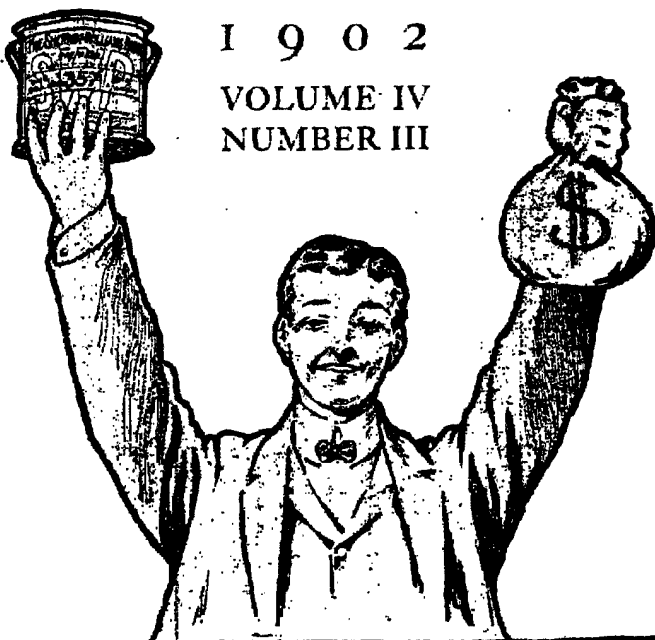


THE SWP

MARCH
1902
VOLUME IV
NUMBER III



PROSPECTIVE ORDERS

"The way to get business is to go after it."

THE SHERWIN-WILLIAMS CO., CLEVELAND,

Gentlemen:—Below are lists of persons who will paint their property this season, and of those whose property needs painting badly. Please go after them with your "personal letters".

Name.....

Agent at..... State.....

NAMES OF THOSE WHO INTEND TO PAINT

Persons named below get their mail at

Post Office

WILL PAINT (State nature of job)

NAMES OF THOSE WHO OUGHT TO PAINT

Persons named below get their mail at

Post Office

.. OUGHT TO PAINT (State nature of job)

SEE SECOND PAGE THIS ISSUE OF THE S. W. P.

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*If you need more
blanks send for them.*

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS Co. in the interests of their Agents. Printed on THE SHERWIN-WILLIAMS PRESS, 31 Michigan St., Cleveland, where all communications for the Editor should be sent.

VOL. IV.

MARCH, 1902.

No. 3

A PAYING COMBINATION.



HIS is an age of combinations and consolidations.

The principle of combining for larger results is sound. It's the same idea as is expressed in the old familiar saying, "Two heads are better than one."

The strongest combination is a combination of brains. There is greater advantage in bringing together *ability* and concentrating it all on one object than there is in combining mere business.

Brains count for more than capital. A combination of ability beats a combination of money all to pieces. Money without ability cuts little figure. Capital *needs* ability. Ability can take care of itself.

We believe in, and are working for a combination of ability. We want to combine all the brains and all the energy that exist in our entire organization, which includes besides our own staff, our agents and their staffs. We want to bring together this great and powerful force and apply it to the extension and improvement of the business of all.

We believe we can do it. We're working to it through THE S. W. P. Let everyone do his share by helping with suggestions and ideas and also adopting the ideas and suggestions offered by others, and the combination will work. All will benefit by it.

We know we can help our agents and we know you can help us. We ought, therefore, to get together closer than ever before.

It's our aim to concentrate more and more all our efforts on one agent in a district, as we believe we can get better results than by dividing it. We feel also that our agents in return will make no mistake in concentrating all their energy on one line instead of dividing it. By complete co-operation we can both get better results.

Our goods are superior, our methods far in advance of any others yet adopted. We supply the two essentials to business success—good goods and good methods. In addition, we offer you the advantage of sharing in a combination of ability drawn from our own staff and thousands of the brightest paint dealers in the world.

It's a combination that has real force in it. The agent who is sincerely anxious to increase his business can get help from it by working in harmony with it and adopting its methods.

The painting season is at hand. Make ready for it. Go at it in earnest. In it there are great possibilities, especially in this year of plenty. You will not make the most of it unless you do *more* than ever before. The largest share in the paint trade in your town *ought* to be done by you. You have in

our goods the best paints ever made, you have in our methods the most effective system ever devised for selling them. Use them.

Throw into your work all the force and ability you are capable of and you'll get returns just as sure as the sun rises and sets.



General Manager.

YOUR PROSPECTIVE ORDERS AND OUR PERSONAL LETTERS.

