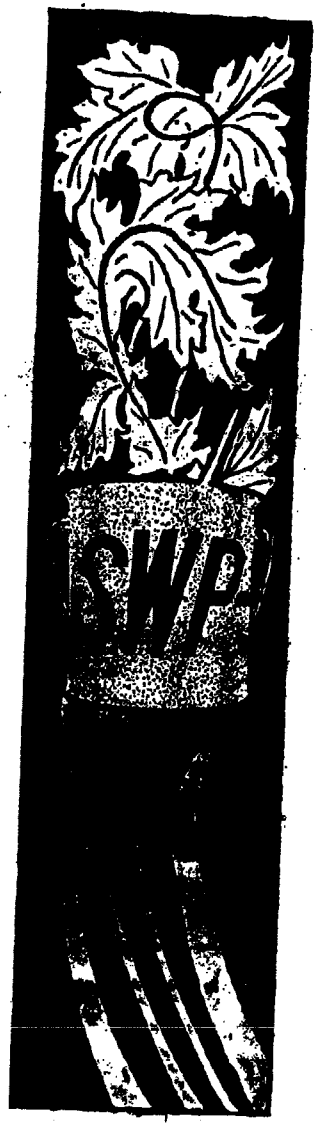




THE SWP

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

MAY
1901

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. II. MAY, 1901. No. 5

BUILDING PAINT TRADE.

BUILDING paint trade is a matter of determination coupled with good business judgment, but without determination the dealer will always be handicapped.

If you *will* to have the lion's share of the business in your locality you can.

Put sufficient will power and energy back of S. W. P. and nothing can keep you from reaching the top.

Every agent on our books should be doing a constantly increasing business. We expect it, and a large part of our yearly gains come through that channel. We couldn't make the progress we do, if we depended upon new business alone. The gains of our old agents are of as much importance to us as to the agents themselves, and we make it a part of our business, on an equal footing with our efforts to get new agents, to help the man who sold S. W. P. last year sell *more* this year and every year.

But unless the agent is as determined to build his business as we are, and unless he takes advantage of the methods we offer him and the suggestions we make, there's very little we can do alone to bring his gains up to the point they ought to reach.

S. W. P. itself does a great deal to build business. Our advertising does its share, too. But the co-operation of the agent, and a determined, pushing *will* on his part are the only things that can bring the right results.

Properly handled, the paint business is a greater money-maker than most others. It pays to push it. Whether you handle it alone, or in connection with hardware, drugs or any other business, it will prove its right to a place in the first rank. The time you give to it is well spent.

With an article like S.W.P. for a leader, and with the methods we give you to push it to the front, we firmly believe that there's no part of any business that will pay a bigger percentage of profit, either in money or reputation.

We urge you at this time of the year, when paint has its largest sale in most localities, not to lose a single opportunity that will help build bigger business than you had a year ago.

Remember we are working with you to that end, and are ready to give you special help in landing the orders.

We cannot describe in detail our system for helping you, but we want you to know that we positively have such a system under a department that can devote all its time to working for you if you give it the chance.

This department recently landed an order of 150 gallons of S. W. P. for Carpenter & Pierce, of Troy, Pa. They sent us the name of the man they knew would use paint, and we went after him. It's only one case out of many.

Let us work for you in the same way.

0007-SWP-000119707

A CLUB ROOM IN A FACTORY.

THE dedication of our factory Club Room at Cleveland on April second was an event of considerable importance in the Company's history and, we believe, of interest to S. W. P. agents. We like to consider you as a part of our organization and to keep you in touch with the happenings at headquarters, even in matters of this sort.

The Club Room is the realization of plans that we have had in mind ever since we began the improvement of our factory conditions. It was not as necessary to the health and comfort of the employees as the lunch rooms, rest rooms, shower baths, etc., and so they naturally came first. But with the erection of the new "A" building we were able to set aside space for an assembly hall or general meeting place for the men and women who are doing their best to make S. W. P. deserve and hold first place among paints. The room is large, airy, bright and well ventilated, and is proving a most welcome and useful addition to our plant.

