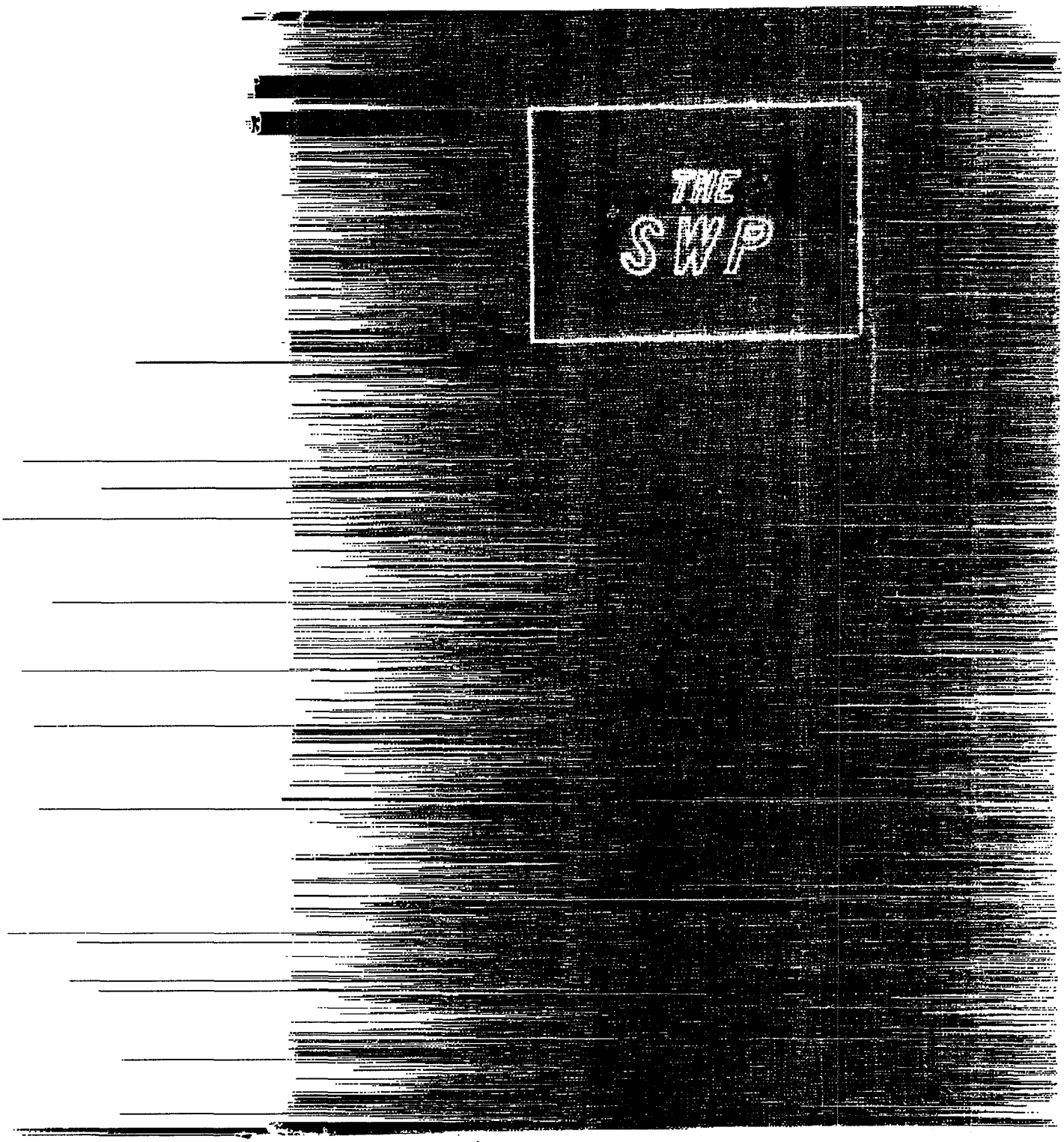

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THE S. W. P.

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

VOL. V JANUARY, 1903 No. 1



OUR AIM IN THE VARNISH TRADE.

THERE exists a strong impression among all connected with our organization that we are destined to become the largest varnish makers in the world, as we are now the largest paint makers.

That's our aim, sure enough, and we have a habit of *never letting up* until we get what we go after. This is the spirit that dominates the great and growing varnish department of our business.