How You Can Combine Them so as to Reap a Big Paint Harvest.



HE paint harvest is in the spring time. It is the logical and natural time of the year to house-clean.

After the crops are planted and the future looks bright and promising, the farmer and the house owner say to themselves: "A coat of paint would make the house look better and the barn needs it, too."

Are you planning to help these men decide to paint now, and with S.W.P.?

Have you their names in your "prospective orders" book, and have you advised us so we can help you land their orders?

It is the farmer who carefully plants his seed and who constantly tills his soil who reaps the largest and most profitable harvest—who is best repaid for his labor.

So it is with paint orders. It is the agent who is constantly in touch with the intending paint buyers in his locality, who is always watching for

and making the most of his opportunities, and who does not hesitate to ask us to help him, who sells the most paint.

We cannot expect paint orders unless we keep track of them and go after them. The best way to keep track of them is to have them in your "prospective orders" book, and the best way to go after them is to use our "personal letter" system.

Our "personal letters" are most effective in keeping prospective customers in line. They cost you nothing in money—just a little time—but they are worth much. No other advertising helps we can give you will do more good. They are the carefully planted seeds that bear fruit. They are faithful messengers that carry S. W. P. tidings right straight to the homes of your customers. They never grow weary. They never shirk. They are always at work, doing your bidding and doing it well.

They will help you down that "competition" paint. They will keep your name and your store constantly before the buying public. They will sell paint for you; they will stimulate your other sales. They will help make your 1902 spring paint

NOTE—Do not confuse names intended for "personal letter" work with your spring mailing circular list. For personal letters, send us only the names of those whom you know will positively paint some property soon or whose property needs painting badly.

harvest profitable and entirely satisfactory to you.

If you have not started your "prospective orders" list, "do it now."

If you haven't the time, let one of your clerks make a list of the property in your locality that will be painted this spring; have him also list those houses that need painting.

Do not wait until the list is entirely completed. Send us the names of the owners day by day, one, two, three or a dozen at a time.

Do not fear that you will over-work us or impose on us. As long as your list is properly compiled, we don't care how large it is. We'll write to every name on it. That's what we are here for. Your interests are our interests and by helping you, we help ourselves.

Send us a few names by return mail. Use the blank we inclose with this copy of "The S.W.P." Do not stop there; if you want more blanks, write for them at once.



S. W. P. TALKS OVER THE COUNTER.

No. 2—With the man who asks for the best white lead and pure linseed oil

The Customer—What's the price of white lead, now?

The S. W. P. Agent—Six and a half a pound.

Customer—And pure linseed oil?

Agent—Seventy cents.

Customer—That's your lowest on both?

Agent—Yes, the regular market prices at the present time—that is for the separate articles. But I can give you better lead and better oil ready mixed than I can in the unmixed state, at a price, results considered, that can save you money.

Customer—I don't want anything to do with "patent paints."

Agent—This isn't patent paint that I refer to. It's simply pure lead ground finer and pure linseed oil, clearer, whiter and better refined, mixed with enough oxide of zinc to off-set the chalking features of the lead. There's not a bit of secret and nothing patent about it.

You see with the lead and linseed oil that you would buy, even if you get the best that's on the market, you have to take them just as they come, whereas in the prepared form both articles have had further preparation that gives greater durability, greater covering capacity and consequently greater value for your money than the regular commercial articles.

Customer—I've had experience with these mixtures and they're no good.

Agent—Some of them aren't, that's very true. But there's lead and linseed oil that's no good, too. You asked me for prices on the best & purest, but I could get you low priced lead and cheaper oil. Good prepared paint has had to suffer great deal for the sins of the "cheap" stuff, yet it's no different with prepared paint than with shoes, or clothing or straight lead and oil—you can get good and bad in all of 'em.

Customer—I suppose that's so. But how do I know that the paint you have is any better than the stuff I got fooled on before? I know what the best lead and oil can do, and I don't mean to take any more chances.

Agent—No, of course you don't, and if you use The Sherwin-Williams Paint, I'll take all the chances myself and *guarantee* you good results. I couldn't do that if you bought lead and oil. S. W. P. is the safest paint that can be made, safer than lead and oil even. There's always a risk in buying lead and oil, even the best of it, and unless you have a chemist to analyze and test every purchase you make you can't be sure of the purity. Now, that's just what a big paint manufacturer like The Sherwin-Williams Co. can do. They analyze everything they buy and know positively that the lead is not off color, that the oil is absolutely pure and that the turpentine isn't "fixed."

