

THE SHERWIN-WILLIAMS PAINTS
FOR ALL KINDS OF
GOOD PAINTING

FOR BUILDINGS, OUTSIDE AND INSIDE, AND ROOFS.
Use THE SHERWIN-WILLIAMS PAINT (Prepared).
For the priming coat—**USE THE S.W. LIQUID PRIMER.**

FOR INTERIORS, WALLS, ETC.
For a high enamel gloss finish

Use ENAMELOID.
For an egg shell glass finish
USE THE S-W SPECIAL INTERIOR COLORS.

Also FLOORING. (For staining floors).
For Inside Floors.—THE S-W INSIDE FLOOR PAINT.
For Outside Floors.—THE S-W OUTSIDE FLOOR PAINT.

FOR BARN, ROOFS, FENCES, ETC.
Use THE S-W COMMUNITY BARN RED.

MADE IN THE GREAT BRITAIN.

THE S-W ROOF AND BRIDGE PAINT.

Red and Brown.

FOR BUGGIES, BOATS, PORCH CHAIRS, ETC.
USE THE S.W. BUGGY PAINT

For a high enamel finish
USE THE S-W ENAMEL PAINT.

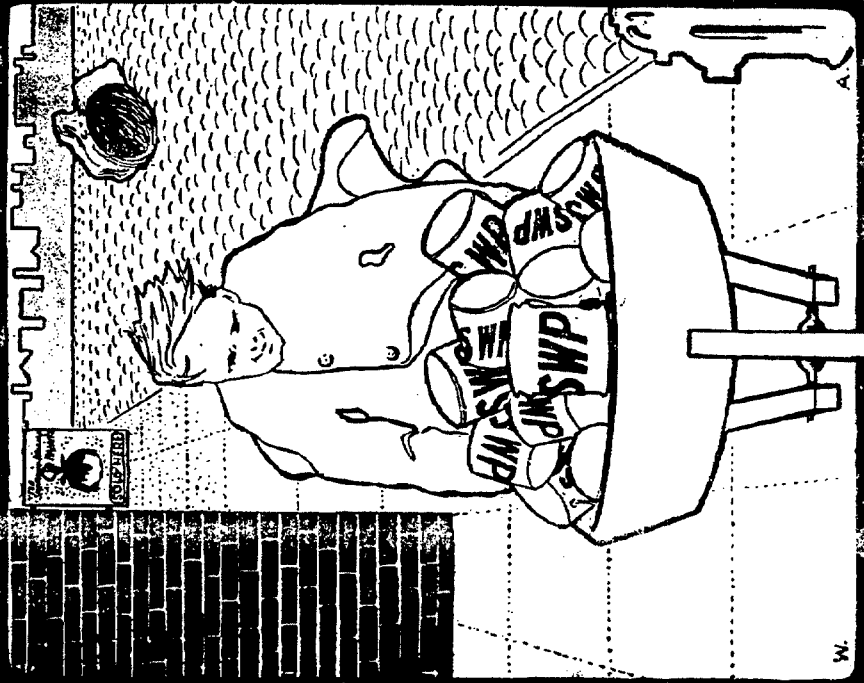
FOR GUTTERS, RAIN TABLES, TIN ROOFS, ETC.
Use METALASTIC.
An elastic paint for preserving steel and iron.

THE 3-W. VARNISHES
KOPAL
A Varnish for general use

 THE SUPERWIN WILLIAMS CO.

Cleveland, Chicago, New York, Boston, London, Toronto,
San Francisco, Kansas City, Los Angeles, Minneapolis.

THE SWP



MARCH 1903

N23747

THE S. W. P.

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Vol. V.

MARCH, 1904

No. 3

"THE WAY TO GET BUSINESS IS TO GO AFTER IT."



IT'S a good time *now* to apply this motto to your business with all the vigor you can command.

There's lots of trade lurking around, lots of people contemplating painting and improving their property this spring. *Go after them.* Don't wait for them to come to you, there's too much risk in it. Others are keen for business. Get there early. *Get there first.* Your success depends upon it.

As an agent for this Company you are better equipped to go after and get trade than your competitor. It'll pay you better to put effort into your work than it'll pay him for the proposition you have to offer the paint consumer is the best that has ever been offered. But it's got to be *pressed home*, it's got to be placed before him with intelligence, force, and *persistence*. It's up to you to do this *now*.

