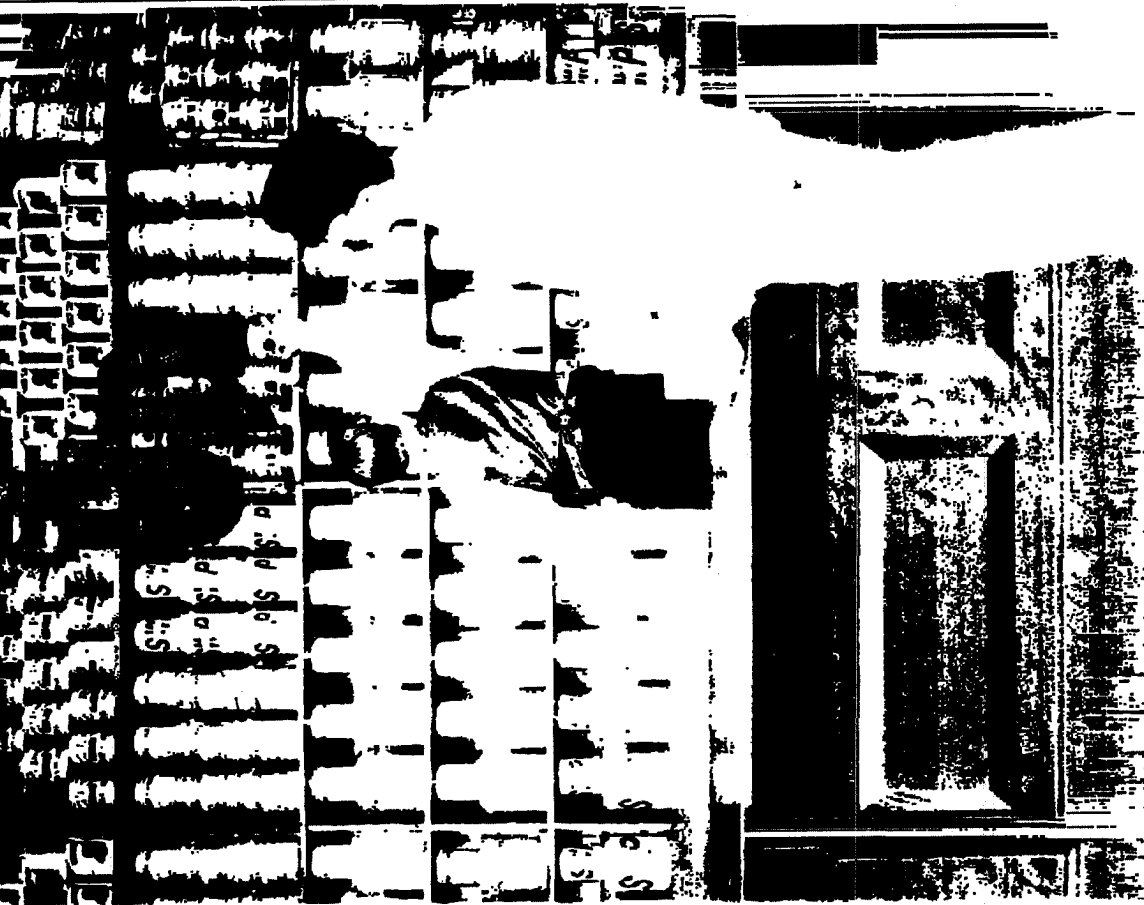


Published by the National Association of Manufacturers

Brighten



The SWP

OCTOBER

1908



STANLEY-WILLIAMS
Brighten Up &
Finishes



For Newspaper Work.

See page 95 for
single column cut.



WE ARE prepared to supply S-W. agents with electro-types as shown on this page, either for one or two columns. You will recognize this cut as part of the window trim. It will make a striking effect on a newspaper page.

Use this electrotype in your newspaper at the same time as you are using the window trim enclosed in this issue.

You can have your copy apply to local conditions, but we give below outline of what we believe will prove good copy to run in connection with this cut.

Order these cuts by number, 2 col. 648, 1 col. 649.

Order No. 4.

The following copy would go well with this electro in your newspaper or you can write some yourself:

I am the people's candidate. My platform is "Brighten Up Your Home." My slogan is "Brighter Homes for Everybody." I am running in every constituency in America. Brighten Up Finisher contains a paint and varnish specialty for everything about the house—chairs, tables, radiators, baths that are dingy; floors that are worn, etc.

I expect to be elected because our platform appeals to everyone—"Brighter Homes for Everybody." "THE LITTLE PAINT MAN." "Brighten Up" comes in and get the finish made particularly for the "Brighten Up Finisher." Hixley & Ross, Agents for Sherwin-Williams Paints & Varnishes.

Brighten Up

There is no Use Planning Our Work IF We Don't Work Our Plan.

WE ARE taking for granted that all S-W. Agents received and read the last issue of THE S.W.P., or at least looked at the pictures. Such being the case, you are familiar with the new "Brighten Up Finishes", how they are being advertised by us and how we want you to help us educate the people by advertising in your locality.

We planned this work as thoroughly and carefully as we knew how. We gave it the widest kind of publicity through the magazines, etc. Our agents are supplied with newspaper electros, enclosing slips, booklets, hangers, window trims, and so on. If you haven't got Brighten Up advertising of all kinds in your store, we would urge you to write to us and ask for all you can use to advantage.

And the window trim—here is an extract from a letter received from Mr. W. C. Powelson, Camden, N. J.: "Please forward electros XY 644, 645, 646 and 647. We want to use them in connection with the new fall window trim. By the way, it's a dandy; have just finished the window and it's attracting much attention."

