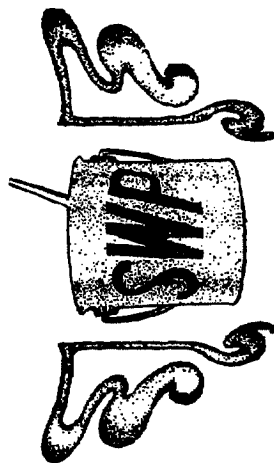


THE SWP



SEPTEMBER
1901

THE SHERWIN-WILLIAMS CO.



PAINT AND VARNISH MAKERS

THE S. W. P.

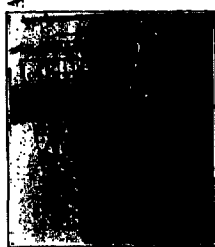
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VOL. III.

SEPTEMBER, 1901.

NO. 3

KEEPING PACE WITH A GROWING BUSINESS.



LAST year we did a lot of building to take care of our growing business. We erected an entire new plant at Newark, N. J. At Cleveland we put up a large five story building, two large four story buildings, added a fifth story to another building, besides adding to our machinery there much new and improved equipment. At Chicago and Montreal we also made many additions and improvements.

Yet the growth of our business has been so rapid and so great that we find it necessary to provide still larger facilities before next year's busy season is upon us.

In July ground was broken at Cleveland for a new five story building and orders placed for new machinery that will greatly increase our output.

Plans have been drawn that will *double* our manufacturing capacity at Chicago.

In Montreal we shall erect a new building that will put our Canadian facilities in the best possible shape for handling the constantly growing business of the Dominion.

All these additions will be rushed through to completion in time for next year's business. We hope thus to avoid being again snowed under and to restore our reputation for promptness and thoroughness in executing the orders of our agents and customers.

The growth of The Sherwin-Williams Co. is full of splendid encouragement for us all. It can be and is shared by our agencies. Everyone selling S. W. P., either in a large or small way, can profit by the reputation and continued success of our products. Your success and reputation should also grow, and we stand ready, always, to give you the benefit of our system and organization to bring about that end.

Our greatest gains come through you men at the front who are in touch with the consumer, and so it is only a natural part of our policy to see that you are well cared for in every particular, and not only to place our products on your shelves, but to assist you in moving them. Don't forget, therefore, that you can call upon us to work with and for you all the time.

The Sherwin-Williams Co.

HOW TO GET HELP IN LANDING FALL ORDERS.



USTLING after orders invariably gets business. One of the best ways to hustle for S. W. P. orders is to go right after the property owner—the man who is going to paint or who ought to paint. And we're always ready to help you do that.

How many houses are there in your town to be painted this fall?

How many are there that ought to be painted?

Have you a list of them? If not, now is the time to prepare and classify it.

The fall is a good season for painting. There will be lots of it done this fall, and you ought to get your share of the business. Let us help you.

With this issue of *The S. W. P.*, we have sent a blank for listing property owners who will or should

paint this fall. Fill out the blank and mail it to us as soon as possible.

To every name you send us on this blank we'll write a series of good, strong, personal letters and in each letter special mention will be made of you as our agent.

Begin your list now. Don't let a possible user of S. W. P. escape.

This work will benefit you not only in your paint department, but in your other lines as well.

Our most successful agents are the ones who keep continually after the "prospective order" and our "personal letter system" is the best possible means you could employ to "cinch" it.

Begin your list today. If possible send a name every day or at least try to send two or three names a week. You will find it pays you well. "Do it now."

TALKS WITH PAINTERS ON QUALITY.

Number Two

THE painter who uses good painting materials has an advantage over his competitors who do not, that nothing can overcome.

He has a lead that he can always maintain and that will constantly grow.

The principle he is working on is the foundation of all successful businesses. There's no successful trade or business in the world that can be built on poor quality and poor workmanship. Such a thing is utterly against the laws that govern business affairs.

Poor quality and poor workmanship may seem to succeed for a time, but in the end you will always find that they fail.

Success in business comes through giving satisfaction to the persons dealing with you. If you satisfy them they come to you again, and tell their satisfaction to others so that they come too. If you don't satisfy them they leave you, and tell others to keep away.