The fact is we *like* the varnish business. We feel that we are "cut out" to make a great success of it. Our training and experience in doing things *well* fits us for it. The very thorough and accurate system which we have developed after long painstaking years, fits exactly the requirements of varnish making and varnish selling.

Varnish making needs care and accuracy as much as anything else, and varnish selling needs intelligent, forceful advertising and correct methods. These things we do at their best. When we began making varnishes we said *We'll make them as good as our paints.* We couldn't afford to do anything else. We have had too much success in making good paint to think of making any other than good varnish.

We expect to gain the first position in the world as varnish makers by giving better value in the goods than others, and by making a greater sale for them than others. We expect to make it *pay* you to sell our varnishes just as well as it pays you to sell our paints.

We can do that very thing *now,* and the principal object of this number of THE S. W. P. is to convince you of the truth of this statement. Look into our varnish proposition, weigh it well, and we are sure you will see the wisdom of getting into line and into harmony with the great efforts we are putting into this work, and the advantages that you will surely derive by being identified with it. We shall count on you.

General Manager.

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WHERE WE STAND IN THE VARNISH BUSINESS.

FOUR years ago we placed our varnishes on the open market. We were in a splendid position to introduce the line, as we had a thorough knowledge of varnish making. For a number of years we had been manufacturing all the varnish used in our paint making, and we were by far the largest consumers of varnish in this country or any other. We were as skillful in the manufacture of varnish as in the making of paint.



Mr. H. A. Sherwin, President of the Company, well known as an old time varnish man. In fact he is one of the pioneers in America in good varnish making.

We decided at the beginning to follow the same policy that we adopted when we started in the paint business, in the sixties, and to build up our varnish business on the principle of *high quality*. And we further decided to put the same progressive advertising spirit into the sale of our varnish that had proved so successful with our paint.

We entered the market with the avowed intention of becoming leaders in the varnish manufacturing industry. Our success each year and the continued growth of our business have brought this aim well within our reach. We know now the selling value of S. W. V. We know now that by vigorously pushing it we can build up the largest varnish business in the world. We are going to have the same success in varnish making as in paint making.

The increase in our sales each year has been remarkable. Our reputation as makers of good paint and our success in that industry have been very properly taken as a guarantee that the varnishes we put on the market would be of a high standard.



Mr. W. H. Cottingham, General Manager. Before he became connected with the Company he manufactured good varnishes in Canada under the name of The Cottingham Varnish Co.

Although our aim has been an ambitious one we have gone into the business carefully and thoroughly, wishing, as in the paint industry, to build securely from the foundation up.

We have received a very gratifying share of the trade, but S.W.V. is so good and has given such splendid satisfaction that we want more of the business. The field for fine varnishes is wide, and we know that if our goods are properly introduced their quality will build up an immense trade for our dealers and for ourselves.

For this purpose—to bring our varnishes systematically and thoroughly to the attention of every painter, decorator, builder, architect, and householder on this continent—we have organized, as announced in the December issue of THE S. W. P., a special varnish department. The exclusive work of the department is to co-operate with our dealers in getting S. W. V. into use.



Mr. J. C. Beardsley, General Superintendent of our manufacturing department. There is probably no better posted man in the country on the manufacture of good varnish.

Never before in our history have we had as complete plans as those we are putting into effect this year. Our advertising is just as strong and forceful as we can make it. We are beginning the biggest trade-getting campaign ever waged.

Working with our loyal agents on the co-operative plan we have built up the greatest paint making business in the world. Our varnishes are just as good as our paints. And there is not the slightest doubt but that the paint selling methods will build up an equally large business in varnish.

Varnishes as good as we have been putting on the market are sure to win their way to the front. Every one of them is trustworthy. Entering the field with long practical experience and a scientific knowledge of varnish manufacturing, and having directed our efforts and energies to improvements in every detail, we are now in position and have the facilities to make, and are making, the best varnishes obtainable.



Mr. L. J. Fasquelle, manager Varnish Sales Department. His experience on the road and his knowledge of the needs of the dealer well fit him to boom the sale of S. W. V.

We are determined that S.W.V. shall have the big sale its quality deserves. We are going into the fight fully prepared, and with a confidence that is bound to sweep everything before it. We have set out to be leaders in the varnish world. We shall never turn back. We mean to reach the top. We *will* reach it.

