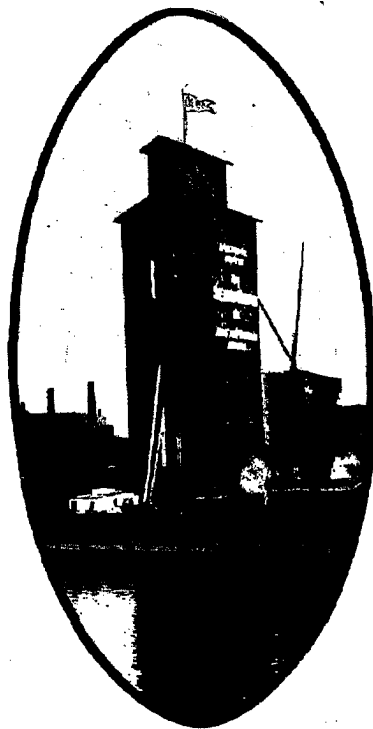




THE SWP

November, 1902

Volume IV

Number II

THE S. W. P.

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VOL. IV.

NOVEMBER, 1902.

No. 11

THE SPIRIT THAT WINS.

PERSEVERANCE in the face of discouragement—determination to hold to that which we know is right—courage to fight the battle through to the end, that's the spirit that wins—the spirit that brings a man out of the fray, victorious—that gives him strength to cope with and master life's problems.

Steadfastness in the face of discouragement is a magnificent quality. The man with ideas or a purpose must possess it, or his ideas or purpose will amount to nothing.

New things are generally opposed, and a man of purpose always meets opposition.

Foresight and purpose to be effective require to be backed by determination and action.

If you believe you are right, in anything, go straight ahead. Don't be turned from your course by adverse criticism, don't be discouraged by opposition—stick to it through thick and thin.

You'll find many people ready to discredit your ideas and dash cold water on your enthusiasm, but don't let that dampen your ardor or slacken your effort, but rather let it act as an incentive to greater exertions, let it add strength to your determination to make good your endeavor, no matter what the opposition. Set your teeth still more firmly, keep your eye fixed on your aim and let nothing keep you from it. Let *nothing* keep you from it.

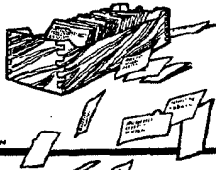
The world is full of people who drift along rudderless, turned this way and that by the influence of their surroundings, tossed hopelessly around by conflicting opinions, entirely lacking stability or ballast. Such people never accomplish anything.

It's the man with an aim, a plan, a purpose, directed by sound judgment and worked out with implicit confidence and indomitable perseverance, that goes out and mows down the world and *compels* things to come his way.

Get out and *move*.



General Manager.



SUCCESSFUL S. W. P. AGENCIES.

Mr. A. C. Williamson, Fulton, Illinois.

THE men who are looked up to in this world are the men of action—the men who do things. There's no place in business for the dreamer—the builder of air castles. It's the man who "gits up and gits" who gets there.

It doesn't make any difference how humble a man's calling may be—how small his start—if he has the right sort of stuff in him he's going to get ahead—he's going to make a place for himself. This is particularly true in selling S.W.P. It doesn't matter much what previous conditions may have been, if an agent starts in believing that "the way to get business is to go after it, and the way to go after it is to get it," he always gets it.

That's the idea Mr. A. C. Williamson, Fulton, Ill., had in mind when he took up our agency early in January of this year. His predecessor hadn't set him a very good example, never selling more than a hundred gallons of S.W.P. a year. But Mr. Williamson started in with an entirely different spirit. He felt from the very beginning that he had the right goods and he knew that if he pushed them with the proper

energy they would be sure to make a way for themselves.

His sales prove that he was right. Since January 1902—less than one year—he has sold almost six hundred gallons of S.W.P. This is a remarkable record when it is considered that Fulton has a population of less than 3000.

His success is due to two things: First, confidence in the selling qualities of S. W. P.; second, a proper appreciation of the value of good advertising. He has

the knack of turning to good account every advertising opportunity that presents itself. He keeps abreast of the times by utilizing whatever will tend to systematize his business and put it on a basis where it will be more firmly under his control. He is a warm ad-



Mr. A. C. Williamson vocate of our personal letter work, and it is rarely indeed that we do not receive a half a dozen or more requests a week for personal letters to be written to possible paint buyers in his locality.