Fifteen minutes have been added to the noon hour, so that employees may use the room without having to hurry their lunch. At two different periods during the noon hour each day a brief entertainment is given, consisting of music, short lectures on subjects connected with the business, etc. A piano with pianola attachment is one of the most attractive features of the room.

A branch of the Cleveland Public Library is located here, in addition to the Company's own library, and a good supply of current periodicals is provided for reading room purposes.

Perhaps the best expression we can give of the spirit in which the Club Room was established is to quote from President H. A. Sherwin's address at the dedication exercises. In speaking of the objects of the Club Room Mr. Sherwin said:



General view of The S-W. Employee's Club Room.

It is to encourage mutual sympathy and helpfulness, because the one who is interested in helping forward his associate will progress faster himself. We do not want or intend to stop in these plans for the good of everyone connected with us. We want you to keep them on your mind and be ready with your suggestions of what will help you in your work. We spend one third of our time in the factory employment—surely it is important that this one-third should be as bright and clean and comfortable and attractive as it is in our power to make it and keep the surroundings as pleasant and inspiring as we can.



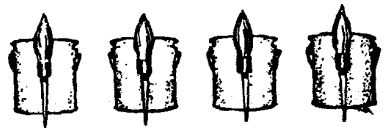
One corner in the Club Room.

Physicians tell us that daylight is a great destructive agent to disease; we believe in it and plenty of it, and I think this bright room today is good evidence. We want The S-W. Co. to be in every way a progressive company and keep ourselves at the front. We intend always to make the best goods in the best way, and to do this we must have the best facilities, the best helpers and the best surroundings which it is possible to contrive. This room, we believe, will be a good help in this direction. It is yours, use it well, and for the good of all.

It may be of interest to our Eastern agencies especially, to know that Mr. Sherwin was one of the speakers at the dinner of the Get-Together Club at Madison Square Garden, New York, on the evening of March 26th. The following extract from the *New York Sun* will explain the nature of this dinner:

The Get-Together Club met last night in the Madison Square Garden Concert Hall. The subject for discussion was: "Industrial Betterment, or Movements for Improving the Condition of the Employed." The speakers were representatives of great businesses in which there are great numbers of employees and where some effort has been made to create personal relations of affection between the concerns and the men and women who work for them. W. Bayard Cutting presided. There were about five hundred members of the club present and there were also a number of women in the galleries.

The object of the club is the promotion of a feeling of personal affection between employer and employee.



0007-SWP-00011970

THE "SECRET" OF VARNISH MAKING.

FOR many years the manufacturers of varnish have tried to surround their business with an air of mystery. They have endeavored to make varnish users believe that there is something about the making of varnish that's peculiarly hazardous, and that unless you hold the key to the secret of overcoming these difficulties, you can by no means produce good varnish.

To be a good varnish maker, so we were all led to believe, you had to take the thirty-third degree and penetrate the hazy veil of mystery.

As a matter of fact there's no more mystery about making good varnish than there is about making good watches or good shoes.

It's simply a matter of good material, good appliances, and skill.

The only "secret" is that of honesty—honesty in putting good, pure materials and nothing but good, pure materials into the varnish.

The only "mystery" comes in when you try to doctor these materials, in order to cheapen the varnish. It's possible by certain manipulations, familiar to all varnish makers, to get a little better result out of rosin than is usually obtained, and to disguise benzine in ways that are dark and peculiar. Of course these things may be mysterious to the outsider, but they don't make good, honest varnish.

In The Sherwin-Williams methods of varnish making there is nothing mysterious. We endeavor to find out what materials make the very best varnish for any given purpose, and then to handle those materials with the greatest skill and the best appliances, without cheapening them in any way.

If our varnishes are proving better than many of the old good makes it is not due to any secret. We have found that the difference between fairly good varnish and the best varnish is often merely an accumulation of little things—a little extra care, a little better judgment, a little more skill and experience, a little more honesty, a little more accuracy, a little better equipment, a little greater age.