Poor, "cheap" painting material can't give satisfaction. It's "cheap" because it doesn't contain the properties that give the best and most satisfactory results, and the man who uses it can't expect to please his customers nearly as well as the man who sticks to good quality.

Take two men who are equally good painters, so far as workmanship is concerned, and let one use nothing

but the best materials while the other uses the "cheap," low quality stuff.

Which will get the most business in the long run? The first man, of course.

There are four principal things that put him in the lead:

First.—He gives the greatest possible satisfaction to his customers.

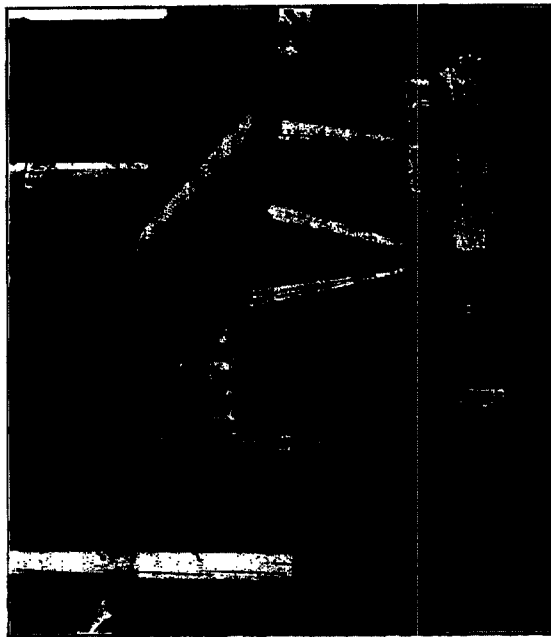
Second.—He can do his work faster and with less inconvenience to himself.

Third.—He can make better profit; for good material pays better than the cheap stuff that is bought at a low price per pound or gallon, but costs more by the job.

Fourth.—He builds a reputation for honest, thorough work that gives him a standing in his community and is bound to bring him more business with every year.

These are truths that every painter recognizes; but not all are willing to put them into practice. Why they are not willing is more than some of us can understand, but we never despair, and are encouraged to push the good materials forward because we see a constantly increasing demand for them, and find more painters every year who have learned that good quality goods pay them better than poor quality, and that a low price for materials invariably means a correspondingly low quality.

"Cheap" goods should always be kept in the background and brought out only at the insistence of the painter. Even then it is wise to show a decided reluctance in selling them. At all events make it plain that the "cheap" stuff is used at the painter's own risk.



Street Fair Booth used by E. C. Puk, San Bernardino, Cal.
A good booth to copy this fall.

WHAT THE BULK OF TWENTY-FIVE LBS. LEAD REALLY IS.

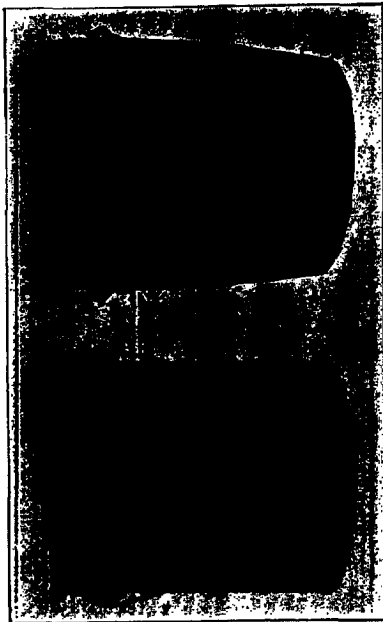


Exhibit A.

THAT S. W. P. costs less per job than lead and oil is practically demonstrated every time the two come in competition on the same building, as, for example, in the instance given on page 21 of this issue. The fact can also be satisfactorily shown by figuring out the estimate on any job.

With the lead and oil painter, however, it is sometimes hard to maintain an argument in favor of the lower cost on S. W. P., and one of the chief difficulties lies in

the fact that the average painter thinks 25 lbs. of lead is equal in bulk to one U. S. standard gallon of paint.