The finest products and the most elaborate and perfect system are of no avail unless backed by the tireless force of your own energy. Human effort counts for more than all else in business success. The product and the system are but instruments placed in your hands *to be worked*. The skill and industry with which you use them alone determines your superiority and your success. And so it is in all human affairs, opportunity provides the instruments, but we, ourselves, must learn to use them. And it's only by persistent practice and constant training that we become skillful and proficient in handling them. It's the man who *uses* his instruments that gets results. It's the agent who *uses* our system that wins success.

So let it be your determination this promising spring to make the very most of every opportunity that comes before you. Apply to your business every aid that offers, work your advantages to the limit, and you cannot fail to make progress along the high road to success.

A stylized, handwritten signature in dark ink. The signature appears to be "Walter H. H. H." followed by a flourish.

General Manager.

GOING AFTER THE PROPERTY OWNER.

Use the Personal Letters. They Get the Orders.



THE way to get business is to go after it, the way to go after is to get it.

Now-a-days the field is so wide and competition so keen that in order to get business we have to join forces and go after it. Not only must we unite and hustle, but we must unite to

hustle. There is no sentiment in business. If you want a man's trade you must show him that your proposition is of value to him — that you have more to offer than "the other fellow."

The progressive manufacturer and the up-to-date dealer recognize that their interests are identical and co-operate in systematically bringing their goods to the attention of the buyer. They co-operate in going after business.

From the foundation of The Sherwin-Williams Company, its policy has been to give every help within its power to assist the dealer turn over his stock quickly and profitably. We are constantly working and planning for more paint orders for the dealer. It is the best, most systematic, and



Samples of some of our personal letters and mailing cards.

most thorough method of going after trade that can be employed. It will help you after and get the paint business in your territory. The "personal letters" will introduce the paint products on your shelves to the prospective customer. The "personal letters" will keep him in line. They will place the talking points of the paint you want him to buy persistently before him. They will keep your name and your paint stock constantly before buyers. They will bring orders.



The Master Painters' Dryer, a New and Powerful Dryer We've Just Placed on the Market.



DRY-O-NITE is the name of a brand new dryer, built upon a brand new plan, that we've just placed on the market. It has been listed under the SIX BIG VARNISH SPECIALTIES for some time but none of it has been sent out, as we wanted to be sure that it was right—right in every way, before we placed it in the hands of our agents.

We have taken plenty of time to test it. We've tried it in every conceivable way and it has stood up well—better, lots better, than we expected—under every test. It is right now. That's why we're introducing it to you in this number.

Dry-o-nite is what is known as a combination dryer; that is, while not strictly a turpentine article, it has a large percentage of turpentine in it. It's paler than other dryers sold at about the same price, and it's twice as strong as the ordinary japan dryers. And what is of most importance, it

If you have not yet made use of the "personal letters," send in on the blank you will find enclosed in this number of THE S.W.P. the names of all those property owners in your locality whom you know are going to paint soon or whose property ought to be painted, and give us the chance to prove to you the value of this work.

If you have tried the "personal letters," it won't need any urging on our part to get you to fill out and mail the blank to us.

has none of the dangerous qualities of most low-priced dryers. It doesn't cause top-drying; it won't curdle oil or varnish; and it won't burn the life out of the paint. It is also absolutely uniform in every way—one of the great essentials of a good dryer.

Dry-o-nite is rightfully called "The Master Painters' Dryer." It is an article that will appeal to every painter—it's sure to win his confidence. You can back it against any dryer in the market at anywhere near its price and feel sure that it will win.

We want you to try a sample can. We want you to see for yourself just what Dry-o-nite is. We should like to have the painters in your town test it. They will find it right.

We're enclosing with this issue of THE S.W.P. a postal card order blank so you may send for a trial order of Dry-o-nite. Make it a five gallon can. It will give you an opportunity to place the goods squarely before the painters of your town.

Send in your order now.

SEND AN
ORDER TODAY

S.W.P. TALKS OVER THE COUNTER.

Talk No. 9.—With the man who has a new house to paint.

The Customer—Mr. Agent, I shall soon be ready to paint my new house and I am up against the hardest proposition I ever struck in trying to decide what paint to use. Mr. Black, agent for ——— Paint Co., has told me about his goods, Mr. Howard wants me to use the paint he sells. I have had a chat with Arthurs, the painter, who warns me against all prepared paint and advocates lead and oil. I'm up against it. I don't want to make any mistake. What do you think of lead and oil?

