any time if you had them ready at hand.

With this idea in view we have been looking for a convenient binder for the magazines, so that the copies can be preserved from month to month and be ready of access for frequent and quick reference.

We have procured a cloth bound binding file, strong and substantial, with the title on front cover and on the back. The twelve successive numbers can be easily added as they come, or removed for binding, being readily fastened in by thin metal strips of easy manipulation.

This is a much more convenient and satisfactory binder than the one we offered some months ago. It costs a



The Binder for The S. W. P. Write for One Today and Start it with the January Number.

little more but is easier to operate and we believe more acceptable in every way.

To those of our S. W. P. agents who desire a convenience of this kind we will send one of the binding files at the actual quantity cost to us, which is thirty cents each, including the cost of mailing.

Be inspired by the belief that life is a great and noble calling; not a mean and groveling thing that we are able to shuffle through as we can, but an elevated and noble destiny.—*Morley's Life of Gladstone.*

SUCCESSFUL S. W. P. AGENCIES.

Fuller Bros., Danville, Va.



WITH the varied facilities and attractive advertising helps at the hand of the progressive merchant today, it would be strange indeed if he were not able to make profitable use of such a display. There would seem to be no excuse for lack of interest in some, at least, of the numerous effective trade building schemes, and it is always a pleasure to note those who have won special success as a natural return for energetic pushing.

We can always obtain ideas and suggestions as well as encouragement from those who are wide-awake and enthusiastic in the matter, who are full of new plans and projects from day to day, changing and improving general suggestions to adapt them more perfectly to individual needs—these are the leaders in the trade and they reap the largest advantage from their wide awake efforts.

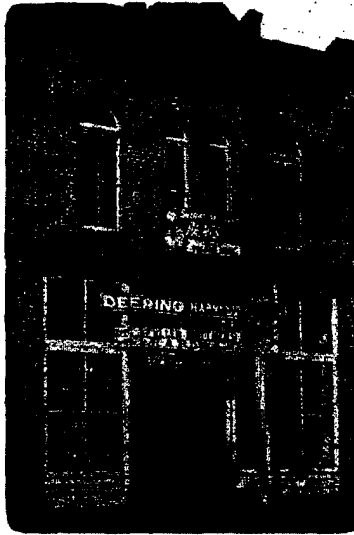
We show on this page the store of the successful S.W.P. agents Messrs Fuller Bros. of Danville, Va., who are conspicuous for their success in pushing S.W. goods and methods.

The firm consists of O. R. Fuller

and A. L. Fuller and was organized in March 1903. They identified themselves as an S.W. agency from the very outset. By persistent and energetic work they have secured control of an extensive and general patronage not only in their city limits, but reaching far into the outlying districts. They

are especially earnest and enterprising in the use of all advertising helps and quick to avail themselves of them. They make systematic use of our promoting work and set great store by our personal letters.

They are constantly sending lists of names including not only property owners but painters, contractors, builders, architects, etc., and say they often find that one of the most effective ways to reach the property owner is through the men who are to do his



Store of Fuller Bros., S.W.P. Agents,
Danville, Va.

work.

They use our electrotypes in several papers and make frequent calls for our special ad. service.

Quality—in stock and service to their trade is ever a by-word with them. Their business is nicely increasing and we congratulate them on a well merited success.

TWO GOOD CHRISTMAS WINDOWS.

WE give these only as general suggestions which are capable of infinite modification to suit any hardware or drug stock.



HARDWARE.

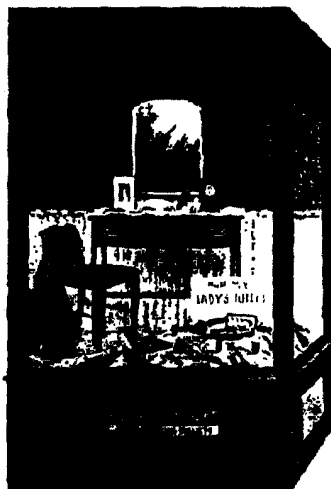
Hang a huge stocking six or eight feet long, made of some cheap material, in the centre. Stuff it full of paper so as to bulge out at places from toe to top. Put in a saw, hatchet and other hardware so as to stick out in plain sight. Hang holly or evergreen and a few small articles on the outside. Place a few suitable Christmas goods on the floor.

Display card, "The Useful Gift is Always the Best."

DRUGS.

Borrow an attractive dressing table and arrange the top carefully with choice toilet articles. Place chair in front with dressing gown carelessly thrown over the back. Rug or scattered articles, only a few, on the floor. Select especially such articles as are most appropriate for Christmas gifts and do not use so many as to make the general effect confusing.

Use card, "For my Lady's Toilet, Gifts she can Enjoy."





A joyous Christmas Greeting
and a Happy New Year to
all loyal S. W. P. Agents.

SWP
1904