The total of such points as these makes it possible for our varnishes to excel.

They are best because in every detail—big and little—we *make* them best.

A CAMERA AND A LARGE ORDER.

SOME house owners are very particular about the selection of colors when they want to paint. It is the owner of the large house who wants to take time to thoroughly consider this important matter. This is the sale which it pays you to take great pains to make—not only on account of the larger quantity of paint required, but also the help it gives you to make other sales, when you can point to "the best house in town painted with S. W. P."

This important customer is the one who wants to know all about the very latest style, the newest combinations, and he would like to have his house look a little better than the others on his street, etc., etc.

We want to help you get that very order; it's important for us as well as for you.

A camera will help get it.

In the majority of cases, the house owner (the owner of the large house) will welcome your suggestion to send us a photograph of the house, so that our artist can give him full information about the very latest combinations of colors. This we do free of charge, provided only that he will use S. W. P. and buy it from you.

When in doubt use a camera; it will help you very often to secure those five-gallon package orders.

Our artist is at your service.

FLOOR FINISHES GAINING STEADILY.

The reports from all along the line show that the Company never made any mistake when it put The S-W. Floor Finishes on the market.

Each week the line makes good gains, and as the season opens we find the dealers are moving the goods from their shelves in the most satisfactory manner.

If you are not thoroughly acquainted with the merits of our Floor Finish line, write for information, prices, etc. Every agent should have at least some of the goods on his shelves—most agents should have the full line.



An S. W. P. House.

Residence of Wm. Steuman, Toledo, O. Langdan & Hohly, architects. Finished complete, inside and outside, with The Sherwin-Williams Paints and Varnishes. Body, 353; Trimmer, Gloss White; Sash, 484; Porch Floor, 49; Porch Ceiling, Sky Blue. Interior finish for 1st story (hara wood), The S-W. Filler and two coats Durable Wood Finish, rubbed. 2nd story, The S-W. Filler and two coats Kopal.

0007-SWP-00019709

THE BEST ALUMINUM PAINT IN THE WORLD.

THE Sherwin-Williams Aluminum Paint is beyond question the best aluminum paint on the market. It outranks all similar products in so many respects as to stand practically alone in its field.

The main points of superiority are these:

Velvety lustre, as though the bronze had been dusted on.

No nauseating odor.

Doesn't discolor.

Withstands high temperature and extreme cold.

Won't blister, scale or crack.

Great durability.

Large covering capacity.

Easy working qualities.

Tendency to settle reduced to a minimum.

In all these points The S-W. Aluminum Paint has great advantage over any other on the market. We are absolutely sure of it, for we've tested them all in competition with our own.

Dealers will find a very large sale for Aluminum Paint, especially with the talking points that are back of ours.

For almost two years we have been perfecting this paint, and we are now satisfied it fills every requirement. In getting rid of that sickening, banana-like odor that other aluminum paints have we believe we've greatly increased the possibilities of its use in the household. It has absolutely no odor, except that of a good, sweet turpentine paint.

Under the most severe tests The S-W. Aluminum Paint has successfully withstood exposure to gases, extremes of heat and cold, and contact with large quantities of lubricating oil without discoloration, without blistering and without cracking. It is truly a wonderful paint and can be unhesitatingly recommended with the assurance of giving entire satisfaction on decorative work, radiators, gas stoves, ranges, gas and steam pipes, machinery, engines, novelties, gas fixtures and for all similar uses.

The Company has adopted Aluminum Paint as its standard for radiators, steam and water pipes throughout its factories.

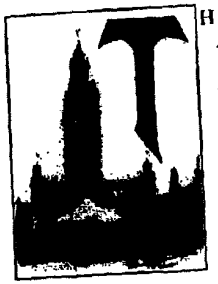
The paint covers perfectly with one coat, even over black iron.

If you haven't The S-W. Aluminum Paint on your shelves write for information to-day.

If you have, begin pushing it hard and with perfect confidence.



VISIT US WHEN YOU GO TO BUFFALO.