The Agent—If it's pure, it's better than "cheap" prepared paint, but no matter how pure or good it may be, it *can't* be as good as good, reliable prepared paint. The man who favors lead and oil has either been prejudiced against prepared paint from having used the "cheap" stuff or has never given good prepared paint a chance to prove its merits.

The Customer—What prepared paint do you sell?

The Agent—Sherwin-Williams, and I know that it will do a good job every time. S.W.P. will do better work at less cost than any other prepared paint or lead and oil.

The Customer—That is the kind of paint I want, of course, but how do you know that S.W.P. will answer these claims?

The Agent—S.W.P. will cover more surface, wear longer, and look better than any other paint, because it is made from the best and purest materials, thoroughly mixed and ground by special machinery; because it is made on exact formulas by experienced paint makers—who have been making good paint for years.

The Customer—Why are you so

positive in these claims? You have to take the word of The S.W. Company that they manufacture from certain materials in a certain way.

The Agent—I do. But I know the reputation and worth of the Company whose word I am taking. I have been selling their products for six years and the way they do business with me makes me have faith in them. Are these not good reasons for believing their statements?

The Customer—Yes, they stand for something.

The Agent—And I have another reason, and one that appeals more particularly to you and me. I know that S.W.P. will bring the results claimed for it. I have the evidence of men who have used it, not away off in another part of the country, but right here in this town. Ask Mr. Jordan or Mr. Lee, both reliable painters, and Mr. Davis, Mr. Wilson, and Mr. Orr, all men you know, who used S.W.P. when they built their residences. In fact most of them used The S.W. products throughout.

The Customer—I will do that. Now, when I was talking to Arthurs, the painter, he advised, as I said before, to use lead and oil. He said he had never used a prepared paint that was satisfactory, or that gave him good results.

The Agent—He never used S.W.P. then. S.W.P. will never chalk or powder, as you know lead and oil usually does, because the oxide of zinc in S.W.P. counteracts the defects of the lead and gives a harder surface, and one that keeps its lustre longer. Zinc is whiter than lead, so you get a better color. Zinc has a greater spreading capacity than lead, so you get a paint

that covers more surface, and one that is, therefore, more economical.

The Customer—That sounds reasonable enough, but Arthurs is a good painter—has had a great deal of experience in painting. He has probably considered these very points.

The Agent—Well, Mr. Customer, there is no better way of coming to a decision on paint than by actual test. Have Arthurs or any other painter take some of his lead and oil, and I'll take a quart can of S.W.P. from my stock and we'll make a comparison. If S.W.P. will not work easier under the brush, have a better covering capacity, cover more surface, and have a cleaner, clearer tone than lead and oil, or any other ready mixed paint that you want to test with it, I shall not expect your trade.

The Customer—That's talking business, Mr. Agent, and I'll come around and we'll make the test.

The Agent—Ask Jordan or Davis, or any of those men I mentioned, or

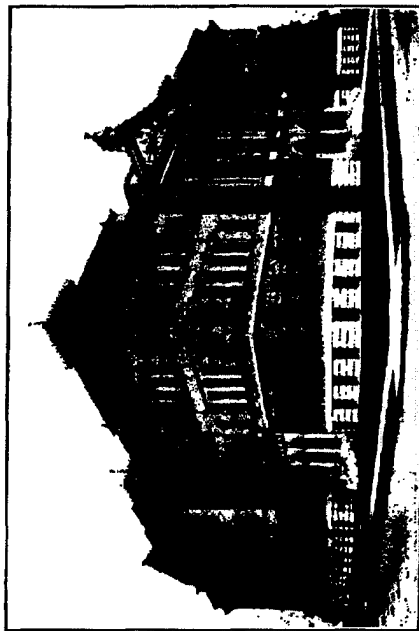
anyone you know that has used S.W.P., what they think of it, too. It would be a good idea to have two or three painters here when we make the test, too, so as to get their opinions. *The Customer*—I'll bring a crowd with me all right.

The Agent—How about paints and varnishes for the inside of your house, Mr. Customer?

The Customer—I left that entirely with the architect, Mr. Roberts. He is to decide on the interior finish, where to have hard wood, etc., so I left the painting and varnishing of the inside to him.