Mr. Williamson, although practically a new agent, has entered so thoroughly into the spirit of the S.W.P. campaign and is so earnest and so enthusiastic in his work, he feels that a few words from him would give encouragement to other new agents and would perhaps give

some new ideas to the old agents. His advice is worth heeding.

"Don't try to do business," he says, "without the tickler system; it is absolutely the best thing that I have ever seen for getting at a house owner, and he is the man you want. The tickler system has been explained so often in THE S. W. P. that I am sure most of the agents are familiar with it. If you don't know what it is, don't sleep until you have written The Sherwin-Williams Company for full information.

"Use the personal letters, they get orders for you, and will often serve as a splendid introduction. But you can't expect to get most good out of them if you don't follow them up. Keep in touch with the man you're trying to sell; see him frequently, not begging him for his order but giving solid facts in favor of his using S.W.P.

"By all means use a space in your town newspaper. I occupy a space 4x4 inches, using the electrotypes furnished by The Sherwin-Williams Company. Use the local column frequently. It doesn't cost much and

makes a splendid ad. As soon as one of your customers has finished painting his house with S.W.P. insert a notice something like this:

Joseph Billesbach's residence on Prairie Street now presents a very neat appearance. He recently had it painted with Sherwin-Williams Paint. The colors selected harmonize artistically which makes the building prominent among the beautiful cottages on that street.

"Don't sign your name, let it go as news.

"Last though not least: Put up a solid Sherwin-Williams front. Make your paint stock strictly Sherwin-Williams. You will find that selling a twenty-five cent can of Kopal will help you sell the larger packages. It helped me to a three gallon sale."

There's a whole lot of encouragement in Mr. Williamson's splendid success for new agents who are just beginning with S. W. P.; also for old agents who perhaps are meeting with set backs and are not selling as much S. W. P. as they would like to.

"The way to get business is to go after it, and the way to go after it is to get it." That's sure.

MAKE IT A HOT FINISH.

THE fall campaign is still keeping up with truly surprising vigor and it shows what can be done to boom the paint sales if we only work together. We've never before experienced such a successful fall season, and we're sure the agents have the same story to tell.

But the battle isn't over yet. There's one more month of it. So let's continue to wage it with the same old, enthusiastic, conquering spirit. You know, the race is never won until the wire is crossed. The pace up to the three-quarter mark has been a hot one. Let's make the finish

hotter. We can do it. If there are any jobs in your territory that are still unsold, send us the names of the owners and we'll go after them for you. If there are any painters who ought to be converted, let's know who they are, and we'll do the best we can to get them into line. If there is any special help you would like to have, don't hesitate to let us know. We want to continue to work with you right up to the last minute. We want to make the close of the fall season just as lively, just as satisfactory, as the opening.

Let's go down the home stretch together, and we'll certainly make the finish a hot one.

STORIES BY WARD.



NEARLY every S.W.P. agent I visit has some interesting story about how S.W.P. beat out Lead and Oil, or some other paint. As these stories are always interesting to me I take it for granted they will interest you and will prove to be good talking points when you are selling S.W.P. to some "doubting Thomas." I will repeat a few of these "o'er true tales" as they were told to me.

S.W.P. Saves Money for the Contracting Painter.

Story told by S.W.P. agent at Malden, Mass.: "When I was in the contracting business I had two rooms, each the same size, that I had to have painted in one morning to enable me to get my men at an outside job in the afternoon. I had an Englishman working for me who always refused to use S.W.P. I told him to take some S.W.P. and paint one of the rooms. He said, 'I don't want to use that bloomin' rotten stuff. I would rather mix my own paint.' 'All right,' said I, 'go ahead and make up your own paint, but get the room finished this morning.'

"I sent another man to the other room with S.W.P. They started off together. About 8 o'clock the Englishman came back to the shop for some thinners or colors (I forget which) to get his paint right. The other man was back at the shop shortly after, his room painted completely, and I sent him out on a job of glazing where he put in fifteen lights of glass before noon. The Englishman did not get back until after 11 o'clock. He put in his time until noon around the shop cleaning up paint pots. It is easy to figure that I was far ahead on S.W.P. that morning."

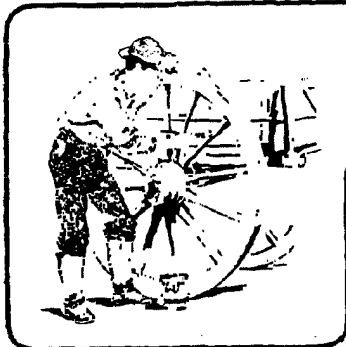
S.W.P. Wins with the Women.