The Pan-American Electric Tower

THE Pan-American Exposition opened May first at Buffalo.

It is one of the greatest and best "fairs" the world has seen, and will well repay every visitor. Thousands upon thousands of tourists will go there, and thousands who do not, will regret it the rest of their lives. It's an education that should not be missed.

Buffalo is 183 miles from Cleveland, about three and half hours' ride on the train, and a most delightful night's ride by boat.

We wish to urge every S. W. P. agent who goes to Buffalo to make a point of stopping at Cleveland. If you come from the west and pass through Cleveland on your way, you will undoubtedly be able to arrange a stop-over. The Cleveland Chamber of Commerce is working to make such a thing possible on all roads.

If you come from the east, add the extra trip to Cleveland and spend a day at least. You'll feel well repaid.

Cleveland is a beautiful city with many points of interest that attract thousands of visitors every year. We're the seventh city in the United States and still growing at the rate of 12,000 persons a year.

But whether you care to visit the city or not, you should not fail to take advantage of such a good chance to find out how S. W. P. is made, to see the process with your own eyes and prove the truth of our claims for thoroughness and superiority.

Such a visit would be an investment in your business. It would put you in better position than ever to push our goods. It would help you sell more paint—make more money.

Don't miss the chance.



Interior of Dr. F. M. Stearns' store, Frontier, Mich. Dr. Stearns says this is the season for paint, drugs afterwards, and he practices what he preaches.

0007-SWP-00011971O

S. W. P. ADVERTISERS.

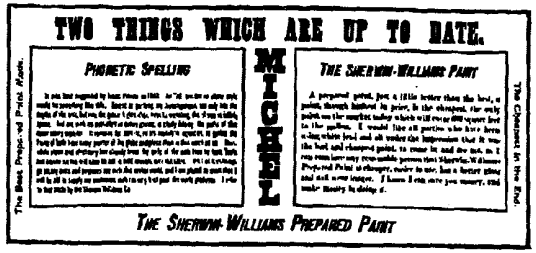
What the Agents Are Doing in the Way of Special Advertising.

DON'T forget to send us examples of your special advertising. We want to keep in touch with your work, and we also want to pass your ideas along to other agents.

If you are using special newspaper space, send us copies of the papers. If you make special window displays tell us about them, or better still, send photographs.

Let us know of *every* special effort you use to push S. W. P.

We reproduce a newspaper advertisement used by Michel, Willow Lake, S. D. It went all across the page and stood out as the most prominent thing in the paper. We wish to call special attention to the wording in the right-hand panel. It is straight-from-the-shoulder talk and carries conviction with it.


TWO THINGS WHICH ARE UP TO DATE.

PHONETIC SPELLING

MICHEL

THE SHERWIN-WILLIAMS PAINT

THE SHERWIN-WILLIAMS PREPARED PAINT

A newspaper ad full of ideas used by Michel, Willow Lake, S. D.

One of the best pieces of advertising that has ever been received from a Sherwin-Williams agency comes from D. Q. Stogie, druggist, Chariton, Iowa. It is an eight-page booklet entitled, "How to Beautify the Home." It is very well printed and well written. The cover is simple and attractive.

The first three pages of the booklet are devoted to paper hanging and interior decorating. The balance contains a good forceful talk on The Sherwin-Williams Paint, Prepared, being practically a reprint of the reading matter on the color card.

Agents never make a mistake in adapting our advertising to their own use. It is written by paint advertising experts and presents the points in good form for use anywhere.

In speaking of his line of wall paper Mr. Stogie makes use of this very clever expression:

"You will agree with us that while there are in Chariton several wall paper dealers, there is only one wall paper stock."



Two pages of the Pierce Hardware Co.'s 1901 Catalogue.

The Pierce Hardware Co., Taunton, Mass., have sent us their annual seed catalogue. It is a very fine piece of advertising and should bring good business for both the seeds and S. W. P. Eight pages at the back of the book are devoted to good advertising for The Sherwin-Williams Paints. Two of these pages are reproduced. For simplicity and effectiveness of arrangement we believe they could not be improved.