Customer—But you sell lead and oil that you say is pure and I should think you could have as much faith in the people you buy these articles from as you can in The Sherwin-Williams Co.

Agent—Well, I have found from experience that The S-W. Co. take more care in the selection and buying of their raw materials than it's possible for you or me to do; and the lead and oil you asked me for are nothing more nor less than raw materials which your painter is going to manufacture into paint. Now, suppose that the lead and oil I sell you are absolutely pure. There are still chances for mistakes to enter into the paint before your painter's ready to use it. In the first place he follows no exact formula, and the quantities of the different materials he uses,

such as the turpentine, dryer, coloring pigment, etc., are apt to be wrong. The S-W. Co. on the other hand follow with accuracy the formula that has been proved by experience to give the best results. It's a case of guess work against absolute certainty.

In the second place your painter has to do his mixing with a stick or paddle, whereas The S-W. Co. use powerful machinery, which not only mixes the pigments and oils together more thoroughly, but also does additional grinding that the painter can't do. This time it's a case of crude hand work against modern machinery. The mixing and grinding of paint is a mighty important factor—one that three-fourths of the paint buyers lose sight of. Every time you use hand made lead and oil you're cheating yourself out of the extra spreading capacity and durability that comes in good prepared paint through the machine work.

Besides all this, you get, in S.W.P., the right proportion of oxide of zinc to counteract the chalking of the lead—the "lead soap" that you know so well, if you've ever rubbed your hand over a lead painted surface after the atmosphere's been at work on it.

Customer—Your arguments certainly seem sound and convincing, but—

Agent—But you're afraid to trust me and The Sherwin-Williams Co.? Just stop to think a moment. The Sherwin-Williams Co. is a large concern, backed by honest men who have spent a life time in building up a big business. Would it be reasonable in them to offer you something that would injure the splendid reputation they enjoy? Would it be good business policy for them to make claims your experience couldn't bear out? They want your future trade and good will

as well as your single purchase of today, and so do I. If the paint were worthless you'd never come to me again, just as you'll never go again to the dealer you bought the "cheap" paint from. But if you're not satisfied I wish you'd talk with some of the persons in town who have used S. W. P. Here's a big list of them. (He goes into particulars regarding the experience with S. W. P. of some of his best customers, prominent townsmen. After still further talk on the economy of S. W. P., its

uniformity of consistency and color, the ease of selecting and matching colors, and the guaranteeing of results, the customer gives up his lead and oil purchase and takes S. W. P. instead.)

Customer—(as he is leaving). After all I don't see why I should have set myself up as knowing more about paint than you do, unless it's the fact that I never before struck a dealer who seemed to understand his business thoroughly and have the right confidence in his goods.

A NEW DEPOT IN THE NORTH-WEST.



ABOUT
the
first of
April

The Sherwin-Williams Co. will be established at Minneapolis, Minn., with offices and depot for the distribution of our products throughout the North-west.

A building is now being erected at 119 and 121 Second Street, North. Two stories will be put up at first, though the plans call for a five story structure.

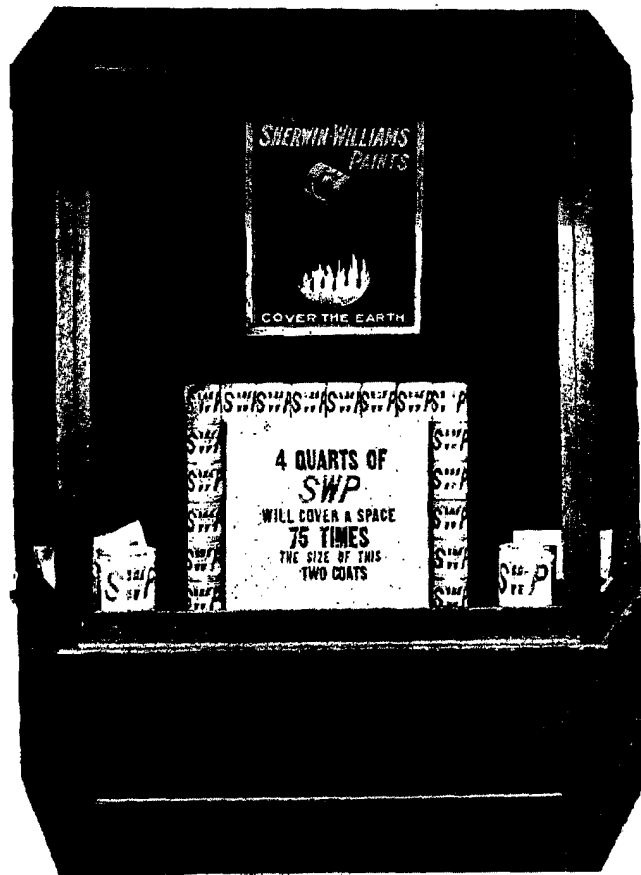
Our trade in the North-west has been growing to such an extent that we find it necessary to make this move. But with the increased facilities we want to still further increase our business connections in the North-



The Minneapolis Depot, now in course of erection.

west, and to help our present agents to make still greater gains.