This impression is created by the similarity in size of the gallon paint can and the lead keg. Placed side by side (exhibit

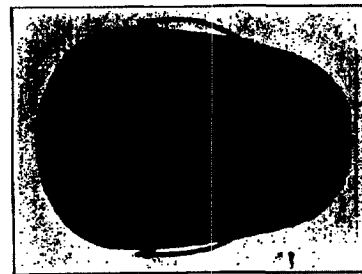


Exhibit B.

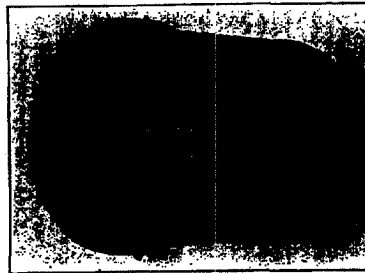


Exhibit C.

A) the lead keg appears somewhat larger and it would seem that the contents of the two packages ought to be about equal in bulk.

The actual difference in bulk is graphically shown by the photographs reproduced here. Exhibit B shows 25 lbs. of National lead in its original package. Exhibit C shows the same lead transferred to an U. S. standard gallon S. W. P. can. The lead is

exactly $2\frac{1}{2}$ inches below the top of the can, occupying only eight-thirteenths or a trifle less than five-eighths of the space required for a full measure gallon of paint.

The cubic measurement of 25 lbs. of lead is approximately 144 cubic inches as against the 231 in a standard U. S. gallon or the 277 in an Imperial gallon.

BUSINESS VS. PLEASURE.



HERE'S good advice for the man who wants to get ahead of the other fellow and hold first prize as the best paint dealer in town. It is taken from a letter sent out recently by the publishers of a western magazine.

Be a specialist in business and a generalist in pleasure.

A division of effort brings a division of results. The man who has several kinds of business will get several kinds of results, good, bad, medium and doubtful. The man who makes a success in business is the man who does one kind of business well.

A business man should not ride any particular hobby when it comes to pleasure. Don't try to be the best shot, the best billiard player, the best golfer or the best in any kind of sport, for, if you are a record holder in any

sport, it's certain you won't be a leader in the business world.

The man who has only one form of recreation usually carries it to an extreme and makes a business of it. Then he is working both in his business and his pleasure. The man who buys horses for his recreation should not try to own the fastest horse in town, for some one is sure to drive past him and then he feels bad.

Dabble in all kinds of clean sport, and let fun be your object, rather than a desire to excel, for specialists in sports make a business of it. If you are a business man make business your business, sport your recreation, and let professionals hold the records. You have not the time to give nor the right to expect to be more proficient in a pastime than the man who makes a business of it.

We should concentrate our energies in business and spread them over the entire field of sport in recreation. Think this over a bit.

PASTE THIS RECORD IN YOUR HAT.
Haverhill, Mass., July 8, 1901.

The Sherwin-Williams Co.
Gentlemen:—In 1895 F. Jerome Foster, of Haverhill, Mass., the owner of three houses, purchased lead and oil and employed W. H. Quimby, one of the best painters in the city, who has been in the business 32 years, to do the work.

Cost of lead and oil . . . \$ 65.51
Cost of labor 151.00
June, 1901, six years later, I persuaded Mr. Foster to use S. W. P.

He again employed Mr. Quimby with the following results:

Cost of S. W. P. . . . \$ 51.00
Cost of labor 136.00
Which was a saving of \$14.51 on stock, or 22 per cent, and a saving of six days on labor, amounting to \$15.00 or ten per cent.
A total saving on stock and labor of \$29.51.

Take due notice thereof and govern yourselves accordingly, and "do it now!"
Very truly yours,

J. H. SAWYARD.

WINDOW CARD SUGGESTIONS.

Hardware.

WE'RE MAKING
A DRIVE IN NAILS.
Keg prices by the pound.

Hardware.

GET TO THE TOP
ON OUR EXCELSIOR
STEP LADDER AND
YOU GET THERE SAFELY

Hardware.