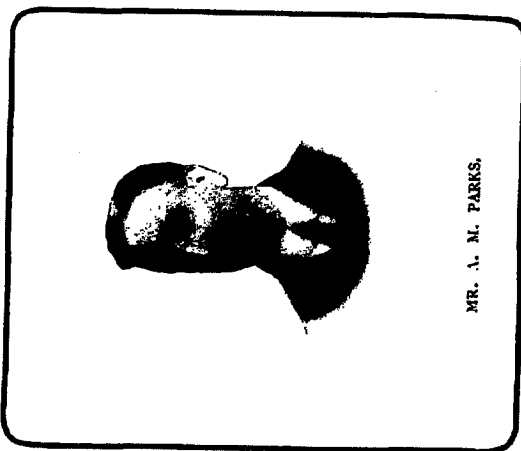
The Agent—Well, you will have no objections to my talking The Sherwin-Williams Company's paints and varnishes to him. I want your house finished all through with S.W. products.

The Customer—Go ahead. I want the very best paints and varnishes used, and if you have that sort, hope they will go on the work.



New \$400,000 high school at Syracuse, N. Y., painted throughout with S.W. Products. Interior finished with Special Interior Colors, cornice and outside trimming with S.W.P.

PORTRAITS OF S. W. P. MAKERS. **Mr. A. M. Parks, Manager Western Division.**



MR. A. M. PARKS.

THERE is no division in the Company that has forged ahead so rapidly in recent years, nor that holds a higher place in our organization than the Western Division, with headquarters in Chicago.

The man who stands at the head of this division, and who is doing much today to guide it to still greater success, is Mr. A. M. Parks, a man who has risen from the ranks through the force of hard, persistent, orderly work, and by striving to do whatever he had to do well—a little better, if possible, than it was ever done before.

Mr. Parks, while a young man, is one of the "old guard" of the Company, his association with us going back as far as January, 1883, when he was engaged to fill the position of assistant shipping clerk, at the Cleveland plant. He occupied that post

until September, 1884, when he decided to take up a professional life, entering the University of Michigan for a course in engineering. A good opportunity, however, presenting itself, he determined to re-enter the services of the Company, and in February, 1886, accepted the appointment of shipping clerk in the Cleveland organization.

This latter place he held until April, 1888, when he was promoted to the managership of the Chicago Factory. He did such good work there that he won further advancement, being brought back to Cleveland as sales manager, in January, 1891. In this new field he continued to show marked ability, and on the creation of the position of General Sales Manager he was appointed to fill it. In March, 1899, he was made Assistant General Manager, and in

October, 1901, went to Chicago to assume the managership of the Western Division. He has been a stockholder in the Company since 1891.

Mr. Parks is a man of a very orderly spirit. He conducts his work along systematic, thoughtful lines. He believes thoroughly that one to be successful in business, must be careful of details; that he must above all know how to handle his own work to the very best advantage before he can intelligently direct the work of others.

While in Cleveland he was closely identified with the growth of the city and its industrial improvement. He was a member of the industrial committee of the Cleveland Chamber of Commerce, which has in charge the betterment of factory conditions, and represented us on the trade extension trips of that body. He was also a

director of the Canton Savings and Banking Co., and a prominent member of the Paint, Oil and Varnish Club.

Mr. Parks is intensely loyal to the best interests of the Company, and is very self-sacrificing and earnest in his endeavor to maintain and elevate still higher our present position in the paint and varnish industry.

He is an ardent advocate of co-operation in its broadest sense. He believes that it is incumbent upon every one connected with the Company, both agents and employees, to work together harmoniously to promote the welfare of all. He is progressive in his ideas, and is always found favoring whatever will tend to broaden our field and to increase the general business of our agents as well as ourselves.

DON'T DELAY THE MAILING LISTS.

IF you haven't yet sent in the Calendar - circular mailing lists, don't delay longer. Send it in now.

To be most effective the Calendars must be mailed early, before the painting season begins. If you send your lists in *now* it will surely go out on time; but to delay, despite the very large staff we have to care for the work, may bring your list too late to receive the attention it deserves.

Our interests are the same in this matter. We both want the Calendars to bring the very best results. To insure their going out on time we need the lists *now*. We know you will appreciate the urgency.

Let us have, then, carefully selected lists of property owners—lists of the names of persons whose trade you want and need. The Calendar-cir-

cular will bring business from them. The agent who fails to send in a list misses one of the best advertising opportunities of the year.

Don't delay sending in a live mailing list. It will pay you well. It will pay you particularly well to *do it now*.

AN S. W. P. HOTEL.

As S.W.P. is everywhere synonymous with high quality it has been selected as the name for a new hotel recently established at Thornton, Texas.