Another story by the same agent: "A customer called for 100 pounds of lead and five gallons of linseed oil, saying, 'I shall be out of work for a short time and I am going to paint my house.' I knew there was no use of talking S.W.P. to him, so I sold him the lead and oil. In a few days he wanted twenty-five pounds more of the lead. I happened to be out of that size package, and as his time was too limited for him to wait until I could send for it, I got him to use S.W.P. to finish. As it was the back of the house that was unfinished, he said, 'I'll use the stuff, for it don't matter much on the back.' Next day he came in and said, 'Well, I am up against it for sure, now. My wife says that the back of the house makes the rest look sick, and insists on having the house look the same all over, so you would better let me have five gallons of S.W.P. to use over the white lead and oil.'"

An Honest Test Will Win the Honest Painter.

Story told by S.W.P. agent at Worcester, Mass.: "For a long time I have been trying to get two Swedish painters to use S.W.P. They always claim, however, that they can mix better paint than any ready mixed paint. The other day I gave them one gallon of S.W.P. Flat White and one gallon of China Gloss White, and told them to use it, and if they did not find it better than they could mix themselves, I would not charge them one cent for it. Well, I have not seen them since, but this morning they sent in an order for four gallons of each, to be sent up to the house they are working on. That looks as though S.W.P. has won out once more."

A GOOD SPECIALTY TO PUSH NOW.



**THE S-W.
WAGON AND IMPLEMENT
PAINT**

AN AFTER HARVEST SPECIALTY

lowed to go to ruin for the want of a little paint.

The Sherwin-Williams Wagon and Implement Paint is just the thing to help preserve them. It will certainly improve their appearance. It is made

THE S-W. Wagon and Implement Paint is a good specialty to push now. There are many good arguments in favor of its use and every agent ought to make a special effort to bring it to the front.

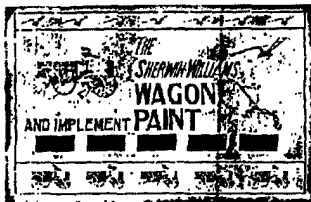
A great many farmers leave their implements and wagons out in the open during the winter without any protection against the weather. That's what rusts and spoils them and makes them deteriorate fast. If farm wagons and implements are worth anything at all they're surely worth protecting and they certainly ought to be protected against the winter's snows and storms. They should not be al-



Two columns wide by 3 1/2 in. deep
Order by No. 142

in six strong colors; can be washed repeatedly without injury; and stands the hard wear to which farm wagons and implements are subjected. It is an oil paint and dries with a good oil gloss. It can be applied by most anyone, works remarkably easy, and is very economical.

Those are the arguments that can be advanced in selling it, and if a little extra push is put into its sale at this time of the year, you'll be surprised what a



Wagon and Implement Counter Card



One column wide by 5 in. deep.
Order by No. 141.

Use the newspaper electrotypes. They're good. If you are not carrying Wagon and Implement Paint now, it will certainly pay you to place it on your shelves. It is by far the best paint of its kind in the market today. It is put up in pint, quart, half gallon, and gallon tin packages, attractively labeled. It makes a splendid showing on the shelves.

It is a good seller.

THE CLERK WHO STANDS UP FOR QUALITY.

The other day I went into a store to buy a pair of suspenders. I wanted to pay fifty cents for them. The young man who waited on me showed me a selection of fifty cent values. Then in the most natural way displayed an assortment of seventy-five cent values, saying, "Here are suspenders that will cost you seventy-five cents a pair, but they are of much higher quality than the others you've looked at, and will give you satisfaction and wear that will more than counter-balance the difference in price. They are better than the fifty cent pair."

lot of it you can sell.

We are ready to help you all we can. If your counter display card isn't in good condition or if you haven't one let us know and we'll send a new one. If you need color cards or anything else to help push the paint, call on us and we'll do what we can for you.

Use the newspaper electrotypes. They're

I told him I didn't want to pay seventy-five cents. That didn't daunt him however. He knew he was selling a high quality article—he was enthusiastic over it—he believed in it—he wanted me to believe in it. In a gentlemanly, insistent way, he demonstrated the good points of the seventy-five cent suspenders; he showed me where they would give me greater comfort than the fifty cent sort, and in a short time he had me convinced that after all I did want to spend seventy-five cents; and I did, too.