WE CAN'T GO HUNTING.
TOO BUSY—BUT WE
CAN FIT YOU OUT WITH
EVERYTHING YOU NEED.
PRICES THAT SHOW OUR
LOVE OF THE SPORT.

Hardware.

IN-DOOR NEEDS.
YOU CAN'T LIVE ON THE
PORCH AND IN THE OPEN AIR
MUCH LONGER. LOTS OF
THINGS IN THE STORE THAT
YOU'LL NEED IN-DOORS.

Drug.

FOR THAT FALL FEELING
WHETHER IT'S COLD, COUGH,
CHILLS, CRAMPS OR WHAT
NOT. WE HAVE THE
MEDICINE THAT CURES.

Drug.

DON'T LIMP.
Rub the spot that aches with
Our Own Liniment. Bandage
it up over night. Walk with
comfort next day.

Wall Paper.

HANG IT
YOURSELF AT 8¢ A ROLL,
OR LET US
HANG IT
FOR YOU AT A TOTAL COST
OF 15¢ A ROLL.

Wall Paper.

BARE WALLS
are cold walls. Put Paper on 'em
before chilling fall winds and winter
weather come. These good patterns
6¢ a Roll.

General Store.

LOOKING AHEAD?
Then take advantage of our closing
out prices on summer goods and get
next year's supply. Save money equal
to twenty per cent on your investment.

General Store.

A MAIL ORDER HINT
Don't order through mail order houses.
Do it through us.
We pay the freight—mail order
houses don't. And our price will be
as low as theirs every time. We'll
order it for you, no matter what it is.

KOPAL IS STILL THE LEADER.

DON'T forget KOPAL.

painters' and general varnish trade of
your locality.

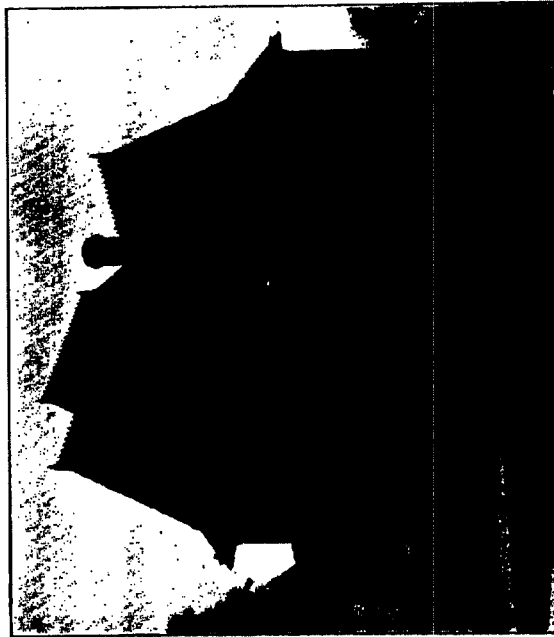
You couldn't very well
do so, of course, if you
have ever sold it or used
it. The splendid results it gives fix
it firmly in the memory. That, by
the way, is one reason it is so success-
ful a seller with the painters—they
use it once, remember it and call for
it every time they need good varnish.
But it's to the agent who has not
yet taken hold of KOPAL that we say,
don't forget it.

When you're figuring on varnish
stock for this fall or for next year
count KOPAL in. It's the best varnish
leader on the market and will put you
in position to get a firm hold on the

We are planning some very effect-
ive advertising work with KOPAL
among painters next spring in addi-
tion to the effective advertising we
can furnish you now. Get in line
for it.

KOPAL is a paying specialty—a
varnish for general use—a pure Kauri
gum and linseed oil article of the good
old fashioned kind, that will make
your reputation all the stronger. A
twelve gallon assortment case will
prove a success with you. Try it.

*Note—Kopal is the same varnish we sell in
Canada under the name Perfecto.*



*An S. W. P. House.
Residence of Dr. J. F. Cole, Oklawaha, Fla. Painted 1890. Repainted 1899.
Body 375. Trimmer 498. Gables 365. Sash 367. Porch Floor 365.*

ADVERTISING POINTERS FROM WARD.*

SOMETIMES I run across agents who do not know we furnish window cards printed on paper to go with every suggestion in our "Store Windows" book.

