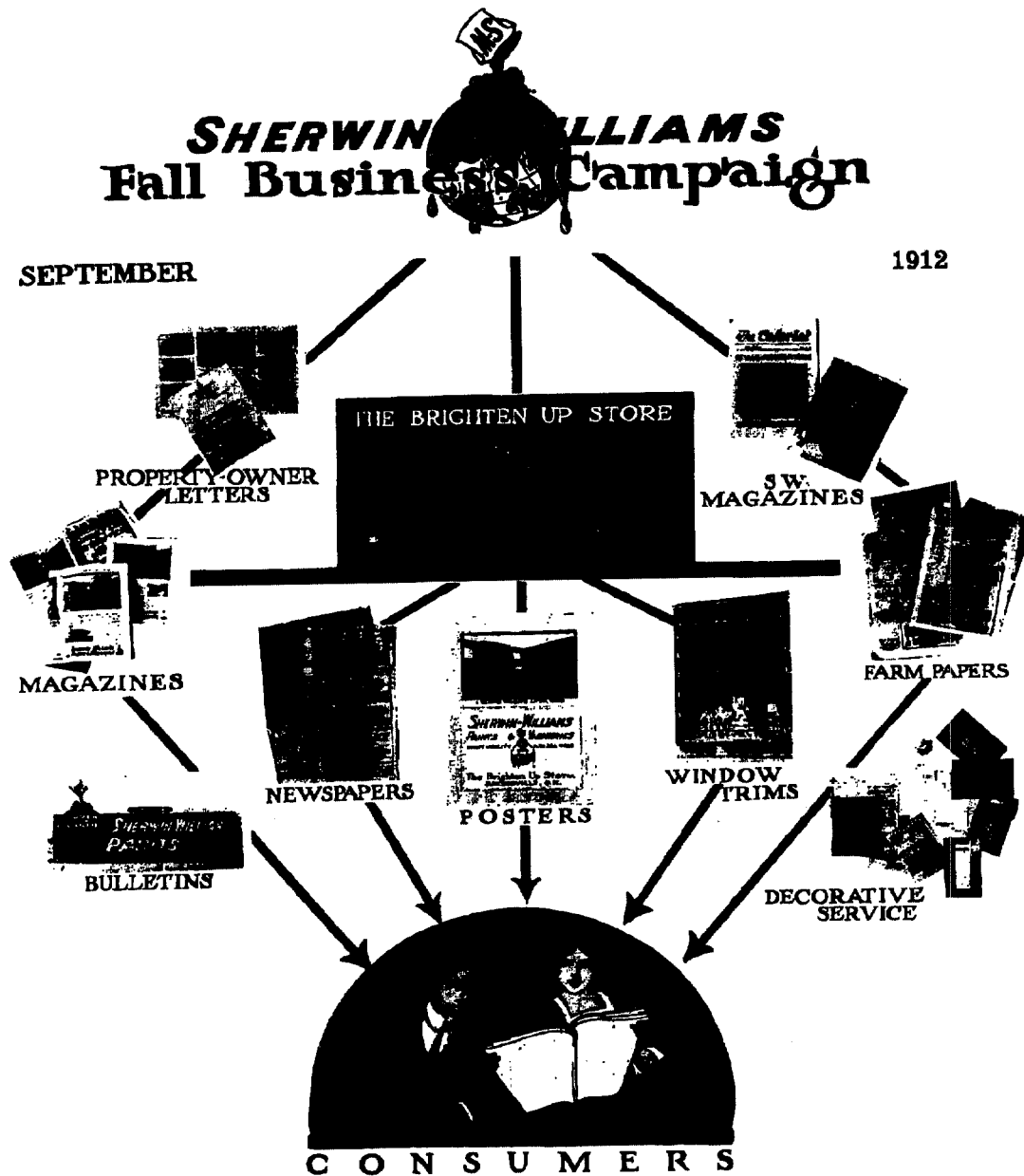


The S W P

SHERWIN WILLIAMS Fall Business Campaign

SEPTEMBER

1912



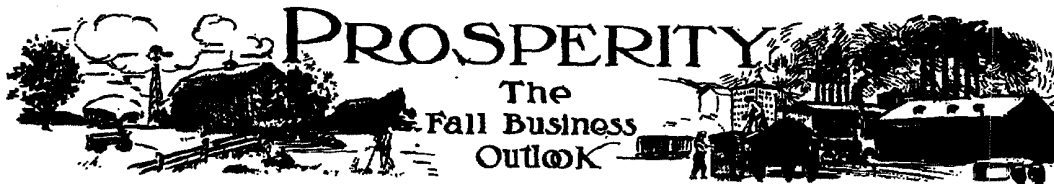
The SWP

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Volume XIV. No. 5

SEPTEMBER, 1912



DURING the past two years business conditions have not been up to normal—things have been "marking time." Right now, however, we are on the eve of the genuine old-time business revival. Business men during the waiting period have been putting into practice the new ideas of efficiency and conservation and as a result everything pertaining to business is on a sound, substantial bed-rock basis.

The Government reports indicate bumper crop yields. The iron and steel mills are running overtime and at more than full capacity in an effort to keep up with orders. Labor is well employed and at higher wages than have prevailed for years. The fact of the matter is, *we have come back into Prosperity.*

We want to get our share of this splendid prosperity, and we want you to get yours. We have outlined in this issue of this magazine our plans for an effective Fall Paint and Varnish Campaign. We ask you to join hands with us in making these plans work out successfully. Let's pull together and help push this Prosperity idea along. Let's do our share in the "Brightening Up."