The entire catalogue is a credit to these enterprising New England dealers.

At the fancy dress ice carnival held during the winter at Sydney, C. B., our agents, Messrs. A. C. Thompson & Co., were represented by a skater dressed to advertise S. W. P. "It was a good advertisement and did justice to the celebrated paints," was the news papers comment.

Boreman's drug store, Parkersburg, W. Va., has an excellent method of working up reading notices for their newspapers, as the following will show:

THE SHERWIN-WILLIAMS PAINT IS SATISFACTORY.

A few days ago a customer came into Boreman's drug store and said he had used The Sherwin-Williams Paint for inside work and found it satisfactory, and because of that he wanted some for outside work. That's the reason Boreman can recommend this paint It is satisfactory. A gallon of The Sherwin-Williams Paint will give you 300 square feet of surface covered with two durable coats of paint. Call at Boreman's for color card.

513-515 Market Street.

We have received several examples of newspaper advertising from The Hyman Supply Co., New Bern, N. C. The space they occupy is 5½ inches deep across the entire bottom of the first page. They fill it with good live matter, at this time of the year giving S. W. P. the entire space. We reproduce one of the ads, containing a number of points worth following out. It will be noticed that the catch line at the left-hand side is taken from one of the "Plain Facts" pages of THE S. W. P. A good idea.

To agents using large space of this sort we are always glad to furnish special borders.

The ads of Taylor & Son, druggists, Coolville, Ohio, occupy two full columns in their newspapers. It is good advertising, with about half the space devoted to S. W. P. We quote the closing sentence of a recent advertisement sent us:

"Your patronage is always appreciated, and no matter how small your purchases, you may rest assured it will be our constant aim to sell you the best goods that can be obtained and at reasonable prices."

That's good talk, and when carried out, is the very best of trade-winning practices.

William Wilson, Jr., druggist, Amsterdam, N. Y., sends us a four page folder he is using, printed in blue on white stock. The front page is devoted to paint and contains this rather unique method of calling attention to our goods:

A GOOD
SPRING TONIC
for removing that worn, weather-beaten look of a house, barn, buggy or any other article about the house or farm, is a can of The Sherwin-Williams Paint.


HIGHEST SERVICE COMES ONLY FROM HIGHEST QUALITY.

OUR BEST PROOF.

REMEMBER!

HYMAN SUPPLY COMPANY, Sole Agents.

How the Hyman Supply Co. fill the bottom of the first page of the New Bern newspapers.

0007-SWP-00011971

S. W. P. vs. "CHEAP" PAINT.

Third Article.

S. W. P. can put confidence into you and give you the ability to talk paint with an earnestness that is bound in turn to put confidence into your customers.

But "cheap" paint can't instill one particle of confidence. You can tell a man that the stuff will give good service, cover well and hold its gloss, with about the same assurance and vim as you could tell him to build his house on a bed of quicksand.

When a dealer attempts to convince his customer that "cheap" paint is good paint he needs to be entirely unconcerned about the future trade of that customer. If he gets to thinking about the future and what's going to happen after the paint has been on the house a few months he can't give the true, one-hundred-cents-to-the-dollar ring to his arguments that is necessary to win business in these days of keen competition. The *manner* in which you say, "It's the best paint you can buy," is more important than the words themselves.

Confidence in the goods you are selling is one of the most important factors in business success.

You must have faith in your own arguments if you want people to buy your goods.

You must believe every word you say.

You must feel certain that the paint you are selling will back up every claim you make for it, or you can't make a success out of your paint business. If *you* are sure of good results it wont be a hard matter to make your customers equally sure.

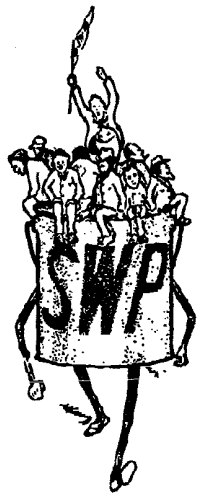
The confidence-giving value in S. W. P. is worth a great deal to any dealer. If he has to meet "cheap" competition he knows that this confidence alone gives him a big advantage over the other fellow.