When the flag goes up on the Minneapolis Depot it will be flying in eleven cities of this great continent in which we operate our own manufacturing and wholesale distributing establishments.



A GOOD EARLY SEASON WINDOW.

The sign should be lettered on a board or sheet of paper two feet square, and surrounded with quart cans of S.W.P. If you let this stand in the window by itself without crowding in other things it will attract attention and sell paint.

Our new booklet, "Store Windows," contains many suggestions as good as this. Do you own a copy? If not, send for it today, and use the displays throughout the season.

Paint should have a monopoly on your windows for the next two or three months, if you want to get all that's possible out of the paint business.

PAINT ADS FOR BUSY AGENTS.

These suggestions are simply "copy" to be turned over to the printer, and can be adapted to any style of display you choose.

OUT FOR BUSINESS

We're out for business in earnest this season.

We have a better and larger stock than ever before. We're prepared to take care of all the trade we can get.

But it's not quantity alone that we offer you. We have the quality, too. Our agency for

THE SHERWIN-WILLIAMS PAINTS

insure you good quality. Better paints cannot be made.

Let us talk paint to you. No matter how small or how large a quantity you need, we can sell you best.

PAINT FACTS

The best paints on the market today are prepared paints, made ready for use from white lead, zinc and linseed oil.

White lead and oil alone powders and chalks—the zinc is put in to correct that fault.

THE SHERWIN-WILLIAMS PAINT

is made in the best proportion of lead, zinc and oil, from exact formulae, by the finest machinery, with the greatest skill and care.

It is the best painting material because it is the best prepared paint.

PAINT MISTAKES

If you want to avoid mistakes in painting come to us.

We have the right paint for every purpose. Each paint is made suitable for certain surfaces, and best results depend upon getting the right paint in the right place.

THE SHERWIN-WILLIAMS PAINTS

are all good. Each one is the best for the purpose that can be made.

The best of men, materials and methods are in every can.

PAINT ECONOMY

One of the best paint authorities in the world says that paint economy is "the sum total of the cost of the material and its application, divided by the number of times you have to repaint in a given term of years."

S. W. P. gives that sort of economy.

You'll also find that your cost of material and application figures out best with S. W. P.

PAINT BUYERS

Whether you are going to apply the paint yourself or are buying it for someone else to apply, you ought to take great care to get full value for your money.

It's not the paint that costs the least per gallon that is cheapest. It's the one that covers most surface, wears longest and is easiest to apply.

That paint is

THE SHERWIN-WILLIAMS PAINT

PAINT ADVICE

Our advice is often asked on paint questions and we've made a point of giving intelligent answers.

We've studied every side of the paint problem and long ago came to the conclusion that the best paints are good prepared paints, and that the best prepared paint is S. W. P. Use

THE SHERWIN-WILLIAMS PAINT.

That's the best advice we can give.

S. W. P. ADVERTISERS.

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



HE only way to know anything about advertising is to advertise and study advertising. This page gives you the opportunity to study the S. W. P. advertising of other agents and to show them what you yourself are doing.

You can help make the page interesting and helpful by sending us samples or descriptions of your newspaper ads, your circulars, your novelties, and in fact any and all the means you are using to push S. W. P. to the front. You'll be doing a great deal of special advertising this spring—let us know about it.

Received from Frank A. Bogart, S.W.P. agent at Vallejo, Cal., a business envelope cleverly illustrated with an S.W.P. package. The design is in the left top corner of the envelope. Two ruled lines cross the face of the envelope on which the address can be written. Underneath these lines is printed in small, neat type, "From Frank A. Bogart, the Hustling Hardware, Paint and Stove man, Vallejo, Cal." The envelope is printed in red and it illustrates one way of making the most of ordinary business stationery for advertising purposes.

From Payne's Pharmacy, J. R. Burton, manager, Kingsley, Iowa, we received an attractive calendar, 10x12, dark gray cardboard, printed in two colors and a photographic illustration showing a good view of the interior of the pharmacy. The Sherwin-Williams Paints are given prominence among the wares advertised on the calendar. It is a good advertisement.