Home-owners and property-owners generally have put off painting and varnishing until conditions improved. They're in the mood now, and we want to get their business by helping you get it with this Fall Campaign.

Yours for more business,

Adrian Jayce

General Manager Sales and Distribution.

SHERWIN WILLIAMS Fall Business Campaign



HOSE wide-awake merchants to whom these words are addressed know their business too well to need any suggestion that this is just the time to get busy with their Fall trade in paints and varnishes. Past experience has proved that they are the retailers who lay out a careful plan well in advance of the Fall and then have their entire selling force thoroughly conversant with that plan, making sure that they "work the plan" in addition to "planning the work," and always getting the big share of the business.

The problems of every retailer are individual, and there is no sure formula for success, but we have planned a campaign for this Fall which we believe will help you toward securing a generous share of the trade in your city. There is one condition, however, that you use every help we offer, and let us strengthen your efforts to make this Fall trade the biggest ever. The chart on the front cover is a simple diagram to illustrate the different links in our chain of publicity. Study it. You will see how our advertising is concentrated on the consumer, and how all of it directs trade toward your store. We have only one aim in all our publicity, and that is to bring more customers to you, for it is from you whence we get our business, and the more goods you sell, the greater our success, too, will be. So, by working hand in hand and co-operating with each other, we should be able to land the most profitable business this Fall.

Our plan this year calls for closer co-operation than ever before. We want you to know every detail of our part in the campaign so that you can take full advantage of it and make your sales and advertising effort fit in closely with our efforts along the same line. Read every word of the following paragraphs—make careful note of the important dates of the campaign details and get your strokes for a new, big business this Fall, right in time and tune with ours:

(1) *Magazine Advertising*—Our work in the national magazines this Fall is going to set the pace for the campaign. The big full pages in beautiful colors appear between Sep-

tember 10th and 25th. Examine the enclosed reproductions of these beautiful ads. This part of the campaign is described on page 5 of this magazine.

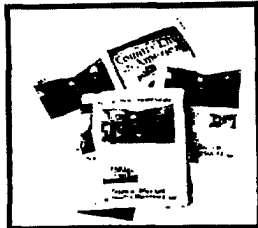
(2) *Window-Trim*—The attractive window-trim enclosed with this magazine is an exact reproduction of the full-page color advertisements in the magazines. *Get this trim in your windows* before the ads appear, and identify your store with this big national campaign. See page 6.

(3) *Newspaper Advertising*—Our big national advertisements are again reproduced for your use in the full-page newspaper electrotpe which is shown in the new electrotpe book enclosed with this number of *The S W P*. There are other electros in this book reproducing the entire series of magazine ads to be used during the Fall. Make early arrangements with your local papers for the use of this electro. This full page should appear between September 10th and 25th. Follow it with some of the smaller electros. Complete descriptions on page 7.

(4) *Lantern-Slides*—Look over the lantern-slide illustrations shown in this same electrotpe book. These slides again show the magazine advertisements and will help you to tie the campaign up to your store. Arrange with your local theaters for the use of the slides between the 10th and 25th of September.

(5) *Direct-Mail Work*—Use the blank enclosed with this number of *The S W P* for sending in the names of possible customers you wish promoted. This is the greatest help any manufacturer can offer the agent. It is direct. It hits the mark and all you have to do is to send in the names of good prospects. Don't fail to get some of these names in to us so that this direct work can go on at the time that all of the other good work is going on.

(6) *Decorative Service*—This is the most effective part of our direct work. It brings many an agent orders totaling from \$25 to \$150 on single sales. Watch for all new building and decorating jobs. Write our Decorative Department regarding them. Get this special service department working for you. Read further details on page 9.



The Magazine Advertising Campaign



CONSUMERS



UR magazine campaigns in the past have created a steady demand for Sherwin-Williams Products in general, and now we have reached the point where more specializing on some of our leaders can unquestionably be done to the advantage of our agents. This Fall we are going to concentrate our efforts on ten or twelve of the leaders of the big quality products and those agents who lay their plans along similar lines will surely reap the harvest.

From every section of the country we have received most favorable reports of results and so with the assurance that we are creating new and fostering the old business for you, we are going into the national magazines more strongly than ever before.

The September Numbers—The first shots will appear in many of the September numbers of the magazines. There will be some beautiful back covers in color in addition to the strong advertisements appearing on inside pages. These ads will deal with specific products and will bring prospective customers to you for SWP, Mar-not, Flat-tone, Brighten Up Stain, Enamel, Kopal, etc. At the same time they will give effective publicity to the entire line.

The Big Color Pages—The real backbone of the campaign, however, is the full pages in color in some of the important women's publications. Exact reproductions of these advertisements are enclosed with this number of *The S W P*. Read these advertisements carefully and have your clerks thoroughly posted regarding them. Note particularly the lines of products which are mentioned. These are the beautiful advertisements which we have had reproduced in the form of window-trim, newspaper electros, and lantern-slides, so that your campaign can be effectually tied up with our national work, all of which is for your benefit, but which cannot work to best advantage unless you supply your link in the big chain.