I mention this for fear you may be another who is not trimming windows with the suggestions because you have no one to letter the cards. If you are, send a postal card and you can have a full set by return mail.

This ought to be the season for selling glass canning jars. Boon the sales by filling the window with a dozen of each size jar with a price ticket in large figures stuck in the center of each dozen. On the front of the window place this card:

CAN
These Low Prices
JAR
You
?

Dress a window with poison for bugs and roaches. Large card reading, "For bugs only."

The days are getting short. Fill floor of your window with straw, a half dozen lanterns scattered about in

* 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 making suggestions and suggestions to all S. W. P. agents. Ward will contribute something each month.

it. Suspend a lighted lantern from ceiling of window. Make a card reading:

*Dangerous to light matches
in a barn—buy a lantern.*

There are a few soda water days left. Don't let the thirsty people get by your door. Try this sign:

Hospital for Thirsty People.

When you sell a bill of paint to a well known man in town, duplicate the quantity of paint in his order in your window and put in a card reading: "Sold to Mr. _____ for his residence on _____ street. Watch it go on—then watch it wear." When the house is finished get a photograph and put it in the window with a card, "Mr. _____'s house since being painted with S. W. P. Have you seen it?"

Get a large flower pot, put a small tree in it and fasten a lot of small sponges on it. Fill the bottom of the window with large ones. Make your card read: "Spongers Grow."

Don't forget to work our special letter writing department overtime this fall by sending all the names of people who are going to paint.

A PAINT PROFIT POINT.

Have you ever stopped to think that you pay good money out of your own pocket for every pound of white lead you sell?

Figure it for yourself:
How much do you make on too pounds of lead?

S-W. Co. trade flags out as soon as you strike Michigan St. Come without fail, if you are in Cleveland G. A. R. week.



Are we well known in Canada? This envelope was mailed, unaddressed, by one of our Canadian agents, and received at the Montreal office without any delay.

PAINT WITH A FUTURE.

Every gallon of paint you sell is bound to have some effect on your future trade.

If it's the right kind of paint it will have the right kind of effect. If it turns out just as you say it will and does just what your customers expect of it, it will increase your reputation and bring trade next year, and the next, and the next.

But if it's the "cheap", low grade kind of paint it will tear down your trade faster than you can build and repair it. It will make your future look as sad as the houses painted with the stuff.

Good paint is the only paint to stake one's future on. Nothing in the world could persuade us to manufacture or sell "cheap" paint instead of S. W. P. We want to stay in business and grow.

How much does it cost you to do business? What, then, are you paying for the privilege of selling goods to the lead and oil cranks?

Every lead and oil man on whom you lose money is a possible buyer of S. W. P.—on which you make a good profit. Don't let him buy lead and oil if you can help. Sell it to him, of course, rather than let him go to your competitor—but don't let the opportunity of trying to switch him to S. W. P. slip by. It means more money for you and greater satisfaction to him.

You can land these lead and oil fellows when you least expect it. It's often easier work than it seems, as the following letter, received recently from The Lawrence Paint Co., of Binghamton, N. Y., shows:

This noon I was here alone and sold a lead customer a bill of S. W. P., two 54 387, two 470, two 10 White, one 10 48, P. F. P. I had sold this man lead and oil for years, but just thought I would try him on prepared, having no idea I could sell him, however.

VISIT US G. A. R. WEEK.

The National Encampment of the Grand Army of the Republic will be held in Cleveland the week of September 9th.