"The S.W.P. Hotel," of which Mr. J. H. Ferguson is proprietor, was finished, inside and outside, with S.W.P. and S.W.V. "The S.W.P." is already the headquarters for all commercial men who stop at Thornton. It is proving worthy of its name.

STORE TALKS.

Ads for the Dealer Who Has Good Things to Tell About His Store.



NEWS of your store, well told, is the very best kind of publicity for your business. It pays to keep the public posted on your methods, your general progress, and the important incidents in the conduct of your store. People are very naturally interested in the store in which they trade. There is no better way of keeping closely in touch with your customers than by news items in your advertising space. In the "Store Talks" you can come closer to the public than in regular advertising. And to be most effective they should be nothing more or less than "talks"—plain, straight forward talks about your business. We offer the following as suggestions that may be turned to good account.

For the Drug Store.

You may think that soap is an ordinary, commonplace article, but when you consider what a really important part it plays in our everyday life you will appreciate that a view of a stock so complete as ours is well worth while.

We have continued our policy this season of buying only the better grades of soap, because we know there is a lot more satisfaction, and even economy in them.

All the good makes—those we know are good—are in our stock. We have soap that will be a delight and comfort to you in this season of chapped hands and faces.

For the Hardware Store.

Last week we received a heavy reinforcement to our stock of contractors' and builders' supplies, which already covered the field very satisfactorily. There is not any doubt that it is now the largest and most complete stock of high grade lines that has ever been offered in this locality.

All the latest approved articles are included. We really do not know how the stock could be improved, if we did, we should improve it.

We haven't arranged this assignment of goods yet, but we'll be glad, nevertheless, to show you right through every line. Everything is standard quality, and of good, honest value.

For the Wall Paper Store.

Some people imagine that good wall paper means expensive wall paper. That is a mistake.

Good paper means good coloring, artistic effects and up-to-date patterns. These can be secured without a great outlay of money.

We can demonstrate this to you any time you call.

During the many years we have been handling wall paper, we have never had such a high quality stock at such low prices as we have this season. It is really surprisingly high in quality and surprisingly low in price.

Now, good effects depend just as much on the good hanging of the paper as upon good paper. Good hanging means expert and careful workmanship.

We paper walls carefully and right with despatch. Let us figure on some of your rooms.

For the General Store.

We've never been more enthusiastic than we are over this spring's stock of shoes—for comfort, durability, and style, this year's manufacture is much the best ever turned out.

And aside from the satisfaction there is in selling worthy merchandise, it is particularly pleasing to see how quickly these shoes are going. They are fascinating styles and we can recommend every one of them for good honest wear.

And the prices—well just come and look at the lines.

We can suit you in every respect.

For the Lumber Dealer.

We are just now doing the biggest trade in the history of our business. In all kinds of lumber we are enjoying a lively trade and we are going to do our best to warrant a continuance of the same.

It's our buying facilities, our experience in the business and our principles of honest, fair dealing that is making our lumber yard so popular.



*In S. W. P. House.
Residence of Mr. Richard Sullivan, Richmond, Quebec. Body, \$60;
Trimmer, \$55; Sash, 49¢.*

OUTLOOK FOR THE SEASON.

EVERYTHING points to a tremendous spring trade. The time is propitious.

The remarkable prosperity of the country not only continues but increases.

No business is more benefited by prosperity than the paint and varnish trade. When people have money, they paint. This is, therefore, the harvest day for the man who handles paint, and is out for the business.

The property owner has money. He cannot better invest his money than by improving his property—by painting. The market is waiting for the paint dealer. The enterprising dealer will go after the trade and get it.

This should be the banner year for

The business is here. Close co-

operation between the agents and the Company will land it. Let us stand shoulder to shoulder, then, and go after it—go after it hard all the time. Nail up the agency sign, display all our advertising outside and inside,

attractively arrange your stock, post the clerks on the talking points of the products, take newspaper space, use our personal letter system, and keep us in touch with the local conditions.

See the "Prospective Orders" blank enclosed with this issue.

STORIES BY WARD.²⁸

 MET a painter on the street in a small town in Pennsylvania, a short time ago, and I asked him if he had ever used S.W.P. His reply was, "I have used it altogether this season. I do not think I have used twenty-five pounds of lead and oil, and I have used about 150 gallons of S. W. P. But I fought it as hard as I could for four years. Many a gallon I have poured into holes I made in gardens."