"Cheap" paint can be sold in only a half-hearted manner. S. W. P. can be sold with a spirit and enthusiasm that's sure to win.

You can always bank on your competitor's losing many a sale because he hasn't the right sort of quality back of him.

One reason The Sherwin-Williams Co. has made such a success of the paint business is because we have had confidence in our products. "Cheap" paint competition has never dismayed us in the least. We have known our goods are right, that they are honestly made and that they can stand the test of time.

When we sell a dealer a stock of



If you have confidence in S. W. P. it will carry you to success and fill you with enthusiasm.

S. W. P. we know he will find all our claims proven true when the goods are used.

We know that the quality of S.W.P. justifies the price asked for it and that no other paint at any price can show as great economy.

We also know that we would make a miserable failure of trying to sell "cheap" paint. No amount of system, method, thorough organization, equipment, capital or advertising could carry us forward if we lacked confidence in the quality and actual economy of our goods.

We have seen "cheap" paint come and go during our thirty years of business life, and have learned that there are certain things possible with S.W.P. that are absolutely impossible with "cheap" paint. For instance:

S.W.P. can build big business; "cheap" paint can't.

S.W.P. can build good reputation; "cheap" paint can't.

S.W.P. can bring customers back for more paint "just like the last"; "cheap" paint can't.

S.W.P. can make good advertising pay; "cheap" paint can't.

S.W.P. can be pushed by telling the truth; "cheap" paint can't.

S.W.P. can advertise itself; "cheap" paint can't.

S.W.P. can make good money for the dealer; "cheap" paint can't.

And last, but not least, S.W.P. can instill confidence; "cheap" paint can't.



How the St. Paul Hardware Company puts S. W. P. at the front.

0007-SWP-00011971

ADVERTISING POINTERS FROM WARD.*

ANYTHING that will attract the attention of the public *favorably* to you or your business is good advertising. The best field for this sort of advertising is at your place of business. If you admit I am right, put on your hat and come out in the middle of the street, and we'll have a look at the general get-up of the outside of your store.

How does the paint look? Don't you think a coat would improve it? If it would and the store fronts on either side of you are dark, paint yours light. Don't have it the same as your neighbors. Make it stand out from the rest.

How are your signs? Have you had them repainted lately? If they look dull, have them done over.

A freshly painted store front can't *make* a store any more than a new suit of clothes makes a man, but both go a long way toward making a *good impression* on the public. Then, too, "consistency is a jewel." You sell paint and want the public to buy it, so why not set a good example and keep your store front looking fresh all the time?

As an advertisement it will more than pay the cost, to say nothing about the pleasure you will have in going in and out of a bright and up-to-date store day after day.

Paint up often and one coat will do the job every time. If you do it, it won't be long before your neighbors follow suit, and you can sell them the paint for their store.

Don't consider it as so much money spent on the property; look upon the expense as so much spent in advertising.

You will find you can get more publicity for your money than from almost any other advertising medium.

Perhaps you never looked at it in this light before. Think it over, and I'm sure you will admit that it looks reasonable. And when you come to that conclusion, *do it*, and *do it now*.

Advertising is an educator. It tells why, when, how, what, who and where.

I noticed an attractive drug window the other day. On a pile of buggy springs there was a card reading, "*Spring Tonics.*" Spring medicines were mixed in with the springs and around them. If you are a druggist, try it. It's a winner, and attracts attention.

I'll keep my eyes open for good things and try to tell you each month of some of the practical ideas that live merchants are using to build business.

*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 in contact with ideas that should prove suggestive and helpful to all S. W. P. agents. Mr. Ward will contribute something each month.

NEW HEADQUARTERS OF THE EASTERN DIVISION.

With the first of May our Eastern Division headquarters were moved from New York City to Newark, N. J., where our new Eastern plant is located.