Our Follow-Up Work—Magazine advertisements must be followed up effectually in order

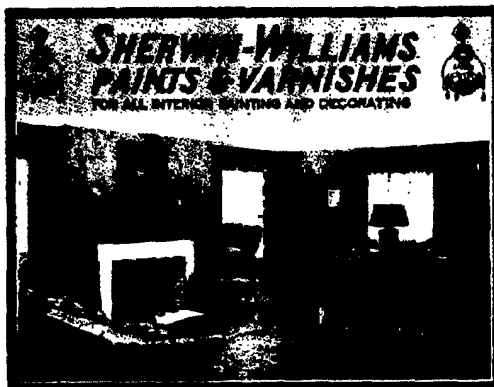
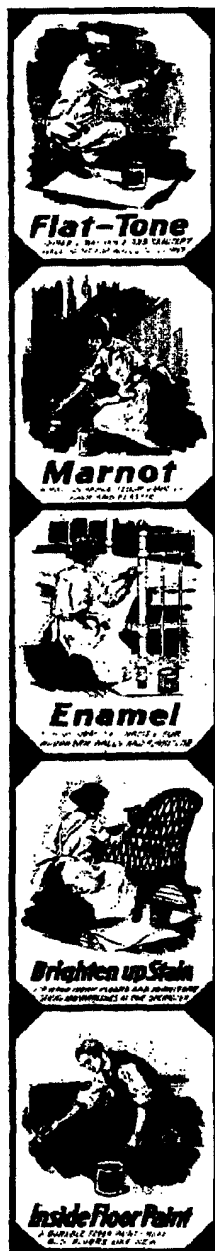
to get results for agents and manufacturers. Our decorators have designed another beautiful portfolio which will be used exclusively for this follow-up work. This portfolio contains 21 color-plates of practical suggestions for home painting, decorating and general up-keep. There are twelve plates showing attractive interior views, seven plates of exterior painting, and two color-plates illustrating the most practical methods of up-keep about the home. There is a descriptive book as part of the portfolio in which all important principles of home decoration are brought out. This portfolio is a most practical follow-up from the agent's standpoint because it not only shows the prospect many attractive color combinations for home decoration but tells just what Sherwin-Williams Paints and Varnishes to get to produce the results shown. Then the follow-up work goes even further because it directs the customer to your store and at the same time furnishes you with the name and address of the party making the inquiry. You can have a copy of this portfolio for the asking.

Examine this List—Look over the list of magazines shown on the colored insert. You will be surprised to find how many of these publications are distributed in your city. Here are the cream of national publications, those which are taken by the people you want to do business with. Don't forget the date when the big color pages appear—September 10th to 25th.

Farm Paper Advertising—We have also extended our plan of specializing into the farm paper campaign which will be stronger than ever this Fall. Here we will lay particular stress upon SWP Commonwealth Barn Red, Roof and Bridge Paint, Wagon and Implement Paint, Buggy Paint and many Home Up-keep finishes such as Brighten Up Stain, Inside Floor Paint, etc. Get after your trade with the farmer, direct some of your local newspaper work toward this prospective business. New electros reproducing our farm paper ads have been provided.

The Fall Window-Trim

Should be in the Window from September 10th to 25th

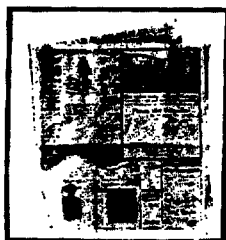


HIS is the trim that should be in the window of every S-W Agent throughout the country between September 10th and October 10th. It is one of the most important links in our Fall campaign, and makes it possible for you to direct the entire force of our national campaign to the furtherance of your business.

Have an attractive display of those goods illustrated on the trim in your window. At the same time make good use of all other store and window-displays we have furnished. Then mount the enclosed trim on your window in the form shown on this page.

There are four parts to this trim, two side strips illustrating the goods and two center posters, one showing an attractive house exterior and the other giving suggestions for interior decorating. The two side strips should be placed in position first with the exterior poster in the upper center. This should be allowed to stand for a week or ten days with exterior products in the window. Then the center poster can be removed and replaced by the interior poster leaving the strips just as they stand. All interior products should replace those in the window, and you have a new window for the next ten days or two weeks. In this way you will effectively associate your store with our national campaign and maintain attractive windows covering both exterior and interior decorations. Make plans for the window-displays at once.





Your Fall Newspaper Campaign



CONSUMERS

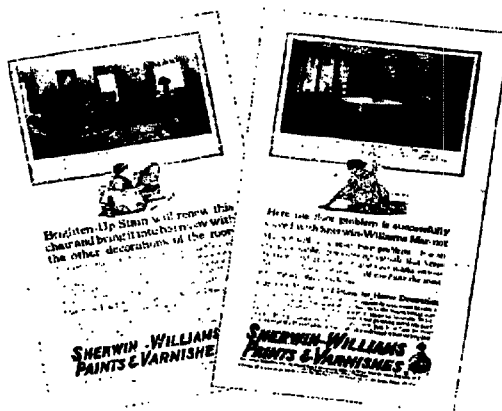


THIS Fall we have taken special care in the preparation of our newspaper electros to make them a vital part of our campaign and at the same time keep them sufficiently elastic to conform to the conditions of each locality. These electros specialize on our leading products just the same as the other parts of the campaign, and this gives you an opportunity to push hard those products which can be moved to the best advantage.

Refer to the electrotype booklet enclosed herewith and turn to the full-page advertisement. This will give you a suggestion for your Fall showing in the local papers. Note the side strips which give you an opportunity to choose the lines to be pushed. There is at the same time ample space for other lines of goods.