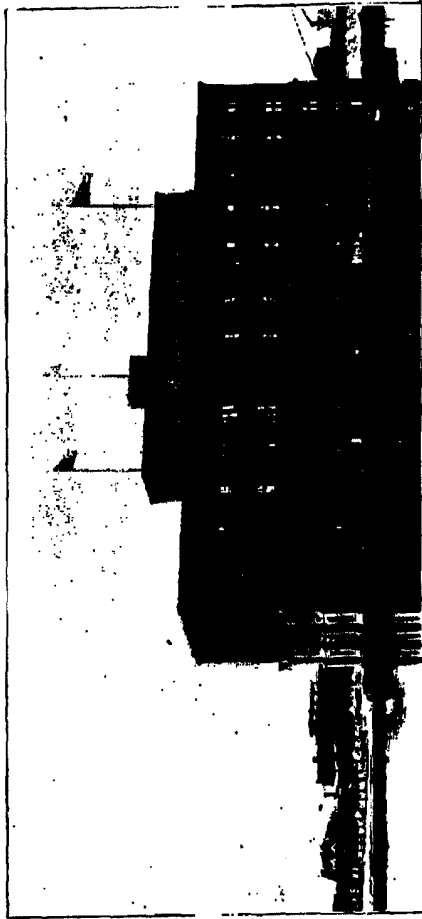
We wish to extend a cordial invitation to every agent who visits the city at that time to inspect the Home Plant of The Sherwin-Williams Co.

The General Offices of the Company are at 100 Canal street, five minutes walk from the Public Square—Cleveland's business center. Go south from the Square on Ontario street to Michigan street then west on Michigan until you run into our buildings at the junction of Canal St. You'll see The

PLANT NUMBER FOUR NOW RUNNING.

THE new factory at Newark, N. J., Plant Number Four of The Sherwin-Williams Co., was started in full operation on July first and will be able to take good care of our Eastern, South

River as you enter New York on the Pennsylvania or Lehigh Valley trains. It is an imposing structure and a model factory building in every respect. In itself it is a good advertisement for S. W. P. and will increase



Plant Number Four of The Sherwin-Williams Co. On the Passaic River at Newark, N. J.

Eastern and New England fall orders. The plant at present consists of three buildings, with plans for more to be added as needed. The main building is already one of the conspicuous landmarks along the Passaic

its fame in the East. A competent staff, trained in our Cleveland Plant, is in charge of the manufacturing and we can insure our Eastern trade the very best of service throughout the year.

SELF-ADVERTISING PAINT.

Some time ago one of our agents spoke to us of S. W. P. as a "self-advertising paint"—an article advertised by its own good qualities.

It is very true that S. W. P. gives such satisfaction that the man who once uses it always uses it, and always recommends it; true, too, that a house painted with S. W. P. is a stand-

ing ad. and brings in other orders.

But don't let the paint do all the advertising. Give the newspapers, the bill boards, your store windows and your store itself a chance to help.

It's not S. W. P. alone that wins the biggest success—it's S. W. P. *plus* S. W. P. Methods, S. W. P. Advertising and S. W. P. System.

Use them all—and call upon us to help you.

Plant # 4

S. W. P. ADVERTISERS.

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



DON'T forget to send us samples of your advertising. This page is the place to tell others what you are doing to help push S. W. P. to the front in your locality. You probably have many good methods of advertising, many catchy phrases in your newspaper ads and many systems of store work that, while they may be old to you, will be new to the rest of us.

Let us have samples or a description of your work.

Good Phrases Used by Agents in S. W. P. Ads.

By St. Paul Hardware Co., St. Paul, Minn.
You can't afford to take any chances on a job of such importance as the painting of your house.

By J. H. Hayward, Haverhill, Mass.

The Sherwin-Williams Paints always give satisfaction. Get our prices and Do It New!

By E. M. Bush Hardware Co., Evansville, Ind.

The Sherwin-Williams Paints not only "Cover the Earth," but everything upon the earth.

By Fosters Pharmacy, Factoryville, Pa.

Get our prices and guarantee before buying elsewhere, but if you will buy of someone else, come in and let us show you some artistic designs that we'll loan you to match by.