We reproduce here a large folder used by Wm. Siniger, Galena, Ill., during last year's busy painting season. The testimonials are from practical painters, contractors, merchants and property owners, well known in Galena.

Why not make a similar circular for your own use this spring?

A photograph we would like very much to reproduce in THE S. W. P. is one showing an S. W. P. wagon exhibit which was gotten up for a street parade by The Selby Drug Co., S. W. P. agents at Odebolt, Ia. We can't do it, however, as the photograph is not clear enough for reproduction. From what we can see

from the photograph it was a cleverly gotten up S. W. P. outdoor display. Exhibited on the float were many lines of The S.W. Paints and Varnishes, presided over by a number of practical painters in bright uniforms. The float was drawn by four gaily decorated horses, and, we learn, from other sources than from our agents at Odebolt, that it was by far the most striking turnout in the parade. S.W.P. floats and wagon displays in line on gala day parades are good advertising.

An up-to-date vest pocket memorandum book comes from C. V. Ferguson, S.W.P. agent at Chatfield, Minn. The second page of the book carries a good S. W. P. advertisement. It should prove a profitable advertisement for the Chatfield agency.

At Byron, Mich., S. W. P. receives considerable publicity through the press. The S.W.P. agent at Byron is Mr. E. E. Kohler.

TESTIMONIALS
From a few of our customers who have used
SHERWIN-WILLIAMS PAINTS.

Wm. Siniger, Galena, Ill. I have used Sherwin-Williams Paints for many years and have found them to be the best and most reliable of any I have ever used. They are of a fine quality and give a good finish. I have used them for many years and have found them to be the best and most reliable of any I have ever used. They are of a fine quality and give a good finish. I have used them for many years and have found them to be the best and most reliable of any I have ever used. They are of a fine quality and give a good finish.	Geo. Young, Peoria, Ill. I have used Sherwin-Williams Paints for many years and have found them to be the best and most reliable of any I have ever used. They are of a fine quality and give a good finish. I have used them for many years and have found them to be the best and most reliable of any I have ever used. They are of a fine quality and give a good finish.
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WM. SINIGER, Sole Agent, Galena, Illinois

A good way to convince your prospective customers.

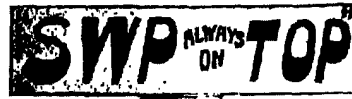
who is a great believer in newspaper advertising and in other ways is an enthusiastic worker in the interest of S. W. P. From samples received it is quite plain that Mr. Kohler knows how to write good newspaper ads. He illustrates his ads freely with S-W. electrotypes.

There's always novelty in the advertising sent out by the S. W. P. agents at Laporte, Ind., Messrs. Hildebrand & Schultz. The latest received from them is a circular printed and gotten up to imitate a telegram. The envelope and circular are a fac-simile of an ordinary telegraphic envelope and blank and at first sight would deceive the wisest. It's an advertisement that must have compelled the attention of those who received it.

We have received from W. G. Alwin, S. W. P. agent at new Ulm, Minn., a large wall calendar printed in two colors. The Sherwin-Williams Paints are given a prominent position at the top of the calendar. Mr. Alwin is a thorough S. W. P. man.

The Bluntzer Hardware Co., S. W. P. agents at Corpus Christi, Texas, are not slow advertisers; they're very much up-to-date. They recently sent out a type-written trade circular enclosing with it a check for 4c. payable in goods or cash at their store. The circular, besides mentioning the goods the firm were selling, stated that it valued the receiver's time at \$3,774.00 per year or 2c. per minute. They wanted two minutes of his time and were willing to pay for it. When you set a good price on a man's time and offer to pay him well for a couple of minutes of it you can't help but win him. It's easy to surmise that this novel and original circular did successful work for THE S.W.P. agency at Corpus Christi, and made a hit all along the line.

J. H. Trippe's Sons, Canton, Pa., are constantly doing something new to push



A novel store sign used by J. H. Trippe's Sons, Canton, Pa.

S.W.P. One of their latest novelties is the large wooden sign illustrated on this page. The top is turned out of wood, and an empty S.W.P. gallon can fastened securely to it. The sign stands out in front of their store in a prominent position.

A coat of Kopal over the label protects it from the weather.