More of our agents took advantage of our Spring newspaper electros than ever before, and excellent results have been reported. This Fall we are all pulling together in strong, vigorous strokes, and this is the Fall when all old business records are surely going to be smashed.

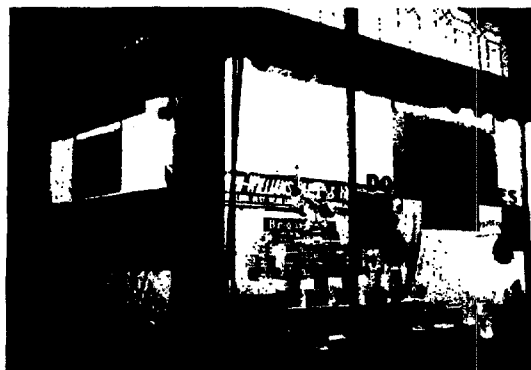
Use the order blank at once so that there will be plenty of time to get the advertisement in your paper on the date our Color Ads appear. At the same time, order some of the smaller electros so that this good work can be effectively followed up.



Two of the Small Newspaper Electros



Window display of Bailey Hardware Company, Mason City, Iowa, during recent G. A. R. Encampment.



The Neyhart Hardware Co., Williamsport, Pa., believes in generous displays



A Direct Mail Campaign for you



CONSUMERS



THE Property-Owner letter is a familiar advertising feature to all S-W Agents, particularly those who have persistently taken advantage of our helps in past campaigns. It has produced excellent results and will continue to do so as long as the names of good prospects are furnished.

The time when our business permitted us to wait, to talk to customers over the counter, is passed. We cannot sit by until business comes to us now, we have to go out and meet it and not only meet it but create it. We have to transfer the scene of our sales from the counter to the prospect's home. This means the actual sale, for if you can get the property-owners started, get them to think they need the brightening up treatment and induce them to come to your store or otherwise show interest, you have practically sold them.

Except a personal visit, what more effectual means have you for going out after the business in a forceful way, than a carefully written personal letter showing in actual colors just what can be done for the prospect? It is impossible for you to visit all the property-owners in your locality, who are about to, or should paint. Your limited time will not permit it, but you can get the names of those property-

owners. Do it and send them in to us. We will mail the letters promptly. Use the enclosed blank and write for more.

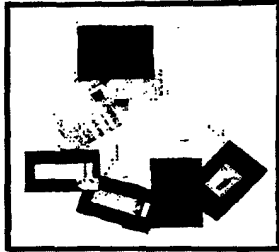
We know that we are going over ground we have been over several times before in this issue, but we can not go over this particular patch too often. Take advantage of this personal letter service. It costs you nothing but the time you put into the collection of names, and will do your business a world of good. Go into it. Go into the whole campaign with a will and a jump, and pull with us. We are after the business and we want it over your counter.

You may stimulate your paint sales by using property-owners' letters, but you can make them come good and strong if you use the whole battery embodied in this splendid business campaign. And when considering the matter, do not overlook the fact that the effort you make now not only affects the present but has a strong influence on future business. Some of the property-owners you direct your fire against may not find it possible to paint at the time we write them. When circumstances do favor, however, you will get the sale nine times out of ten if the individuals have received an attractive personal letter advising them that you have the best possible line of paints and varnishes and are willing and ready to give them every assistance.



Display of The Orange Hardware & Paint Co
on July 4th West Haven Conn





Decorative Service



→ CONSUMERS



EVERY year shows a distinct advance in the decorative service we are offering our agents, and this year is surely no exception. In the Spring we opened beautiful Display-Rooms and a Decorative Department in New York City, and now we have just established similar quarters in Chicago. With these exceptional facilities added to our already completely equipped department in Cleveland, we are prepared to offer most valuable service to those of your customers who contemplate re-decorating, remodeling or erecting buildings of any kind. New York, Chicago and Cleveland are the big decorating centers of the country, and with our own decorators at these important points, it is possible for us to keep in touch with the very latest ideas in decorations of every kind.

With all these improvements our service is still rendered free of charge, there is no limit placed upon it, and the number of agents using it is rapidly increasing.

This Fall we are making a special effort to get more opportunities for this service, and we cannot urge you too strongly to put us in touch with every building or redecorating job in your locality. We would like you to talk the Decorative Service to those prospects personally but if this is not possible you can surely send us the names of these parties so that we can promote them on this unique service.

We have provided a special information blank so that just the necessary information can be sent in to our decorators and you should have some of those blanks on hand at all times. When these blanks reach the Decorative Department they are referred immediately to one of our decorators who makes a study of the building and prepares the special elevations in color and writes the exact specifications necessary for producing the effects

shown. As soon as the suggestions are ready, a personal letter is written and sent direct to the customer unless otherwise directed.

You are notified at once of the action taken so that in a reasonable length of time you can follow up our work either by a personal call or by a letter. At the same time the party is referred to you for the necessary paints and varnishes. If it were possible for us to explain this service to each agent personally and show our departments actually at work there is no question but that our decorators would be unable to keep up with the demand for their services.

Watch for the beautiful color-plates which will be used in all of our advertising this Fall. These color-plates are the result of this special decorative service. They are all practical suggestions which can be actually produced with the goods standing on your shelves. This is the modern method of selling paint. Use the service this Fall and work the entire Fall campaign.



The New Portfolio of Color-Plates

Sherwin-Williams Co.

Gentlemen: Please accept my thanks for your many courtesies relative to repainting my house. I am using the Green and Gloss White scheme with Moss Green

roof and am receiving innumerable compliments. My house is just right for its location and surroundings. Am more than pleased—all of us are.