If that clerk had been weak-kneed—if he hadn't had the courage of his convictions—I would have bought the cheaper grade of suspenders, and would not have been so well satisfied.

It's that same sort of salesmanship that sells S.W.P. in face of low quality opposition. In order to sell a good article you must believe in it yourself and show by your talk, your actions, and your looks that you do.

When you're up against a "cheap-by-the-gallon-man," stick up for S.W.P. and don't be held down by "low price" talk. Demonstrate that gallon-price isn't the key to value in paint. Show where S.W.P. saves money by the job. Point out its covering capacity and how it saves the painter's time. Bring out its long wearing qualities and the good finish it gives. Stick up for good quality against inferiority and you'll sell your man nine times out of ten.

The clerk who doesn't sell S.W.P. is the one who is afraid to back it up, who doesn't stand up boldly for good quality, and who allows himself to be discouraged by the "cheap" man.

Always have the courage of your convictions and you'll win out every time. That's been my experience, and I was a clerk for many years.



A SIMPLE AND EFFECTIVE WINDOW.

SIMPLICITY in window dressing is always sought by good advertisers. The quicker the eye can take in the entire details of a window, the stronger, usually, is the impression created.

The display illustrated above is exceptionally simple in design and construction. Drape the window in the usual way. Procure two or three carpenters' squares, place on them one of each size can of S.W.P. Hang a square and a half gallon can of S.W.P. in the window on one side, place a paint brush on each can, tastefully arrange a few color cards and one of the "Cover the Earth" posters. Write the sign, *S.W.P. is on the "square" in the can and under the brush*, then the window is complete.

PORTRAITS OF S. W. P. MAKERS.

A. E. SCHAFER, Manager Central Division and Carriage and Manufacturers Sales Department.



MR. A. E. SCHAFER

THE foolish man says *I can't*, the wise man says *I'll try*, is an old homely saying with more truth than poetry in it. Many a man has gone down to defeat in the business world who if he had adopted as his watchword "*I'll try*" instead of "*I can't*" would have made a most pronounced success.

It's not the genius who always succeeds in business. It's the man who's willing to take things as he finds them, who's not easily discouraged, who in spite of disappointments maintains firmly his determination to forge ahead.

"*I'll try*" and "*I will*" are the magnets which have lifted Mr. A. E. Schafer from the humble position of general troubleshoot in the machine shops and engine room of The Sherwin-Williams Company to the position of manager of the Central

Division and the Carriage and Manufacturers Sales Dept. in a comparatively few years. He has won success simply through dint of hard work, by believing in himself, and by striving hard to overcome every difficulty which met him on the way.

Mr. Schafer took his first position with the Company on August 25th, 1881. He began in the engine room and machine shops doing whatever was given him to do. He did not remain there long however, being promoted in three months to a higher place in the S.W.P. filling room.

His next upward move was to a minor position in our shelf goods stock room. But he wasn't the sort of young man easily satisfied and in a few months won for himself another advancement, this time to the S.W.P. packing room.

In June 1882 he was transferred to

the Advertising Department where he served in a clerical capacity for two years. In 1884 he was given a clerkship in the Railway Sales Department. From there it was but a short step to the position of chief clerk in our Cleveland house to which he was appointed in the Spring of 1886. After eighteen months service in that capacity, he was made assistant sales manager of the Cleveland district.

Mr. Schafer had now gone ahead in the office as fast as he could reasonably expect, and he felt that to round out his experience, a few years of road work would be of much benefit to him and in October 1887 he secured the appointment of traveling representative in Central and Southern Ohio, Northern Kentucky, and West Virginia. He covered this territory until October 1889 when he was transferred to the field embracing Northwestern Ohio and Northeastern Indiana.

Meanwhile our business with the large carriage and general manufacturing trade of the country had been developing to such an extent that in order to look after it properly it was necessary to secure men of wide experience in the paint field, and in August, 1895, Mr. Schafer was appointed special representative of our Carriage and Manufacturers Sales Department. He traveled in the northern portions of New York, Pennsylvania, Ohio, Indiana, besides having within his control the Northern part of Illinois, and the states of Michigan, Wisconsin, and Minnesota.

He was so successful in this work that in November 1899 he was made assistant manager of his department and in November of the following year, when the manager resigned to enter the carriage manufacturing business for himself, was advanced

to the position of manager of this department.