AN S. W. V. TALK OVER THE COUNTER.

With the Painter who's looking for good Varnishes.

The Painter—Mr. Agent, I've got a big job of varnishing to do. You know the new house Mr. Evans has put up? Well I've secured the contract for all the varnishing and interior decorating. Tom Dowling is to do the outside painting.

The Agent—I'm glad of that, Mr. Painter. It's a big job. I suppose you'll want a lot of good varnish? Mr. Evans is a particular man. He wants the best always, and is willing to pay for it.

The Painter—I'm going to "do myself proud" on that job. Whose varnishes do you carry?

The Agent—The Sherwin-Williams.

The Painter—Do they make good varnishes? I haven't tried any of their varnishes yet. I've used their paints though. If their varnishes are anything like their First Quality Colors, they're all right.

The Agent—You bet they make good varnishes. Just as good as it's possible to make. I've been carrying their varnishes ever since the Company entered the varnish market, about four years ago, and I've never had a legitimate complaint on them.

The Painter— They're practically youngsters in the varnish business, then. I understand it takes a whole lot of experience to know how to make good varnish, and if The Sherwin-Williams Co. have been in the market for only four years, they can't be very expert varnish makers.

The Agent—Oh, they're not strangers to the varnish business. They've been large manufacturers of varnishes for years. All they made they used themselves. The high quality of many of their paints is due in a large measure to their success as varnish makers. Their consumption of varnish for their own use is very large. There are not many exclusive varnish makers that turn out as much varnish as The Sherwin-Williams Co. use for



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their own purposes. The reason they went into manufacturing varnishes was because they never could get varnishes that were of uniform quality and that could be depended upon to give good results always.

The Painter—How do their varnishes work? Do they flow out well, are they good and clear and all usable? The last can of varnish I bought from Mr. Dealer down the street was all "muddy" and I had to throw part of it away.

The Agent—I've always found The Sherwin-Williams Varnishes all right in every respect. And what's more, I've never met a painter who didn't like them after once trying them.

The Painter—Well, that's pretty good evidence.

The Agent—To get back to the good qualities of The Sherwin-Williams Varnishes: The first essential in the manufacture of good varnish is good material. If you don't have good material to begin with, you can't expect good varnish.

The Painter — Yes, that's true enough.

The Agent—The gums used in The Sherwin-Williams Varnishes are directly imported for the purpose. The linseed oil is old tanked oil, well aged and free from impurities—you know The Sherwin-Williams Company make their own oil—the turpentine is absolutely pure, and the dryer specially prepared.

The Painter—You talk rather confidently, how do you know so much about the varnish materials The Sherwin-Williams Co. use?

The Agent—I've been handling their paints for a great many years now, and I have yet to find where the Company made any misstatements regarding their products. I know they use the greatest care in the selection of their raw materials, and I place implicit confidence in everything they say about their varnishes—it wouldn't pay the Company to try to fool me. I wouldn't be long in finding them out.

The Painter — No, I shouldn't think it would.

The Agent—It also takes a perfectly equipped plant to turn out good varnish. The Sherwin-Williams Factories are the best equipped in all particulars. Their appliances for measuring and weighing materials are most exact. Their kettles, etc., are of the latest kind. They have big storage capacity and are able to allow their varnishes to age thoroughly before they send them out. You know how important that is. It ties up big capital and that is what makes it impossible for small concerns to make fine varnishes—really good varnishes—successfully.

The Painter—Have you a sample can of one of The Sherwin-Williams Varnishes that I could try?

The Agent—Yes, here's a quart can of Kopal. It's a general purpose varnish. You can use it inside or outside. I'll warrant you'll find it the best varnish you've ever used. If Kopal doesn't suit you I'll miss my guess. I'll back it with my reputation. Take it with you and try it. I'll expect you back with a good report on it.

The Painter—All right. I'll be glad to give the varnish a fair test in every way. If it suits me, I'll tell you, and if it doesn't, I'll be equally frank with you.

(When a painter is looking for information about The Sherwin-Williams Varnishes, the surest and quickest way to convince him that they're right is to give him a can of Kopal for a test. Kopal will win him every time.)