Yours sincerely,
(Signed) MRS. W. T. GREEN.



Getting the profitable Interior Finish Trade



LARGE proportion of our Fall advertising in the national magazines will be devoted to the sale of Interior Finishes. There is a splendid opportunity to dispose of more than the usual quantity of Interior Finishes during the early Fall, and we want you to get a big share of this business. All through the season, a veritable harvest awaits a reaping. To go after it hard means business not only now but throughout the Winter and early Spring.

To co-operate with us at this time means even more. It will assist you in turning your stock over and the oftener you turn it over, the better. To turn stock over frequently means increased profits. Then, it is desirable to start out in the Spring with the bright, fresh labels and clean-looking packages, that you will naturally have if you can renew your entire stock for Spring business, when placing your stock order.

The Fall of the year is surely the most ap-

propriate time to brighten things up about the house. Everyone is making preparations to live inside. The long, dark and dreary Winter follows, and if there is any time of the year during which the house needs bright walls, ceilings, floors, furniture, etc., it is during the dark months of December, January and February. Our Fall campaign is designed to take advantage of this, and to show the housewife what an extensive amount of brightening up about the house may be done.

Talk Interior Finishes. Put display-cards in conspicuous places on the counters, set up an aisle display in the center of the floor if possible, while the window-trim is up and the national magazine advertisements and the newspaper electros and lantern-slides are doing duty. Then, it is a safe wager you will have to talk Interior Finishes to satisfy individuals who have discovered that they have dark corners in their homes, furniture to restrain and revarnish, etc. Use our decorative color-plates and give your customers the Brighten Up fever.

Interesting the School Children

SOME time ago, we heard of a novel scheme which could easily be worked to advantage by the dealer in paints and varnishes. In your newspaper advertising and by signs in the window, announce that a prize of \$1 or \$2 will be presented to the student of the local high school who writes the best essay on the value of paints and varnishes. The competition should stipulate that the students should not secure any outside assistance and the essay be limited to 400 or 500 words.

Such a plan would arouse considerable comment about your store and after the prize has been awarded you could display the winning composition in your window together with a suitable assortment of paints and varnishes. It would perhaps be a good plan to ask the principal of the school and some well-known

businessman to serve on the committee who selects the winning essay.

The wagging tongues of children can be made a good advertisement for your store, and, who knows, the arguments logically presented in the compositions may convince the parents that it is high time to make their homes brighter and more cheerful by using paints and varnishes.

What P.-O. Letters Will Do

R. V. WOOD

CHARLES CITY, IOWA

Sherwin-Williams Co.

Sold C. J. Blensius, whose name was forwarded to you by us several weeks ago, one barrel Barn Red and five gallons SWP. Will also sell S-W goods to him for his house this Fall.

(Signed) R. V. WOOD.

Practical Paint Ideas

By Frank B. McKenney & Son, Tropico, Cal.



IN THE first place, we decided to take the Sherwin-Williams Agency, because we believed they not only had the best paint proposition to offer the dealer, but also have their own distributing points so conveniently located throughout the United States and Canada that there is no delay in getting goods. We can order from their Los Angeles house any time today up to three o'clock and get the goods by nine o'clock tomorrow morning. We knew it would be to our better advantage to put in a line that was distributed by the manufacturers themselves than to depend on one carried by a jobber, for there is no danger of a manufacturer carrying some other line next year.

At the present time, our paint stock would invoice approximately \$800, and during the past year our retail sales of Sherwin-Williams goods alone amounted to approximately \$3,000. This does not include the brushes and sundry articles that go with the paint business.

Number of Colors—While The Sherwin-Williams Co. have three Color-Cards of House Paint showing 18, 28 and 48 colors, we use the large card and carry one or more gallons, halves and quarts of each color. In this way we have a big assortment and can tell our customers we have all the colors in stock; and while at times we do not have enough of any one color they might choose, we can always give them a gallon or more to start the job, and then order enough shipped so as to reach us the next day, when we deliver the balance of the customer's order.

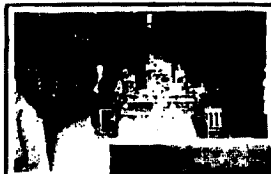
Odd Colors—We move odd colors easily, keeping a record of the large packages of these colors. It is our custom, when a man comes into our store to talk house paint, to show him a Color-Card, and after he tells us all he knows about paint, the shades of his neighbor's house and finally expresses doubt as to choice of colors, we ask him to allow us to suggest a shade, and naturally we have two ideas in advising a selection—to choose a color that will look right on the house and one that is among the odd colors we have in stock. On account of paint being so extensively advertised, many do not put the same effort in selling paint that they do on other lines. The average hardwareman will put every bit of his energy and enthusiasm into his talk with a prospective buyer of hardware. If he would put the same energy and enthusiasm into talking paint, he

would soon double a business that is very profitable to him.

Profits—A great many merchants figure profits on paint by profits on house paint alone. At the present time we are making 50 cents per gallon on house paint, which we are selling in gallon cans. Of course the margin of profit is a little better on the half-gallon packages, and still better on the quarts. Take shelf-goods and varnishes—we make a profit all the way from 50 to 100 per cent. Inside Floor Paint nets a good profit, and we average up a little better than 35 per cent on S-W goods we sell.