A budget of clever S. W. P. newspaper ads are to hand from the Montgomery Paint and Glass Company, S. W. P. agents at Montgomery, Ala. The advertisements are very clever and talk the merits of S. W. P. straight out from the shoulder. They are undoubtedly the kind of ads to pull trade. One reads: "The minute you are persuaded that it's 'just as good' as S.W.P. then it is settled—a second grade paint goes on your house. No paint as good as S. W. P. can be sold for less money."



ANOTHER CALL FOR MAILING LISTS.



WE want every agent on our books to furnish us this year with a spring circular mailing list. Not one should fail to do so.

The circular is your paint season announcement. It goes directly into the homes of the persons whose trade you want and need. It advertises your entire business, and if your list is right will bring you direct returns.

The agent who doesn't send us a good list misses one of the best advertising opportunities of the year.

We are now in urgent need of these lists. The busy painting season is almost upon us, and we still have many hundred thousand circulars to be printed and addressed for which no lists have been received.

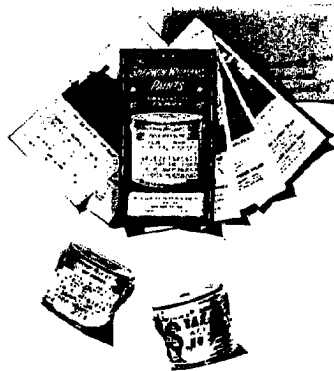
It is important to get your list in early. If you send it now it will

surely go out on time; but further delay may bring it too late to receive as prompt attention as it deserves.

The circular will bring you greater results if it goes out on time. It is to your own interest as well as ours to send the lists now, and we feel sure you will appreciate the need of immediate attention.

Let us have carefully selected names of house owners, mill and factory owners, real estate agents and all other desirable paint consumers in your locality. The calendar-circular will land business from them—and the only cost to you is the time spent in making out the list. We pay all the rest.

If you have mislaid the blanks sent you some time ago, write for more today.

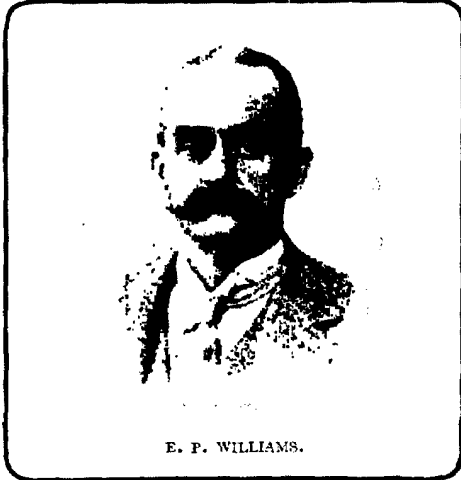


The 1902 Calendar-Circular.

The calendar runs for a year from the date of mailing. It's a year's advertising that goes free of charge to your prospective trade.

PORTRAITS OF S. W. P. MAKERS.

E. P. WILLIAMS, Vice-President.



E. P. WILLIAMS.



R. E. P. Williams, the Vice-President of The Sherwin-Williams Co., formed a partnership with Mr. Sherwin in 1870 and added his name to the sign above the little retail store.

"We started together," Mr. Williams says, "with very little capital from a money standpoint but with an unlimited capital in energy and determination to make a success of our venture. What success we have won is the result of industry and a strict adherence to the fundamental laws governing the field of good business."

The two men were equally ambitious and equally capable of fighting hard to win. They fitted together perfectly in the scheme of success they had mapped out for themselves. It was an exceptionally fortunate and well matched combination in every way.

Besides keen insight and good judgment, Mr. Williams brought to the business a personality that wins and holds fast friends. To his individual efforts the Company owes many of its largest and best business connections. In the early days he was the "outside man" who went after business—and he usually got it, you may be sure.

Mr. Williams graduated from college in the early sixties and enlisted in the 85th Ohio Volunteers. After the war he began the manufacture of glass at Kent, Ohio, where he built up a successful business. But in 1870 he decided to return to Cleveland, his old home, and identify himself with its growing business interests. It was then that he joined forces with Mr. Sherwin. He was one of a group of now successful men who foresaw Cleveland's future possibilities and

who have ever since been the backbone of the community.

Mr. Williams is one of the active workers in the Cleveland Chamber of Commerce, and as its vice-president has recently been engaged in some of the reform movements that have given this body of business men its splendid national reputation.

He is always a valuable co-worker in the management and affairs of this Company, and until very recently managed personally the department of our business that sells to the great railroad companies.

THE BIG ORDERS.

Make up your mind this season to go after the big orders in your locality.

Make up your mind to get them.