In this last named capacity he developed marked executive ability, and soon made his department a very influential one in the growth of the Company. Together with the men under him he has succeeded in winning for the Company over eighty per cent of the carriage trade of the United States and Canada, the support of many of the large farm implement and wagon builders of the country and a long list of prominent manufacturers in every line of business.

He proved himself to be such a strong business getter in this department that in September of this year he was advanced still higher, being appointed to the managership of the Central Division of the Company, still retaining active management of the carriage and manufacturers sales department.

Mr. Schafer thoroughly believes in being straightforward with everyone and the principal factor that has contributed to his success as a salesman and sales manager is strict adherence to the truth in selling goods. As he says himself, "If I am buying anything I want to know all I can about it. I want to be told the truth about it and don't want any mis-statements or false assertions. That's the principle I have always gone on when selling my customers. I've never yet made a statement about my products that couldn't be proven true. I believe in selling goods as I would like to have them sold to me."

He is of a genial, sunny disposition, has the knack of meeting men in an open-hearted, frank manner that wins him fast friends. He is a Knight Templar, thirty-second degree Mason, and a member of the Mystic Shrine.

S. W. P. ADVERTISERS.

What the Agents Are Doing in the Way of Special Advertising

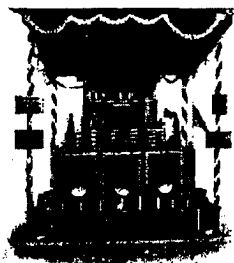
The State fairs that are held in the fall offer an unusually good opportunity for effective advertising. The number of photographs of splendid displays we have received during the past month show very conclusively that the agents thoroughly appreciate this opportunity and are not slow to take advantage of it. On this page are reproductions of some of the most attractive exhibits.

We congratulate the agents mentioned below on their progressiveness in making such a good showing and we want to thank them for their thoughtfulness in remembering the "S.W.P. Advertisers'" page.

It needs but a glance at the photograph of the exhibit made by Mr. J. S. Green, Morrison, Ill., to see that he thoroughly understands how to dress a booth in a striking manner. His headquarters were the center of attraction at the Whiteside County Fair, held in Morrison a short time ago. Mr. Green was ably assisted

by his name. Mr. Tritt is now planning to sell S. W. P. to every one of those four hundred farmers.

Enthusiasm and push are noteworthy attributes of our agents in La Crosse, Wis., The V. Tauche, Hardware Co. They are always after business and never lose an opportunity to bring S. W. P. to the front. That they have the right spirit is easily seen by noting their fine showing at the Inter-State Fair held in La Crosse last month. In addition to the splendid prominence they gave S.W.P. in the inside of the fair building, they placed their large iron "cover the earth" sign at the main entrance, so everyone who attended the Fair was sure to know that S.W.P. covers the earth, or at least that part of it adjacent to La Crosse.



Booth of Selby Drug Co.
Odebolt, Iowa.

Mr. F. E. Tritt, Knightstown, Ind., is an S. W. P. agent who never does things by halves. When he undertakes to do any advertising it is usually of a kind that shows marked originality and an uncommon advertising spirit. At the fair held in his town this fall, he turned the float used in the parade into a street bazaar and succeeded in getting over 400 farmers of the surrounding counties to visit him and take away an S.W.P. circular. He did it by offering a chance on a gold watch to every farmer who would call at his bazaar and regis-



Float and Street Bazaar of Mr.
F. E. Tritt

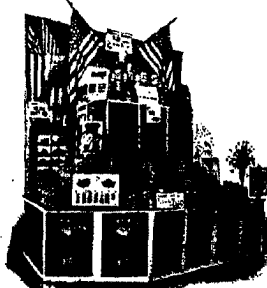
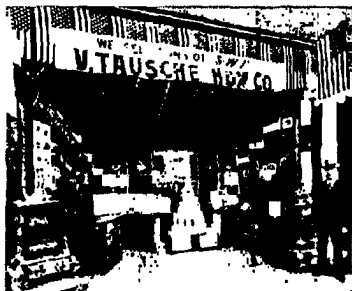


Exhibit of Mr. J. S. Green

Simplicity of design is one of the principal things to remember when dressing a window or a booth. The fewer details there are and the less crowded the display the more effective will be the result.



Display of V. Tausche Hdw. Co.
La Crosse, Wis.

Simplicity is the chief charm of the booth arranged by the Selby Drug Co., Odebolt, Iowa, for their fall carnival. Every part of

it can be taken in at a glance, and that's the object sought by every good window dresser and display man.