Arrangement of Stock—A stock of paint deserves and receives in our store as good a location as anything we carry. The shelf space

devoted to paint is approximately 14 feet high and 18 feet long. (Heavy goods are kept in the warehouse.) If



blue-prints furnished by The Sherwin-Williams Co., fol-

lowed out, a great many dollars' worth of paint can be put in a surprisingly small space and in such a way that no room is wasted and everything shows nicely.

Display—Very often we devote one of our windows to the display of paint, and take just as much care in dressing our paint window as we do with anything else. It is our intention always to take advantage of the advertising helps this Company gives us. We also use the Promoting and Decorative Departments at every opportunity.

Responsibility—We feel that we are responsible for, and that our name is stirred up, in every gallon of paint we sell. In selling this line we do so because we know we are selling goods put up in full measure cans.



shelves are built systematically, and the

IF—

By Rudyard Kipling

*If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about, don't deal in lies,
Or being hated, don't give way to hating,
And yet don't look too good, nor talk too wise;*

*If you can dream—and not make dreams your master;
If you can think—and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools;*

*If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on."*

*If you can talk with crowds and keep your virtue,
Or walk with Kings—nor lose the common touch;
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And—which is more—you'll be a Man, my son!*

Imagination in Selling Paint

USE imagination in selling paints and varnishes. To the average home-owner and housewife, cans of paints and varnishes, white lead, colors and linseed oil as they repose on the dealer's shelves, are a very prosaic and uninteresting subject. What appeals to the owner of property is the things that can be done by using such materials.

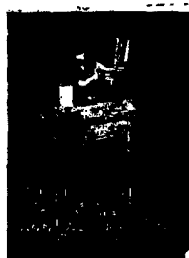
The use and neglect of imagination in retailing is illustrated here: On my way to work every day I pass two exclusive paint stores. In the window of one there is a heterogeneous collection of paint cans of all shapes, styles and reputations. For weeks and months this monotonous arrangement has occupied priceless space in light, spacious windows facing a street traversed by hundreds of prosperous home-owners.

Further down the street is the shop of the other merchant. Few cans of paint are in his windows, but instead there is an antiquated chair with one side of it refinished with a couple of coats of varnish stain, and an appropriate sign calling attention to the fact that this was accomplished by a half-pint can of Floor-lac. Then there is a small radiator with each section painted a different color, and a dingy

picture-frame and a wagon-wheel similarly treated.

Who do you think gets the business? How must the average consumer to whom paint is more or less of a mystery, be impressed? The success of the latter merchant is due to the fact that he does not trust too much to the imagination of "the man on the street," but suggests to him, by practical displays, what wonderful transformations can be made by that modern Aladdin's lamp—the can of paint.

A New Field for Finishing Materials



MANUAL Training has become a permanent institution in the schools of most of our cities. The standard of work required is gradually being raised to a higher level. The best possible equipment is secured. Special attention is being given to each phase of the work

and only the best materials are being used.

The cut displayed here reproduces a booklet that we have published on the subject of finishes for the Manual Training School. It lists all of our products that can be used in this work and shows samples of each of our Handcraft Stain Colors, giving complete specifications for their use. It is attractively illustrated and will assist you in lining up the schools in your locality.

If you can use some of these booklets to advantage, write to our local office for a supply. They will be glad to give your request prompt attention.

This is Only One of Many

Carthage, N. Y., May 22, 1912

Publishers of *The S W P*
Cleveland, Ohio.

Gentlemen: We notice in the April issue of *The S W P* a new set of slides for Moving-Picture Show Advertising, which we would be very much pleased to receive.

We believe in this form of Advertising, as it catches the eyes of all classes, and as we have found, is bound to bring results.

While the weather has been against outside painting so far this season, we have several jobs booked, and our customers are only waiting for a chance to "Brighten Up" with Sherwin-Williams Paint.

We might add:

A little paint, and a little can,

A little brush, and the Little Paint Man,

Make us happy and smiling all through the day,

So "Brighten Up," it will surely pay.

Hoping to receive the slides in due season, we beg to remain,
Very truly yours,

(Signed) JOHN E. STRICKLAND & SONS.



Plans for Pushing Flat-tone



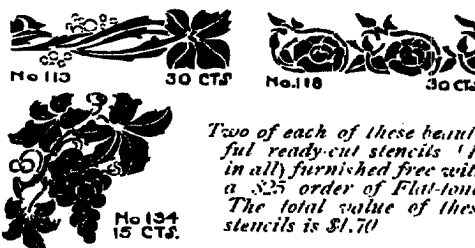
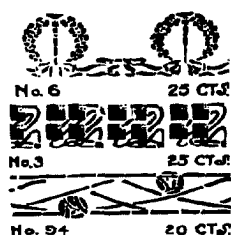
HERE is a special scheme by which we want to help you get a generous share of the Flat-tone business this Fall. Every housewife wants sanitary and artistic walls in her home and will be easily attracted by the many beautiful color-plates

shown in our Fall advertising features and the color-pages in the national magazines. As you know, Flat-tone wall decorations can be made much more attractive by means of stencil designs and such work is becoming very popular. On this account we have planned to furnish our agents with 18 attractive, ready-cut stencils free of charge with a \$25 stock of Flat-tone. Our first illustration shows these designs and gives the retail price of each, the total cost of which is \$4.70. These stencils are made of durable oiled paper and are cleanly cut. The designs

are most attractive for all kinds of wall decoration.