Don't be satisfied with selling S. W. P. in quarts and half gallons. Look for the business that requires five gallon packages. S. W. P. is "made to paint buildings with," as we say on our advertising, and every agent should sell it for that purpose.

MAKE IT A RUNNING START.



"'Tis an old homely saying, but nevertheless a saying just as true today as it ever was, that "the early bird catches the worm."

A few more days and we'll be in the midst of the busy painting season, and the S.W.P. agents who have prepared best to meet it are the ones who will reap the biggest harvest.

This is the day of the paint dealer's opportunity. Make the most of it.

Make it a running start, this season. Get into the field before the other fellow. Get out early to hunt up the prospective trade.

Display your paint stock early, and to the best possible advantage. Give your entire store a paint air.

Our most successful agents are those who *make a specialty* of selling S.W.P. for houses. One of them, in a town of thirty-five thousand, had placed orders for forty houses up to February first—fully six or eight weeks before the actual painting season will open in the town.

The best business you can handle is the large package trade.

Get after it now.

MAKING THE DELIVERY BOY A PAINT SALESMAN.

Do you run a delivery wagon? If you do try the plan of one of our New England agents who has his delivery boy solicit paint orders at every house he visits.

The boy's invariable, "Good morning, are you going to need any paint this spring?" has become as well known in that town as "Good morning, have you used Pear's Soap?"

It has brought direct orders many a time.

Use your windows for paint. Use your newspaper space for paint. Use the fences and dead walls for paint. Use your counters and show cases for paint.

Talk S.W. P. in your papers, talk it in your stores. The people will be wanting lots of it during the coming weeks so make it your business to see that they get it *from you*.

All indications point to a big season for S.W. P. We have prepared for it early with an immense stock of goods. Four big factories are running to their full capacity. We mean to have paint to supply all demands made by you.

There's lots of business to be had.

Go after it early.

Go after it now.

WINDOW CARD SUGGESTIONS.

Hardware.

MUSIC INSIDE

the bird cage. In our cages birds sing. They live long in 'em, too. See these handsome cages. Popular prices.

Drugs.

THE ONLY WAY

to cure a cold is to cure it. We've got a cure for colds that never fails.

Hardware.

HERE AT LAST

A shipment of delayed quick meal stoves. No soot or odor with these stoves. They're the latest out. All sizes. You'll want one.

Wall Paper.

TRAILING BEHIND

the times. This you can't possibly do if you buy your wall paper here. Always welcome to inspect whether you want to buy or not.

Hardware

THE RIGHT LENGTH

Keep your grass the right length. O. K. Mowers at low prices.

Wall Paper.

H O M E L E S S

you're not in need of wall paper. With a home you are. Let us start you right in wall paper. All grades. Latest patterns.

Drugs.

ALL OVER TOWN

we're known as sellers of only honest and reliable proprietary medicines. Get these goods here and you get them right.

Wall Paper.

DIRTLESS WALLS

are possible with——Wall Paper Cleaner. Takes the dirt off; leaves the paper on. A ten cent box cleans one room.

Drugs.

YOU TAKE NO RISK

on drug quality in buying here. Our reputation for selling good drugs is high enough to protect you.

General Store.

DON'T USE THE MAIL

Come to us instead. We are quicker. We are cheaper. We can get you better goods. We are better in every way than mail order houses.

DEADLY DULLNESS.

How to Keep it Away From the Retail Store.



KEEP everything that is dull away from the store.

Industry and intelligence on the part of the head of the establishment and his clerks are very essential.

Let the store's furnishings and goods on display be always kept as bright as a new pin.

Mix a lot of thinking in all the work done in and out of the store.

Up-turned cracker boxes located near the stove have a tendency to attract and encourage the specie known as the store lounge. Diplomatically, but nevertheless firmly, wipe out the boxes and those who fall easily into the habit of holding them down. A store is established as a place of business. It has no other office.

Let everybody employed in the establishment be wise and even clever. Don't hesitate to pay to bright salesmen a little larger salary than that paid the average salesman. If the store's staff can't be wise and clever let 'em be careful. To know how to handle and sell all who come into the store is a big thing. Sizing up the different customers so as to have the right kind of talk for them is an endless study. Some customers prefer salesmen of few words; other customers like yards of talk with a joke thrown in. The art is to learn to please all. The wise merchant and salesman study the foibles and hobbies of all their trade. They get to know them all like a book. When they do get to know them it's as easy as rolling off a log to sell 'em.

On rainy and stormy days when it's impossible for customers to get out, don't take to the mood of despair.