Brown Street and Lister Avenue, Newark, N. J., is the present address for all mail, telegrams, etc., formerly sent to New York.



The main building of the Newark plant, where the new Eastern Division offices are located.

New York City offices have been located in the Manhattan Life building, at 66 Broadway, as the headquarters of our City Sales, Export and Eastern Railway Departments.

These new arrangements greatly increase our facilities for handling our eastern and southeastern business. For prompt shipment we can promise better service than ever.

Our new factory buildings are located on the Passaic river, half-way between Newark and Jersey City. The main building may be seen to good advantage from the railway trains on the opposite shore—600 of which pass the factory every day.

If you are in the neighborhood don't fail to call and see how S. W. P. is made. It will help you sell paint.

EXCELLO'S READY.

"Excello" is on the market.

It's age limit was reached on April 15th.

It is now ready for delivery and orders are being filled.

If you haven't placed an order for "Excello" up to the present, we urge you to give it further consideration.

It's a varnish that will come to the front rapidly. It has the quality and merit in it that win out every time. There's forceful advertising to start the sale, and you need have no fear of its ever stopping after once started.

"Excello" is made for general housework, particularly for inside use, but can be used successfully outside.

It rubs well. It's easy working. It's very transparent. It wears and shines. It's made to give satisfaction.

TAKING HOLD OF A GOOD IDEA.

AVERY great many of the S. W. P. "hustlers" took hold of the follow-up scheme suggested in THE S. W. P. for April, and sent us orders for the three postal card electrotypes.

We have never made a suggestion that was more heartily endorsed. The responses far exceeded our expectations.

This shows us two facts: THE S. W. P. is being read carefully; our agents are wide-awake to the possibilities of up-to-date advertising methods. It is good encouragement to us and will stimulate our efforts to make THE S. W. P. a real help in every respect.

We have received many letters complimenting us on the April number of THE S. W. P., from which we select a few from those who are using the follow-up system.

Rockville, Ind., April 6, 1901.

The Sherwin-Williams Co.

Gentlemen:—THE S. W. P. for

0007-SWP-00011971

April is at hand. You may send us *at once* the three electros suggested on page 50, "A" "B" and "C." Also send the mailing list we sent you, as we failed to keep an exact copy.

We thank you for your hearty co-operation. THE S. W. P. is a most valuable help, and we have come to consider it as necessary to our business as our regular hardware trade papers. Awaiting the fresh ammunition, we are

Yours truly,
OTT & BOYD.

Humboldt, Iowa, April 8, 1901.
The Sherwin-Williams Co.

Gentlemen:—Send us the three electros to use on postal cards. Your follow-up idea is a good one. This year we want to push S. W. P. harder than ever.

We have handled S. W. P. for several years, and our sales increase with each year. We are satisfied that S. W. P. is the best paint made. We believe it and talk it accordingly. We consider each job of S. W. P. we sell as one of our best advertisements. There is nothing that equals a satisfied customer for a good advertisement. S. W. P. always gives satisfaction. Respectfully,
H. C. HUBBARD.

Canton, Pa., April 8, 1901.
The Sherwin-Williams Co.

Dear Sirs:—Copy of THE S. W. P. received and read. We think this is one of the best numbers we have seen yet. It offers some splendid suggestions. We have been trying for some time to send you a few of our ideas in advertising and window display work, but have been so extremely busy that it has been impossible. However, we expect to get to it in a short time.

Your article on page 50 of THE S. W. P. has some splendid suggestions. We have done some of this "follow-up" work ourselves in the past, but not on as good a plan as therein stated. We would be very much pleased to receive electrotypes of this work, and will follow it up to the best of our ability. We have often requested you in the past to write personal letters to prospective customers, and have had some splendid results therefrom; in fact we think that these personal letters from headquarters do more good than any other style of advertising. Yours truly,
J. H. TRIPPE'S SONS,
U. M. TRIPPE.

Hartford, Wis., April 9, 1901.
The Sherwin-Williams Co.