BEGIN NOW.

Begin now to think of your list of house-owners to whom you wish the 1903 spring mailing circular sent. In a little while the bulk of the fall paint trade will be over and there'll probably be a short time before the Christmas trade begins in which you could do some work on your new list.

We would suggest that you begin now. You know how important it is to have a good list. The better the list, the greater will be the benefit derived from the mailing circular.

S. W. P. TALKS OVER THE COUNTER.

Talk No. 8—With the painter who tries to induce a prospective buyer to use lead and oil.

The Customer—I want a color card of the Sherwin-Williams Paint. The Sherwin-Williams people have been writing me letters for the last month or so and I think I'll use their paint.

The Painter (who happens to be in the store)—I wouldn't use it if I were you, Mr. Customer. Lead and oil is what you ought to buy.

The Customer—I used lead and oil when I painted two years ago. The Sherwin-Williams Co. tell me that their paint is better. Mr. Agent here says the same thing, so I think I shall use it.

The Agent—Mr. Painter, have you ever tried S.W.P.?

The Painter—No, I haven't. I've mixed my own paint ever since I began to learn the trade. I know what lead and oil is. I don't know anything about your paint.

The Agent—That's it, exactly. You've never tried S.W.P. You admit that you don't know anything

about it, yet you say lead and oil is better. That's not fair.

The Painter—Mr. Agent, a little over three years ago, Sam Robinson, a painter friend of mine, used one of those mixed paints. He paid \$1.20 a gallon for it. Inside of a year the paint was of as many colors as Joseph's coat. It faded, cracked, and peeled, and was in the worst condition possible. Before being repainted the old paint had to be burned off to the wood.

The Agent—Unfortunately there are many brands of poor, worthless prepared paints on the market, and the good suffer for the bad. This is equally true of white lead. All white lead is not good. There's a great difference in brands just as in prepared paints—some are worthless, and some are good. There is just as much trouble, just as many poor jobs, resulting from the use of white lead, as from the use of other paint material.

The Painter—Well, any way, when I buy white lead and oil, I know what I'm getting.

The Agent—How can you be sure of it? The lead may not be pure; the oil may be adulterated or the turpentine "fixed." Any one of these articles being wrong will spoil all the rest. How are you going to tell? You can't—until the damage is done. There's ten times less risk in buying a prepared paint with the name and guarantee of well-known makers like The Sherwin-Williams Co. on every package, than in buying three or four different materials that come in just as many qualities and mixing your own paint.

The Painter—That may be, but The Sherwin-Williams Company have to take the same chances as I have.

The Agent—No, Mr. Painter, they do not. They manufacture nearly all

their raw materials; they make their own oil; manufacture their dry colors, varnishes, japans, dryers, etc. What material they do buy they buy in immense quantities, and in order to protect themselves, are compelled to test everything they buy. Not only that, they even test the materials they make themselves before using them. They know to a certainty that everything their paint is made of is right.

The Painter—Well, I've used lead and oil all my life. My father used it before me, and I'm going to continue to use it and to recommend it.

The Agent—That's prejudice due to habit, Mr. Painter. You're a reasonable man, and I'm sure that if you knew S.W.P., how good it is, and what it can do for you, you would use it. I'm willing to leave the matter to your judgment. Here's a quart can of S.W.P. White. Take it home with



An S. W. P. House

Residence of Mr. I. W. Shaw, S. W. P. Agent, Buckfield, Maine. Body, 354; Trimmer, 484; Gables, 462; Blinds, 484.

you. Test it out, and if it doesn't cover more surface, work easier, and look better than lead and oil, I'll give in.

The Customer—That's fair, Mr. Painter. I'll wait until I see how S.W.P. turns out before buying my paint. You let me know the result of the test, Mr. Agent. From your talk

I'm inclined to think that Mr. Painter will come over to your side of the fence.

(There's nothing that'll more quickly convince a prejudiced painter that S.W.P. is all right, and that you have full confidence in it, than to offer him a sample can for a test. Let him try it out, and if he's honest, he'll soon admit its superiority.)

KOPAL STANDS HARD WEAR.

 OPAL is the best general purpose varnish that any man can buy. There is no work too good or usage too hard for it. It stands up under every test given it and never fails to prove its worth.

Here's a letter that tells the sort of varnish it is and what may be expected of it:

Central Valley, N. Y.