Take to the books. Straighten 'em right up-to-date. Study your system of collections and see that it is not slipping a cog anywhere. Have your assistants, on these days, working in the stock, cellar or storage rooms, painting window cards, etc. These quiet days, when few customers are about, are ideal occasions for the merchant to overhaul and examine everything so that he can tell just where he is at in more ways than one.

The store windows should never be neglected. Keep them clean and change their dress frequently. In making window displays don't overcrowd the windows. Display one line at a time. Simple, effective window displays are acknowledged the proper thing these days. They do not confuse those who are attracted by them and in this way they make their point. Try and originate a novel window display occasionally. If you can't originate, take a good window display out of The Sherwin-Williams window dressing booklet. The booklet is gotten up to help you with your windows.

Don't be slow with your advertising. 'Tis not true business economy. Advertise in the newspapers and in every legitimate way you can. Watch the seasons closely in this work. Keep your advertising seasonable and up-to-date. Your business will warrant a certain amount of advertising, and advertise to that extent. Keep posted. Take a glance over your best local paper every day and see what the others are doing.

And never lose sight of the front you show the public. On all occasions make it the best. Let all the

establishment give a little attention to their dress and practice cheerfulness.

Aim at all times to try and gain for your store a reputation—a reputation for honest and fair dealing. It is only this kind of store that the public tie to and that in the end has any weight in the community.

SIGNS ON BARB WIRE FENCES.

This method for fastening tin or wood signs to barb wire fences should be useful to agents in whose territories the barb fences are numerous. It has been adopted by E. C. Abdill & Son, S. W. P. agents at Danville, Ill. They punch three or four holes along the top edge, using the common hog ring to fasten the sign to the wire.

Where wood signs are to be hung, screw eyes may be inserted in the top, the eye or ring opened with a pair of plyers, slipped over the wire and then closed again.

Few merchants place their signs in this manner and consequently the agent who does, will find that he gets practically the exclusive use of very valuable advertising space.

Put this down on your list of outside work for this spring.

THE PLEASED CUSTOMER.

It's often the case that one old customer is worth two new ones. Once you have a chance to make a regular customer don't throw it away. Top notch advertising and business experts whose advice on business matters is in demand, and, who in

their own business, earn yearly salaries close to eight and ten thousand dollars a year, all agree that a pleased customer is one of the best advertisements a retail establishment can possibly have.

The man who can *always* send a pleased customer out of his store is nothing less than a business genius. He's one who can reach any success



that he thinks it is worth while going after. He's master of the situation through and through.

A SILVER STORE FRONT.

If you want to make your store front an effective advertisement, paint it with The S-W. Aluminum Paint.

It will make the finest looking store in your town and will prove to your trade the adaptability and durability of one of the best selling specialties on the market.

Try a silver store front this year.

They that reverence too much old times are but a scorn to the new.—*Bacon.*

PLAIN FACTS.

When in doubt—work harder.

Spread paint while the sun shines.

“Cheap” paint chips;
Good paint grips.

Good advertising is the spurs of business.

Those who are young in spirit never grow old.

Everything that's good is promised to those who are diligent.

“Cheap” paint brings trouble;
Good paint pays double.

Paint troubles can be headed off with S. W. P.

A gallon on the house is worth two on the shelves.

S-W. shelf goods are used because they are useful.

In the paint world S. W. P. is the best known and known to the best.

If you believe in the motto, “Do It Now,” you'll get S. W. P. advertising out today.

In the spring the intelligent, industrious painter works overtime spreading S. W. P.

Followers and those who don't keep up in the procession have to take the dust of those up in the front.

“Constant dropping wears the stone,”—never let up talking S.W.P., it will wear away the opposition.

In this age of abundant talent, eminence in any one line of business is to be won only by unusual effort.

A full line of The Sherwin-Williams Products on the dealer's shelves represents a paint stock that will win.

Tongue-tied salesmen would have trouble pushing the sale of the best article ever made. S.W.P. sells best where talked best.

There isn't any guesswork in selling The S-W. Varnishes. They're made to add to the reputation of their makers and of those who sell them.

Drive hard in business, but know what and where you're driving. In the paint business S. W. P. is a commodity that can be given full rein with absolute safety.

There's paint that is,
And paint that “ain't,”
And paint that used to be;
But there's only one that comes to stay,
And that's S. W. P.

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.”



THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS

CLEVELAND, NEW YORK, MONTREAL, TORONTO,
CHICAGO, NEWARK, BOSTON, SAN FRANCISCO,
KANSAS CITY, LOS ANGELES, MINNEAPOLIS.