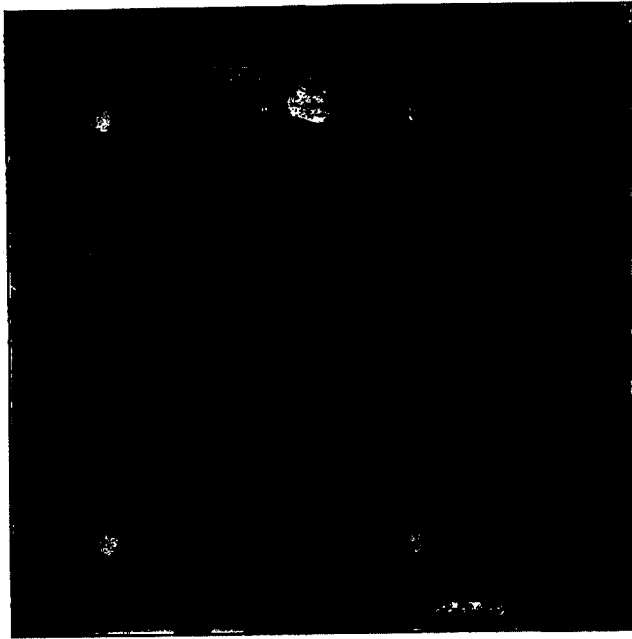
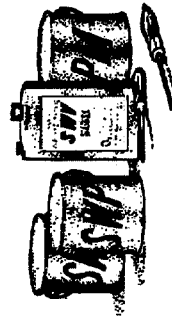
By Chas. W. Watson, Greenville, Ill.

It pays to paint. The better the paint, the better it pays.

By Irving Haller, Burlingame, Kan.

When a man tells you that his "cheap" paint is just as good as S. W. P., it is an acknowledgment that S. W. P. is the standard of superior quality.

Chas. E. Mortimer, Lockport, N. Y., sends



A window that brought business for Davis, Hunt & Cellister, S. W. P. Agents, Cleveland.

"S. W. P. MIXED WELL WITH THE S-W. METHODS."

Locknow, Ont., July 18, '01.
The Sherwin-Williams Co., Montreal, Que.

Gentlemen:—We began to sell your paint in the spring of 1897. Upon looking over my account with the Company from the beginning, I notice my orders for S.W.P. have been large and in close succession. The spring of 1898 opened up with such a demand for S.W.P. that I had customers come in in the morning to select paint for their house, and at six o'clock in the evening only, were they able to get fully waited on, and they have said to us, "We always thought

your store was a hardware store, but now we think it's a paint store."

We are safe in saying we sold more paint the second season, and with better profits, than we sold in any three or four previous seasons. At that time we thought it was too good to last, but it is only fair to say that each succeeding season has far surpassed our expectations, until today we have as nice a trade in paint (and it is still growing) as any reasonable dealer could wish for.

There may be as good paint made by other people, but we don't believe it, and we don't coax any one else to believe it. But this we do believe, that S. W. P. mixed well with The

Sherwin-Williams Methods, has made us money and we are well pleased. Our customers are more in number and are better satisfied than they ever were before.

In every line of hardware that we

handle our trade has been increased fully 25 per cent as a consequence of The S-W. Co. and their pointers.

Wishing you abundant success, I am,
Yours very respectfully,

D. C. TAYLOR.

THE RIGHT TEMPERATURE FOR VARNISH.

VARNISH is so often applied under unsatisfactory conditions of temperature and is subjected to such extremes of heat and cold while it is kept in stock, that many unsatisfactory jobs are thought to be the fault of the varnish, when really the trouble is due entirely to wrong temperature.

The best temperature for the varnishing room is 70 degrees. It is necessary in order to produce the best results, to have the varnish and the surface over which it is to be applied of about the same temperature as the room. If the room is too cold the varnish is liable to run, will not dry satisfactorily and may pit. If the surface is too cold the result is apt to be much the same as if the room were cold. The pitting may be accounted for by the varnish contracting after it has been spread out over a cold surface.

If the varnish is cold it will be too heavy, will work hard, and it will be almost impossible to get a good, smooth finished surface.

To keep the varnish at right temperature it is well to keep it in a cool place in summer and a warm place in winter.

It should never be stored in cold, damp cellars nor in extremely cold rooms, where there is no heat in winter.

If it is not possible to keep it in a place that is warm enough it is advisable to bring the varnish into the

room long enough before using, so that it may become thoroughly warmed through. It is well to warm the cup before putting varnish into it. It might do to put the can on a radiator for a while, being careful to open it first. It should not be allowed to get hot though, as that would make the varnish too thin, and would be apt to cause it to pit if applied when it was much warmer than the surface.