I put two coats of your Kopal Varnish on my soda water counter a year ago last spring. It has stood the wear much better than I thought it possible for any varnish to stand, having been washed, in the busy season, sometimes as many as a dozen times a day, and sometimes with soap, and even occasionally with ammonia or bicarbonate of soda in the water.

Yours truly,

George Cornell,

Oct. 1, 1902.

S. W. P. Agent.

Kopal's a varnish it pays to push. It suits all classes of trade. Dealers, painters, house-owners, architects,

contractors, and builders—everyone who uses it likes it. It's a varnish to build up trade on. It's a good entering wedge for future business.

Kopal couldn't be otherwise than good. It's made from good materials, the hardest Kauri gum, well aged pure linseed oil, pure spirits turpentine, and the best varnish dryer. There's nothing else in it but the skill of the maker.

It's durable, elastic, and works very easily. It's excellent for outside doors, bathrooms, soda water counters, boats, carriages, in fact any place where a good, tough, long wearing varnish is wanted.

There's no other varnish at anywhere near the price that can touch it in general good qualities. It's a varnish that'll please all your customers. It's a varnish that'll make money for you.

Are you selling it now? If not, write us for prices and further information.

THE PLANT THAT MAKES THE S. W. P. OIL.

 ARKED success has attended the establishing of our linseed oil plant. The mill has been in operation now for some months and has, as we expected, greatly strengthened our

position as paint makers. We are now practically beyond the control of market manipulation.

Formerly we were the largest individual purchasers of linseed oil on the continent, and the fact that we

were dependent upon others for our supply of so important a material was often a serious matter. The plant strengthens our position in the manufacturing world.

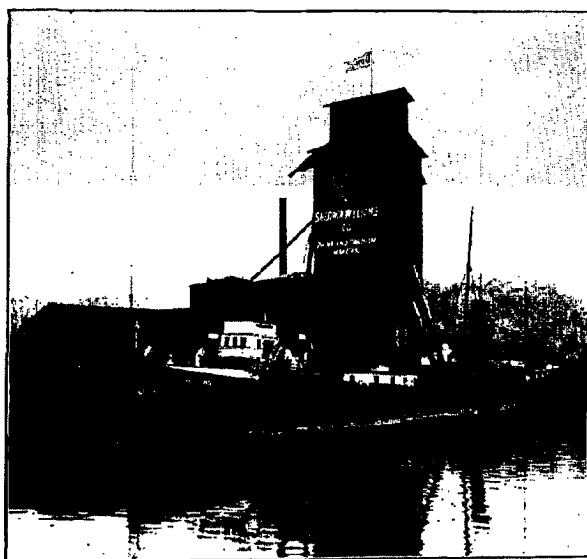
Our manner of making oil is the best known. The seed is stored in immense steel tanks, where the oil-giving qualities are retained better than with the usual method of storage in wood. The best and most improved methods are employed in filtering and purifying. Specially designed steel storage tanks, in a room of uniform temperature, insure pure, well aged oil.

When we planned the mill we expected to have a surplus production of oil to sell in the open market. But

so great has been our growth, that despite the size of the plant, running at the limit of its capacity, all the oil is used for our own requirements. But we have room to grow and it is likely that we shall soon considerably increase the plant.

This splendid addition to our facilities is of great moment to our agents. It gives them wider opportunities, and stronger arguments in selling our goods and ought to make them more confident of S.W.P. It is of interest to the property holder and painter and increases the prestige of our agents in going after the trade.

Use the linseed oil plant as a talking point in selling S.W.P.



Unloading a boat load of flax seed at the marine tower of the Company's Linseed Oil Mill. The complete plant is not shown here. It was illustrated in the May issue of The S.W.P.

HAND WRITTEN WINDOW CARD SUGGESTIONS.

To be written with blue pencil on wrapping paper.

Our Perfumes
have the
fragrance
of the natural
flower
Try them.

A Reputation
is not built in
a day.
S.W. P. has
been building
one for over
30 years

Save Coal
by buying
an IXL
Base-burner.
Price —

Jams and Jellies
are kept
tempting and
wholesome
if put up in
A.S.C.
Preserving
Jars

A New Dress
Give your
house a new
dress of
S.W. P.
It beautifies
and protects

S.W. P.
is the best
paint.
That's the
truth in
a nut-
shell

OUR TWENTY-SECOND ANNUAL CONVENTION.

The Twenty-second Annual Convention of the representatives and managers of The Sherwin-Williams Company will be held in Cleveland, the week commencing November third.