SIX BIG VARNISH SPECIALTIES A SUCCESS.

WHEN we grouped together Kopal, Excello, Durable Spar, Mar-not, Dry-o-nite, and Shellacine under the head of The Sherwin-Williams Six Big Varnish Specialties, we determined to put our whole energy into pushing them, into making them better known to the house-painters and decorators of the continent, into making them a decided success. We have been very successful in that aim.

It was only last September that Six Big Varnish Specialties were introduced. The goods had been in the market individually long before then, but since we have begun advertising the line collectively it has gone to the front in a way that has been truly surprising, and we are convinced now that with the support of S. W. P. agents there is a big success in store for Six Big Varnish Specialties.

Here they are:

KOPAL — The varnish for general purposes. It is made for durability and can be used successfully either outside or inside. It is a pure Kauri gum and linseed oil varnish. It is elastic and remarkably easy working. An excellent varnish for outside doors, boats, carriages and other work where a good, tough varnish is necessary.

Strongly advertised. Brought before *painters with letters and mailing cards and special methods of distribution.* A well written, effective booklet is furnished dealers in desired quantities. Handsome store display cards are also furnished.

Excello — A varnish specialty for general house work. It is an excellent *rubbing varnish* and also takes a high gloss. It is an easy working varnish, dries dust free in about six hours and hard in 18 hours and is very transparent.

The advertising is forceful. A well written, well printed booklet is furnished dealers in liberal quantities. Store display cards are furnished. There are electrotypes of newspaper work and any and every special help we can give you to build up a big business on Excello. We bring it to the attenton of the painter *forcefully* and systematically through a special plan of distribution which we shall explain if you write us.

DURABLE SPAR — Will withstand the severest outside exposure, and is unaffected by salt or fresh water. The most durable varnish *made. It is very brilliant and is elastic.* For use on ships, yachts and boats, it has no equal. Advertised forcefully in our general advertising.

MAR-NOT — A durable floor varnish. It is not *easily* scratched or marred. Dries hard in about 24 hours with a tough wear-resisting gloss. It works well and flows out evenly under the brush. This product is the result of *special attention and study and is the most* durable floor varnish that can be used.

Strongly advertised as a household specialty. We furnish electrotypes for newspaper work and give special assistance to every dealer *to get the varnish into use. Once* used, it advertises itself.

DRY-O-NITE — The master painters dryer. It mixes perfectly with linseed oil. Does not curdle or separate, and can easily be made the leading dryer in use in your locality. Painters and decorators are finding that it gives the very best results and can be depended upon always.

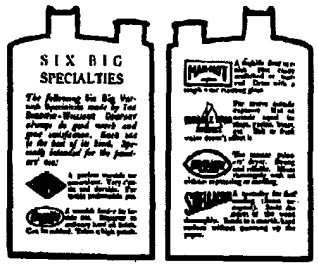
Backed up by *forceful advertising.* It is brought strongly before the painter in our direct advertising.

SHELLACINE — A liquid wood sealer for first coating on interior wood work (floors excepted). Seals up the wood effectually and furnishes a splendid foundation for finishing coats. It works easily under the brush and sands to a smooth, hard surface without gumming up the paper. It meets every requirement demanded of it. It's the best first coater of its kind sold.

Well advertised directly to the painter, both in the Six Big Varnish Specialties and *specially by itself. It makes fast friends* with the painter and gives him confidence in all the lines you handle.

We do not know of any six varnish specialties that have so much merit as The Big Six. The line is good all the way through. It isn't comprised of a

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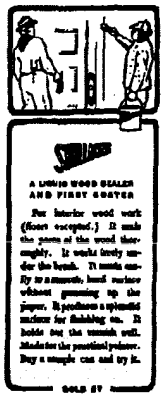
SOLD BY

Newspaper electrotype advertising Six Big Varnish Specialties. Size double column by 3¾ in. deep. Order by No. 213.

good varnish here and a fair varnish there. Each individual article is good.

We are going to continue to push The Big Six. We feel that we're going to win every painter in the country with them. That's what we've set out to do.

We want you with us however. We want you to put The Big Six in stock. We want to go into your territory with the advertising system we have back of the line. We want to get in touch with the painters in your locality. We want you to have *the varnish business of* your territory. You can get it with The Big Six.