In addition to this special stencil plan, we will furnish you with a new transparent banner for a window-trim. Then, we shall give you a quantity of our attractive color-cards showing all shades of Flat-tone and a Flat-tone display-card which is illustrated here.

Our national advertising is largely devoted to Flat-tone this Fall. Many interior illustrations are shown in color, and a complete description of this material given. To all those who write for it, we send a portfolio of color-plates showing Flat-tone in actual use, and your name is always given as being the local distributor. Flat-tone is made in 24 restful, artistic shades, and can be washed with soap and water. It is put up in quarts and gallon cans. We urge you to select an assortment of Flat-tone at once.



Two of each of these beautiful ready-cut stencils 1/8 in. all furnished free with a \$25 order of Flat-tone. The total value of these stencils is \$1.70

Dress Up the Store

GIVE the inside store displays good positions. Sort over your stock of paints and varnishes to see that you have everything in good shape, packages clean and in order, no important colors run down. Customers can't wait or won't—for goods to come from the

factory when they want to paint. Have the store bright, clean and inviting—clerks courteous and obliging—know your merchandise and go after business with energy and confidence, expecting to win on the merits of the goods and efficient service.

Special Floor Paint Assortment

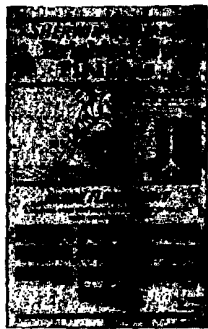


PAINTED floors will be very much in fashion this Fall, as many people want to brighten up their worn and scratched floors and a natural varnish effect cannot be successfully obtained over a surface that is old and dingy. Moreover, painted

floors are very serviceable and stand lots of scrubbing and hard wear. Inside Floor Paint is made in ten attractive colors, dries overnight and gives excellent service.

By use of a stencil border applied over this painted surface, a floor can be finished most artistically and made to resemble a parquet floor.

To enable you to push this stencil border idea in your locality, we are offering you free an assortment of 12 of our floor stencils, costing \$2.70. This is provided you purchase an assortment of \$25 worth of floor paint. You can select either of the two model orders shown and choose your own colors from the regular Inside Floor Paint color-card.



Inside Floor Paint Shoe-Card for Counter Display

This stencil idea is one which will appeal especially to people whose floors are somewhat worn. It can be made very popular in your town if you talk about it to your customers. Inside Floor Paint is one of the best wearing floor

paints on the market today, and the stencil colors by which the borders are made will also stand a great amount of hard wear and tear.

Assortment No. 1 Contains

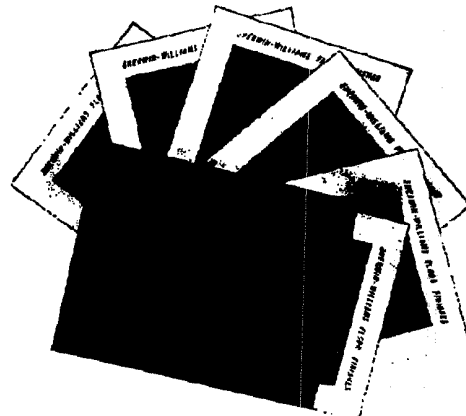
S-W Inside Floor Paint	-	-	6 gallons
S-W Inside Floor Paint	-	-	12 halves
S-W Inside Floor Paint	-	-	26 quarts

also a box containing two each of six floor stencils free

Assortment No. 2 Contains

S-W Inside Floor Paint	-	-	18 halves
S-W Inside Floor Paint	-	-	37 quarts

also a box containing two each of six floor stencils free



An Inside Floor Paint Stencil Portfolio

Two Sets of These Stencils Free With Each \$25 Assortment



Stencil No. 106, 8 1/2 inches high Price 25 cents



Stencil No. 702, 8 inches high Price 25 cents



Stencil No. 205, 9 inches high Price 25 cents



Stencil No. 705, 8 inches high Price 15 cents



Stencil No. 206, 7 inches high Price 25 cents



Stencil No. 706, 8 inches high Price 20 cents

Total Value of Two Sets of Stencils

\$2.70

"There is a wonderful advantage in going about your work in a happy manner; and this is easy when you remember that happiness is not the result of conditions, but is a cultivated attitude toward the processes of life."

Brighten Up Week

Sherwin-Williams Paints and Varnishes

...the best time to paint your home is during the week of the year when the weather is just what you need for painting. That's why we've made this week the best time to paint your home. It's the week when the weather is just what you need for painting. It's the week when the weather is just what you need for painting.

It Pays to Spray Intelligently

THE man who sprays his fruit or vegetable intelligently is the one who will have the biggest yield to send to market. The large increase in the number of insects attacking fruit trees and garden truck throughout the country makes it absolutely necessary for the farmer or grower to protect his trees by the proper use of insecticides.

SHERWIN-WILLIAMS NEW PROCESS ARSENATE OF LEAD

will help you to secure larger profits from your orchard and garden because its application will insure a much larger percentage of perfect fruit and vegetables which will be of higher market value for you. This Arsenate of Lead is light in weight and stays well in suspension. It is sure to reach all leaf-surface insects, but will not burn or blight the foliage.

1 1/2 PER POUND IN 1 POUND JARS.

THOMPSON

Drug Company

WEDMAN MICHOGAN

Shoo 'em, don't bother me!

You won't have that around the house this time, even if you give both your old and new a good shaking.