We could quote hundreds of such cases. Our representatives on the road tell us they never for a long time got such a reception as when they went out talking "Brighten Up Finishes" to our agents.

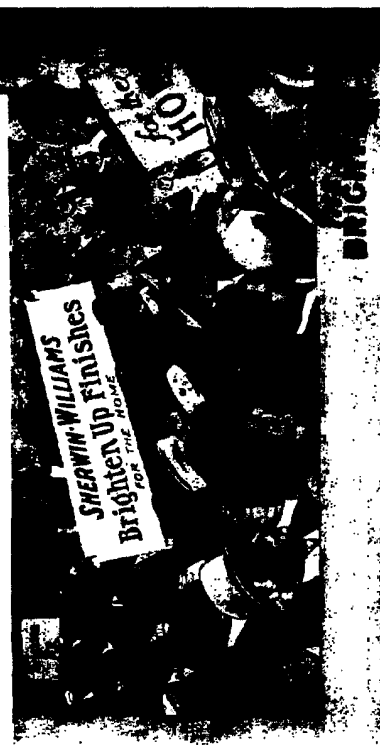
Mr. Agent, how about you? Are you working the plan? Have you used the window trim we sent you in the tube? Have you a supply of Brighten Up enclosing slips for your letters? Have you the Brighten Up newspaper electros, and are you running them in the papers?

The Brighten Up Finishes have made a hit and are here to stay. When the public comes to know the name and what it stands for, "Brighten Up" will be a household word. Be sure the people in your neighborhood know that you are a "Brighten Up Agent".

The Little Paint Man on the Stump.

Platform—"Brighten Up
Finishes."

Campaign Cry—"Brighter
Homes for Everybody."



WE ARE enclosing one of the above window trims with every copy of THE S. W. P. Important. Put the trim along the bottom of your window—the Little Paint Man in the middle and a section of the crowd on each side. If your window is wide enough for a larger crowd we will send you another trim. (See above engraving.)

We hope that you will make a point of putting up this trim in your window as soon as it is received. As the elections are now on a few weeks off, this trim is sure to attract a lot of attention from the

public at large. With the Little Paint Man as the popular candidate, "Brighten Up Finishes" for his platform, and "Brighter Homes for everybody" his campaign cry, we have what we believe is a winner.

If every agent will see that the Little Paint Man is given a prominent place in his window where he can make his stump on "Brighten Up Finishes," we feel certain that the idea will prove a great success and you will get the business. Don't neglect this opportunity. It means that your window will receive considerable of the cumulative interest aroused by the coming elections.

The Opinion of One Man That Knows. A Way of Overcoming Competition in the Matter of Selling Paint and Varnish.

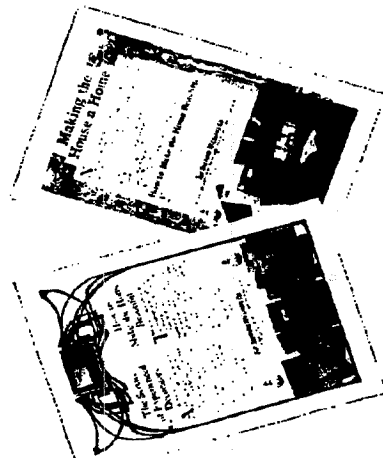
IN LAST month's S.W. P. we told you about the Decorative Department. Now we are telling you again and perhaps next month as well, for we want you to know all about this new business-getter of ours, both for your own good and our own. There's money in it. It will overcome competition and make friends of those of your customers who use it. And not only this, but it will make new customers and trade for you. You want to know how to do this.

The Decorative Department is no longer an experiment. It's a success and, as one agent wrote us after selling nearly one hundred dollars worth of paint and varnish by its aid, "the Decorative Department is going to hear from me often because I can see dollars in it for me."

Briefly, here is what this department is, how it operates and how *you* can use it:

The Decorative Department is a staff of expert designers, decorators, artists, and so on, maintained by The S.W. Co. to furnish sketches, color schemes, specifications and complete information (including the kind of paint and varnish to be used) for decorating or redecorating a house, church, school or any other kind of structure.

We furnish this service absolutely free of cost to any one who asks for it. We first find out all the particulars regarding the house or building, and for this purpose we have printed forms to fill out which simplifies the matter greatly. Then we send color sketches, samples of the curtains, samples of the woodwork, and so on, for the whole interior. You, the S.W. Agent, are



also given all this information, and the goods for the job are sold through you. As one man facetiously stated it, "it's like getting money from home to sell paint and varnish in this way."

Give this matter a moment's thought. Think what it means to sell all the inside and outside paint and varnish for the new houses in your territory as well as those that are being repainted and redecorated! The Decorative Department can help you land a great big percentage of them at least.

Sit right down *now* and write as follows to the Decorative Department, The Sherwin-Williams Co., Cleveland: "I am interested in the Decorative Department. Please put me wise." A post card will do.

A Rubber Stamp for You.

WE HAVE prepared a rubber stamp, 3 x 1 1/4 inches, bearing the words "Sherwin-Williams Brighten Up Finishes" in outline. We are prepared to send one of these to every agent that asks for it. They can be used on envelopes or letters going out to customers, or on the outside of boxes or packages. They will do a lot toward spreading the name and 'fame of "Brighten Up Finishes" as well as advertise your store as the place to get them.

If this idea appeals to you write in for a "Brighten Up Rubber Stamp."

Here's a one column cut which you need.

THIS is the single column newspaper electro referred to on second page of this issue of THE S. W. P.

Order by "No. 649."

You will have to furnish your own reading matter to go with this cut unless that which we give on page 90 appeals to you as it does to us. However, you can either use this or write copy yourself which will be more suitable to your needs at this time.



Brighten Up