In cool weather it is well, if possible, to do the varnishing in the morning, so as to have the benefit of the warmer air during the day to assist the drying.

In short, to get the best results varnish should not be exposed to extremes of heat or cold. We keep our varnish storage buildings at a temperature of about 70 degrees all the year 'round. Then in applying S. W. V. the most satisfactory results will be obtained if the room, the varnish and the surface are all at about a temperature of 70 degrees.

DO YOU NEED COLOR CARDS?

Have you all the sample folders, for all lines, that you need for fall business.

Go over your supply and see if you have sufficient for all demands the rest of this season.

If you haven't let us know what ones you are short on and we'll have them printed and sent forward without delay.

MEETING EMERGENCIES.

EVERY man who is prepared to meet the emergencies of each day and each hour as they come has a business equipment beyond all price.

To himself it is priceless because it frees him from embarrassing predicaments, from worry and insomnia: to his employer because it insures prompt action and good management.

The ability to master a situation and act promptly and wisely is within every man's reach. It is a faculty that can be acquired—not one that is due to some fortunate accident of birth.

It comes with training. Constant and fearless grappling with difficulties gives us strength in it. A thorough knowledge of our work, all its intricacies and unusual phases is necessary to it. Confidence in ourselves is at the foundation of it. The willingness to face a dilemma, to meet a turning point half way is the first step into it.

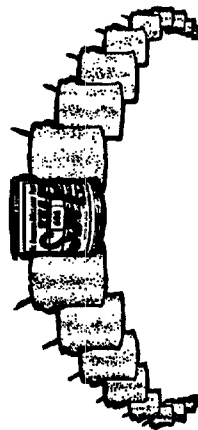
Some men dodge every perplexity that comes near them. They hide behind the nearest excuse when a crisis arises. If they are overtaken, with no chance to get out of the way,

they stand helpless and at their wit's end what to do. If you want to study the microbe of failure you'll find it fully developed in such men.

To be a little beforehand with one's judgment, to anticipate an emergency, proves always the most successful course. It is a thousand times better to cross your bridges before you reach them than to be like the peasant Horace tells about who waited for the river to flow past him, because there was no bridge in sight.

A captain in Napoleon's army won promotion and his commander's favor through a clever drill maneuver based on this principle of prompt action in emergencies. It was his wont in drilling to get the company into some intricate formation and then call suddenly upon one of his under officers to get them out. It required of them not only a thorough knowledge of their tactics, but a cool head and quick judgment.

It made such soldiers of them as the world needs in all its battles, and such soldiers as we all can be if we study our tactics and stand ready to be called out at any moment.



PLAIN FACTS.

Pluck always wins.

Business should rise in the Fall.

High quality is good advertising.

S. W. P. keeps complaints away.

"Cheap" paint is always a bad bargain.

If it's the right kind of paint it's S. W. P.

Every can of S.W.P. lives up to its reputation.

A quart on a house is worth two on your shelves.

Time is the test that brings out the truth of paint claims.

Paint that sells well today is bound to sell better tomorrow.

"Cheap" paint can be sold to a few—if they've never used it before.

Win first place with S. W. P. and S. W. V. and you'll stay there forever.

"Cheap" paint can't do any good and is sure to do a great deal of mischief.

We never put S. W. V. in the cans until we are *sure* it is right in every way.

Every drop of The Sherwin-Williams Varnish you sell helps bring in the orders.

The secret of good painting lies in getting the right paint on the right surface.

The world pays high wages to a pushing, aggressive, can't-be-downed sort of man.

S. W. V. labels tell the truth—the same varnish is never put up under two or more labels.

S. W. P. is the kind of paint good painters *try* to mix by hand—but where they fail we succeed.

Another painting season, and Prosperity still with us! Here's where S. W. P. makes another big record.

We know we cannot make good, reliable varnish unless we are thoroughly honest and use the best and purest of everything.

We know S. W. P. pays well for all the effort that can be put into it, because we're selling it ourselves and growing all the time.

A conscientious physician doesn't take greater care in compounding his medicines than we do in preparing The Sherwin-Williams Paint.

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."