Sherwin-Williams Screen Enamel

This will prevent the pest from making holes where the flies can sneak through. It dries quickly so it's high class, doesn't clog the mesh, won't wash off, even in black and green. For sale at

Lawrence Paint Company

115 Court Street

The Last Drop is Good as the First

...the best time to paint your home is during the week of the year when the weather is just what you need for painting. That's why we've made this week the best time to paint your home. It's the week when the weather is just what you need for painting. It's the week when the weather is just what you need for painting.

Paint Now

...the best time to paint your home is during the week of the year when the weather is just what you need for painting. That's why we've made this week the best time to paint your home. It's the week when the weather is just what you need for painting. It's the week when the weather is just what you need for painting.

Sherwin-Williams Agents have always been known as progressive advertisers. The series of electrotypes we have prepared will save you lots of time in writing your ads and enable you to go after the business in an energetic manner. Our electrotypes closely reproduce the magazine advertising and should form the connecting link between our advertising and your store.

Shoo 'em, don't bother me!

You won't have that around the house this time, even if you give both your old and new a good shaking.

Sherwin-Williams Screen Enamel

This will prevent the pest from making holes where the flies can sneak through. It dries quickly so it's high class, doesn't clog the mesh, won't wash off, even in black and green. For sale at

Lawrence Paint Company

115 Court Street

Brighten Up

Sherwin-Williams Floor Enamel

...the best time to paint your home is during the week of the year when the weather is just what you need for painting. That's why we've made this week the best time to paint your home. It's the week when the weather is just what you need for painting. It's the week when the weather is just what you need for painting.

Hints from the Little Paint Man

You'll soon commence to see that it's just again. After the long winter, it is probably scratched and worn and all the color is rubbed off. Why not make it bright and new again? Give the hot, sultry days a rest. You can do so with

SHERWIN-WILLIAMS BATH ENAMEL

It's made especially to resist water and rough use, it's a pure porcelain color. Simply clean the surface, apply with a brush, and your bathtub is like new again. Full directions on can. For the workweek, we have durable enamel, not affected by water, and known and hand it out.

Lawrence Paint Co.

115 Court Street

Brighten Up

These are the brightest days! Away with home-made stains and dirt. Make your place shine with Sherwin-Williams Paints and Varnishes.

SWP

...the best time to paint your home is during the week of the year when the weather is just what you need for painting. That's why we've made this week the best time to paint your home. It's the week when the weather is just what you need for painting. It's the week when the weather is just what you need for painting.



What do you think of this One?

Maud—"That story you told about Alice isn't worth repeating."

Kate—"It's young yet: give it time."

"That conductor must be a new and inexperienced man."

"Why do you think so?"

"He announces the names of the streets so distinctly that I can understand him every time."

"Father," said the small boy, "what is a demagogue?"

"A demagogue, my son, is a man who can entertain an audience so thoroughly that people don't care what his personal opinions happen to be."

"Your own baby, if you have one," advertised the enterprising photographer, "can be enlarged, tinted and framed for \$9.75 per dozen."

Weary Voice from Doorway—"My dear sir, I have absolutely no objection to you coming here, and sitting up half the night with my daughter nor to you standing on the doorstep for three hours saying good night. But in consideration for the rest of the household, who wish to get to sleep, will you kindly take your elbow off the bell push?"

Mother—"Why, dear, what's the matter?"

Daughter—"Geo—George asked me if he could—ki—kiss me."

"Well, my dear, George is a very nice young man, and we all know that he is very much in love with you."

"Ye—y-e-s, but when he went and—and asked me, of course, I had to be indignant and say 'n-o.' Boo, hoo, hoo!"

First Trooper, Imperial Yeomanry (discussing a new officer)—"Swears a bit, don't e, sometimes?"

Second trooper—"E's a masterpiece, 'e is; just opens 'is mouth and lets it say wor it likes."

"I climb upon an open carrh
And gently puff on my cigarrh.
A chilly breeze,
Anon I sneeze.
I get catarrh—and there you arrh!"

Inquirer (at South Station, Boston)—"Where does this train go to?"

Brakeman—"This train goes to New York in ten minutes."

Inquirer—"Gee-whiz! That's going some."

Howe—"What sort of a fellow is he?"

Powell—"He can make two lemons grow where only one grew before and then hand them both to you when you are not looking."

An Irishman one day went to a chemist to get something to cure a headache.

The druggist took down a bottle of smelling-salts and asked Pat to take a good sniff at it. Pat did; then he stood there for five minutes quite speechless.

When he recovered himself, the druggist asked him if his headache was better.

"Begorra," said Pat, "it wasn't for me it was for my wife."

A Chicago banker was dictating a letter to his stenographer. "Tell Mr. Soandso," he ordered, "that I will meet him in Schenectady."

"How do you spell Schenectady?" asked the stenographer.

"Sc, S-c-e-r-e-r— Tell him I'll meet him in Albany."

Chief Clerk (to office boy)—"Why on earth don't you laugh when the boss tells a joke?"

Office Boy—"I don't have to; I quit on Saturday."

Customer (sarcastically)—"I've managed to cut this steak, but I'm bothered if I can chew it."

Waiter—"Yes, sir. We guarantee our knives, but our responsibility does not extend to our customers' teeth."

Caller—"Good morning, waiter! Is the proprietor in?"

Waiter—"No, sir; 'e's just gone out to get a bit o' dinner."

The Henpecked Husband—"Is my wife going out, Elsie?"

Maid—"Yes, sir."

Henpecked Husband—"Do you know if I am going with her?"