This being a new way of using S. W. P. I wanted to know his reasons for so disposing of it. His reply was: "I was often compelled by my customers to use S.W.P. and they always ask me how much paint to buy; and, owing to the great spreading capacity of S.W.P. I was never able to estimate the quantity small enough, and always had some left over. Not wanting my customers to know that I couldn't estimate the right quantity of paint, I had to get rid of what was left, so I buried it."

"Last winter, thinking the matter over, I came to the conclusion that it would pay me to use and recommend S. W. P., and I am doing it all the time now and am satisfied. I've learned to estimate low enough."

A few years ago at Hagersville, Ontario, one of our salesmen called on a property owner, who had built a new house, taking with him a quart of 375 and a can opener. With these two

"Mr. James W. Ward is the traveling advertising representative of The Sherwin-Williams Co. He is a practical painter and a practical advertiser of much experience. His trips take him all over the American continent, and he is constantly brought into contact with ideas that should prove suggestive and helpful to all S. W. P. agents. Make use of Mr. Ward's suggestions."

and a good common sense talk he got the P. O. to promise to use the goods.

When the painter was told that he was to use S. W. P. he said, "Why do you want to use that mixed paint? It is no good. I can make a better paint for you, and I will guarantee my work the same as The S.W. Co. does."

With this understanding the painter got the contract. As the quart can of 375 had been opened, our salesman left it with the P. O., and the painter said, "Suppose I put this quart of S. W. P. on that small out building and see how it stands." S. W. P. was put on the out building. The following spring the house had faded and gone flat, while the small building had the usual S. W. P. gloss and no change in color.

The result was that the P. O. held the painter to his bargain and made him repaint his house with S. W. P.

For a striking window ad for one or two days, I would mix up about a quart of red paint, with water and glue, and dash the mixture on the outside of the glass. When it is dry, letter on it in white, "We sell paint."

Or, mix up a quart each of red, blue, and medium chrome yellow. Throw on the red first, let it dry; then the blue, let that dry, then the yellow. Do your lettering on that. As the colors are mixed in water they will wash off easily.

Another one: Get about one dozen shoemakers' lasts and put them in your window, with a few cans of S. W. P., "cover the earth poster," color cards, etc., with a card reading "S. W. P. lasts."

WINDOW CARD SUGGESTIONS.

A piece of wrapping paper, a blue pencil, and a clerk who writes a good, round hand, can produce results that will attract attention and win trade.

You can't lose
if you use
S.W.P.
Come in and
get color
cards.

Just Sold
15 gallons of
S.W. P.
to Mr. H. Jones
for his new
house.
Going to paint?

Bigger is best
when you
decide to use
S.W.P.
It's safer, best,
and most
economical

For Sale or
To Let
S.W.P.
will help
you get more
money out of
the house

Happiness
is for those
who brighten
their homes
inside and
outside with
S.W. P.

Just One Place
in town
where you can
buy
S.W. P.
That's here

We Know that
you know
that
S.W.P.
is the best
paint.

Notice
Some of the
houses in the
town painted
with
S.W.P.
has a clean
infection

Don't be
discouraged
S.W. P.
will help
you sell
that house

What the Agents Are Doing in the Way of Special Advertising.



NOW is the time to put special thought and effort into advertising. This page will give you an opportunity to study advertisements from other S. W. P. agents are finding effective. The page is an advertising exchange, where you get suggestions and give ideas.

Strong S.W. P. advertising is being done by many agents. The samples we have received recently show that S.W. products are being pushed to the front all over the continent in a way that is bound to bring results.

Continue to let us know what you are doing. Tell us about anything you find helpful. We are all working to the one end—to get paint business. The way to get it is to help each other. Make use of this page. What special work are you doing?

work are you doing for the spring campaign? Write us about it to-day.

P. A. Wright & Co., of Holly, Michigan, believe in "big" advertising and in an extensive use of printers' ink.

Recently wishing to announce a change in the location of the store and to take advantage of the opportunity to make a new

Recently wishing to announce a change in the location of the store and to take advantage of the opportunity to do some special advertising, Mr. P. A. Wright, the senior member of the firm, was not satisfied with more space in a newspaper, but published a station.

It is an effective way to go after business. It will pay every agent to follow up those on the Calendar-circular mailing list in this manner.

F. C. Kenower, Harvard, Neb., has secured a very striking S.W.P. ad. On an immense water tower is displayed in large letters so that all "who run may read" that "Kenower sells Sherwin-Williams Paint." The tower, which is 115 feet high, is painted with Metalastic, and top rail with Aluminum Paint. Ad is on two sides. It's a good bit of advertising, and there can be little doubt in Harvard, Neb., about who sells S.W.P.