Gentlemen:—Have just read the Spring number from cover to cover and find it chock full of good things. I shall adopt the three postal card system and will commence soon as plates are received. You may also send me electrotypes Nos. 13, 16, 26, 64.

I am advertising S. W. P. in four weeklies, two in Hartford, one in Neosho and one Schleisingerville German paper. Have ad changed every week.

I think we ought to get good results. I am trying to do more systematic work this season and hope for better results.

Yours truly,
R. H. NANSCAWEN.



QUALITY IN SMALL THINGS.

SOME people seem to think quality in small things is not important. We are told by some of our agents that they are compelled to keep a cheap line of buggy paint, varnish stain, enamel paint, and such class of goods. They say the quality in these things doesn't cut much figure—it's the price that counts. This is a great mistake—a very short-sighted policy. Just stop and think of it a minute, and let's examine the facts.

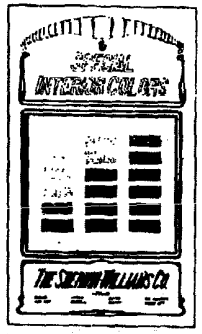
You sell a customer a half pint of varnish stain of the cheap kind. The results obtained from it, to say the least, are disappointing and an unfavorable impression of the goods and the store is left in the mind of the customer. The next time the same customer wants paint it may be to paint the house. The experience with the varnish stain is remembered, and its not likely the same brand or the same store will be trusted for the more important work of painting the house. The little tin of cheap stain has cost the sale of a good bill.

If this customer had in the first place obtained a tin of first-class varnish stain, of The Sherwin-Williams quality, the result would be the very opposite. A favorable impression would have been created for the brand and the store, and when paint was wanted again, it would be the same brand and the same store that would get the business.

This is the very reason we make everything our label goes onto as good as it's possible to make it. We mean each line to advertise the other, and it does it better and more forcibly than anything else we do. The agent who does not keep the full line misses one of the best helps towards the increase of his general paint business.

Don't be so foolish as to think quality is unimportant in any kind of paint—particularly in the small goods that go into the home. That's where you want to make a good impression. If small things are done well, the large ones usually are. The public recognize this, and you'll be judged by the small things. Remember that, and when a manufacturer comes along with low prices on shelf goods, look to the quality—compare it as well as the prices. Value is the only guide in buying.

The Sherwin-Williams Varnish Stains, Enamel Paints, Buggy Paints, are of the very finest quality, and made in but one grade. If it pays us to make only *good* paints, it'll pay you to sell only good paints. It's the only way to acquire a reputation, and in reputation there's fortune.



Here's a card to keep well up in front during the house cleaning season.

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PLAIN FACTS.

The best is none too good.

Poor paint pays poor profit.

Honest paint is the best policy.

S. W. P. enthusiasm builds business.

Work for the future. You can make it what you want to.

Every canful of S. W. P. is a reputation-maker for you and for us.

The Sherwin-Williams Paints are made to paint anything anywhere.

Your sales are limited only by the amount of push you put back of S. W. P.

We get out of business just as much as we put into it of earnestness and enthusiasm.

Doing it better than the other fellow is the only way to keep at the head of the procession.

Let the painters get their brushes into S. W. P. and after that you can't sell them anything else.

If you want to injure your customer's property and lose his trade, sell him a "cheap" paint.

The Sherwin-Williams Varnishes are made to sell over and over again to the man who once tries them.

If the other makes were all as good as S. W. P. no painter would be prejudiced against prepared paint.

A gallon is not "near enough" a gallon with us unless it is exactly a gallon by weight and measurement.

You get yourself advertised by selling poor goods just as you do if there's a small-pox sign on your house.

It makes no difference how small you are at the start, you can finish on top if you make the right use of The S-W. Methods.

The man who comes back the second time because he received satisfaction the first time is the man who makes the business pay.

Houses need painting—just as our bodies need washing—to preserve health, improve appearance, indicate respectability and keep the esteem of the community.

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."

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