At this convention the plans we have made for booming our business for the coming year, and the new advertising features and helps we have designed for our agents will be approved.

This annual meeting means a great deal for all of us—agents, representa-

tives, and ourselves. It enables us, through our salesmen, who are your direct representatives, to come into closer touch with you and to decide more intelligently upon what is necessary to help you maintain the hot pace that you set your competitors. It enables us to judge the future by the past and to plan more wisely the campaign for the coming year.

We expect the 1903 convention to be the largest and most profitable one we have ever held. We shall certainly try to make it the most productive one for our agents. You'll hear more about it in our next issue.

PLAIN FACTS.

If you want to get a-long well, DIG DEEP.

A promise to pay is not always a favorable owe-men.

The most dangerous imitation is nearest like the true.

He that has four and spends five, has no need of a purse.

Wishers and woulders are never good partners for any man.

Some vices are most unpopular—*ad-vice* frequently most of all.

To change one's mind is to be wiser today than we were yesterday.

Here's another winning pair, *Commonwealth Barn Red and Enameloid*.

It's sad to see people squander money and know that you cannot help them.

Honest goods never disappoint you. Ten times repeated, they will still please.

If men abused their bodies as they do their credit, the race would soon run out.

Two things about which we should never be angry—what we can help and what we cannot help.

Push the hardest when business is prosperous—that's the time to make the biggest gain.

No man ever yet succeeded in business by offering goods to his trade because they were *low priced*.

Keep your force and facilities constantly at work. Activity brightens and strengthens; rust dulls and wastes.

The poorest goods often put forth the loudest claims—as a traveler with an empty purse may sing in the presence of a robber.

Half hearted interest and half hearted energy never win anywhere—one must enter heart and soul into whatever he undertakes in order to be a successful man.

There are two reasons why more people do not mind their own business—one is that they haven't any business, and the other is they haven't any mind.

"It's not the time, nor the place, nor the circumstances that win success—it's the man." There isn't a single S. W. P. agency that can't make the biggest kind of success out of S.W.P., if the work is taken hold of with the determination to win and the *do it now* spirit.

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 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 gloss finish
Use **THE S-W SPECIAL INTERIOR COLORS**.
For an oil gloss finish
Use **THE SHERWIN-WILLIAMS PAINT**.
For a white varnish finish
Use **S.W.P., INSIDE VARNISH WHITE**.

FOR FLOORS.
Use **THE S-W FLOOR FINISHES**.
For Inside Floors—**THE S-W INSIDE FLOOR PAINT**.
Also **FLOORGLAC**. (Imitates natural woods.)
For Porch Floors—**THE S-W PORCH FLOOR PAINT**.
For Varnished Floors—**THE S-W DURABLE FLOOR VARNISH**.
For producing a wax finish—**THE S-W FLOOR WAX**.
For unsightly cracks—**THE S-W CRACK & SEAM FILLER**.

FOR BARNs, ROOFS, FENCES, ETC.
Use **THE S-W COMMONWEALTH BARN RED**.
A bright, economical red.
THE S-W CREOSOTE PAINT.
Made in 10 good shades.
THE S-W ROOF AND BRIDGE PAINT.
Red and Brown.

FOR CUPBOARDS, SHELVES, ETC.
Use **THE S-W FAMILY PAINT**.
Durable oil paint. Can be washed.

FOR BUGGIES, BOATS, PORCH CHAIRS, ETC.
Use **THE S-W BUGGY PAINT**.
A varnish paint specially suited for outside exposure.

FOR CHAIRS, TABLES, ETC.
Use **THE S-W ENAMEL PAINT**.
Has high lustre, made in fourteen tints.

**FOR STAINING AND VARNISHING AT
SAME OPERATION FURNITURE, WOODWORK, ETC.**
Use **THE S-W VARNISH STAIN**.

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

THE SHERWIN-WILLIAMS Co. also makes
WAGON AND IMPLEMENT PAINT
BICYCLE ENAMEL
BATH ENAMEL
SCREEN PAINT
GRAPHITE PAINT
ALUMINUM PAINT
STOVE PIPE ENAMEL
THE S-W VARNISHES
KOPAL a Varnish for
general use.
EXCELLO an interior
finish.
and Special Paints for every purpose, ready for the brush.

 **THE SHERWIN-WILLIAMS Co.**
PAINT AND VARNISH MAKERS.

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