H. R. Lecher, Hudson, Mich., never misses an opportunity to tell the "glad tidings" of the S.W.P. He has arranged with a theatrical troupe, laying in Hudson, last autumn, to

The sticker that goes on every parcel touting the S.W.P. will tell you all.

her, Hudson, Mich., never

PUT-
S W P
ON your house and
you'll put satisfac-
tion on it.
Ask for Color Card.
H. R. LETCHER,
Hudson, Mich.

the sticker that goes on every page,
telling the story of H. K. Litcher.

S.W.P. ad of F. C. Kennerly,
in water tower at Harvard,
Vt.

he goods in stock. The other columns of the firm, and were filled with regular ads.

As Mr. Wright is a strong advocate of high quality products and an enthusiastic agent, S-W products had a prominent position on the page.

It was a good idea well worked out.
It's very encouraging to know that a

The needle case calendar mailed by Walt & Gordon, Winnipeg, to their friends and patrons.

Many engravings from photographs of well dressed windows are shown. The windows described are simple, impractical and effective. The booklet is at the disposal of every S.W.P. agent. You ought to have a copy. Write for one to-day.

GET THERE FIRST.

The one way to make sure of securing business is to get there first. Get there and get the business before your competitors are awake. You take no chances then—you get there first.

Every S.W.P. agent has a paint that will win—win every time. Don't wait for some other agent to talk "cheap" paint to the property owner. But go after him *first*.

If you should need assistance to get there first, let us know and we'll go after the property owner for you with "personal letters." Let us get there *first* for you through the mail. We'll introduce S.W. P. to him and keep his attention until you land the order.

GOOD WINDOWS.

Well dressed windows draw trade. They attract the passer-by, and tell him the story of your goods. He stops to admire and either comes in to buy or remembers your store when he wants some of the goods displayed.

The public judge the store by the windows. People know whether your stock is up-to-date or out of style by the character of the display. A glance at the windows will tell whether the store is a live one or a dead one.

The appearance of your windows during the next few months will materially affect your spring business. There's no time of the year when there's a greater need for attractive windows—windows that will *draw* the trade. It is a feature of your business worthy of your best effort. You can make your windows mean more paint orders.

The Company's booklet, "Store Windows," contains many good practical ideas and suggestions.

hat was in the stage settings, for the privilege of placing a sign on the house reading, "This House Painted with Sherwin-Williams Paint."

The sign "caught on" with the players and the audience, and one of the actors in responding to an encore sang, "In the Good Old Painting Time," one of The S-W. convention songs.

The accompanying illustration of the sticker "Words of Wisdom" is a sample of those used by the firm and placed on every package that leaves the store. It's a first-class method of going after trade.

Watt & Gordon, Winnipeg, Manitoba, did good advertising when they sent out their patrons and friends the combination needle case and calendar, which we are reproducing on this page. It has the great virtue of being useful. It will not be glanced at and thrown away, but will be kept—a constant reminder of the store of Watt & Gordon.

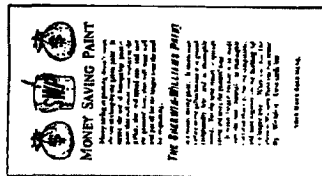
It is well designed, and gives some good

A PLAN TO HELP YOU LAND THE PAINT ORDERS.

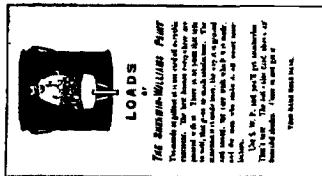
IN mapping out your spring campaign be sure to include a "follow-up" system of your own—something you can send to the property owner from your own store under your own name. It is a necessity if you expect to do the biggest paint business in your history—if you expect to smash the estimates you've made for the season's trade.

One of the best "follow-up" systems you can use, and one that will dove-tail in with the work you are doing for you, is a series of three government postal cards, to be mailed at ten-day intervals, beginning with the opening of the paint season in your territory.

This series could be started shortly after we notify you that the Calendar-circular has been mailed to the list you sent us. You could use the same mailing list for the "follow-up" postal cards. We would suggest also that the "follow-up" cards be sent to every property owner whose name you send us for "personal letter" work.



Postal card "B."



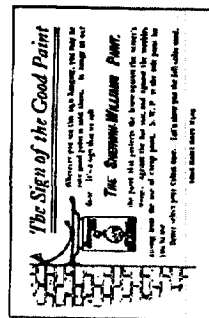
Postal card "A."

postal cards form a combination that'll simply sweep the field.

Order the electrotypes today, and have the cards printed, so when the season opens, you can begin work immediately. Order by letter, A, B, C.

In one hundred trained athletes you can find, perhaps, ninety-nine men who will go the one-hundred-yard dash in ten and a quarter seconds, but only one who can do it in the even ten seconds. That one is the man who will win every time. It's a very small difference but it counts. You will find business life the same. Success will come to the man who is just a little better than the others—

President Roosevelt to the graduates from the New York Trade School.



Postal card "C."

USE THE LOCAL COLUMNS.

It's a Good Place to Advertise S. W. P.



BRIGHT, breezy locals afford an effective method of *driving home* your business proposition. Their position in the local news page insures their catching the reader's eye. They should be so short that they can be read at a glance without conscious effort. They should above all else be pertinent.

Only the article that the public want at the particular time should be "written up."

The painting season is at hand, people are now interested in paints. The dealer who can *attract* trade will get the paint business. The local news columns afford an opportunity for some good advertising. Many of The S.W. Agents use this space extensively, and report very satisfactory returns. Perhaps the following may be used, or may suggest good copy for the purpose:

Men using S.W. P. on their residences find the cost so much less than they estimated on a lead and oil, or a "cheap" paint basis, that they are banking their money. Hustle and Push sell it.

"A mistake avoided is better than one corrected." S.W. P. is always reliable—no mistakes. It never fails. Hustle and Push have the agency for S.W. P. in this locality.

Jim Jones is building a new barn. It's a dandy, too, and it's going to be painted with The Sherwin-Williams Creosote Paint.

Hustle and Push sell all The Sherwin-Williams Co.'s products.

The man who figures that "cheap" paint is economical, is mistaken. S.W. P. is not a "cheap" paint. It costs more per gallon than others, but it is the most economical paint made, because it goes farthest, and lasts longest. It's the best. Call in for color cards and a chat on paint. Hustle and Push sell S.W. P.

John Jones, Smith street, painted his residence 12 years ago. Used S.W. P. Painters ordered 22 gallons—he brought seven and a half gallons back—see the point? And the paint doesn't look old yet.

Hustle and Push have the S.W. P. agency.

No physician is more careful in compounding his medicines than the makers of S.W. P. are in the preparation of the paint. It is made on exact formulas. It is uniform. It is right—always.

Hustle and Push sell S.W. P.

The danger is past when you decide to use S.W. P. Good results are certain. Properly used S.W. P. never fails.

Hustle and Push sell it.

PLAIN FACTS.

Better paint, more rent.

Dead fish float with the current.
lives ones swim against it.

Who knows little answers suddenly.

Merit is the trade mark of success.
quality the true test of value.

He is a rich man who owes nothing.

Push S. W. P. and you'll push to
the front. If you pay what you owe,
Your worth you will know.

It's what a man makes of himself
that counts.

The S. W. Six Big Varnish Special-
ties are Six Big Selling Specialties.

Words are often plenty when the
cause is cost.

Many a man can talk more good in
five minutes than he can do in a year.

To remove paint—sit down on it
before it is dry.

In idle wishes fools supinely stay.
Be there a will, then wisdom finds a
way.

One touch of rumor makes the
whole world chin.

He who buys what he does not
want must often sell what he does
want.

A man who is always in a stew gen-
erally goes to pot.

All roads lead to the S. W. P. agen-
cy in painting time.

Folks who never do any more than
they're paid for, never get paid for
any more than they do.

There are some wants which an in-
come cannot supply.

As a success some men may prove
to be a failure; but as a failure, very
many are certainly an unqualified
success.

Goods that will satisfy your trade
are more than half sold.

Troubles are like dogs—the little
ones annoy you the most.

Too many men sit up late at night
to make resolutions that the world
should be better and then get up in
the morning to resume habits that
make it worse.

The lazier a man is, the more he
intends to do—tomorrow.

WHEN YOU HAVE READ THE S. W. P. HAND
IT OVER TO YOUR ASSISTANTS. IT IS
FULL OF SUGGESTIONS AND ENTHUSIASM
THAT CANNOT FAIL TO HELP EVERY ONE
CONNECTED IN ANY WAY WITH AN S. W. P.
AGENCY. "DO IT NOW."