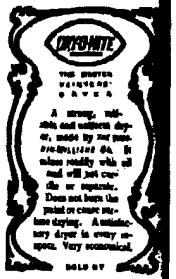


A good newspaper ad. for Shellacine. One column wide by 5 in. deep. Order by No. 214

In addition to the special advertising we have for Six Big Specialties as a line we have special show cards, booklets, and newspaper electrotypes for each individual varnish. We have only just started on our campaign and mean to wage it vigorously.

If you have The Big Six in stock now, and have not yet used any of the electrotypes and other advertising features to push the line let us hear from you today and let us begin work in your territory.

The electrotypes reproduced on this page have been prepared particularly to advertise the Six Big Varnish Specialties to the painter They are very forcefully worded and are designed so they will stand out well and attract attention. They can be used to very good advantage in pushing the line.

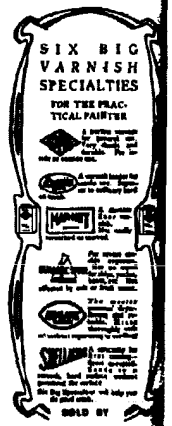


Newspaper electrotype for Dry-a-mile. One column wide by 3½ in. deep. Order by No. 216.

It will certainly pay you to order some of them today. If they do not fit the newspaper space you are occupying, write us, giving the size of your space and we shall be very glad to supply you with well written copy and a special "cover the earth" border.

We shall also be glad to help you in every possible way to push the line to the front.

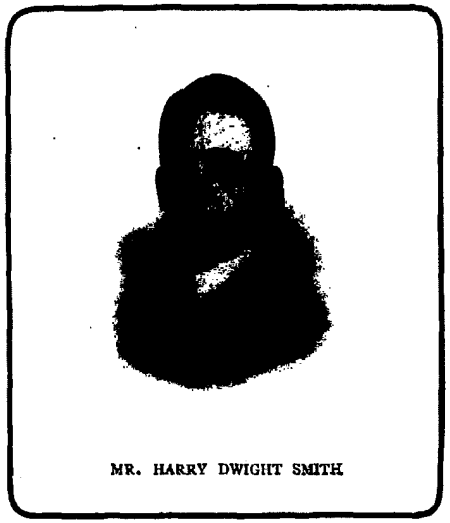
If you haven't the goods on your shelves, write us for prices and further information. Do it today. *Do it now.*



For the Big Six. column wide by 5¼ deep. Order by No.

PORTRAITS OF S. W. P. MAKERS.

Mr. Harry Dwight Smith, Manager Promoting Department.



MR. HARRY DWIGHT SMITH

A VERY important department of our business is that known as the Promoting Department. We are often asked what the Promoting Department means. This question we can answer best by giving Webster's definition of the word *promote,* which is as follows: "To contribute to the growth, enlargement or excellence of, to forward, advance, contribute to the increase or power of."

That is what our Promoting Department was established to do, and that is what it is doing. It is our agent's department. It was established to increase your business as well as ours. It is the department that writes the personal letters and sends the advertising through the mail to the property owners, painters, architects, contractors and builders, etc. A great deal of the thought and time of those engaged in it is spent in devising ways and means of increasing the trade of our agents' stores, and particularly that of their paint departments.

We feel, therefore, that every agent will be interested in knowing something of the man who so successfully manages this branch of our organization, Mr. Harry Dwight Smith.

Mr. Smith objected to being "written up" because he is editor of this paper, but we could not allow his modesty to deprive our agents of some knowledge of one who is constantly striving to be of use to them as well as profitable to us. With a promise to deal gently with him we gained his consent to publish this article.

Mr. Smith is a native of Wisconsin, but for the greater part of the last eighteen years has lived in Cleveland. In his early days he showed a fond-



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ness for business and work and began at twelve to spend his Saturdays and vacations clerking in a retail shoe store. He kept at this persistently for a number of years, and gained a great deal of experience in the management of a retail business, that has been of value to him in editing THE S. W. P. During these same years he developed his advertising instinct and discovered his ability to write, and some two years before entering college, became Cleveland correspondent for a shoe trade paper of New York City.

This work gave him the ambition to become a journalist. To prepare himself for such a career he entered the Western Reserve University, Cleveland, where he specialized along the lines that would fit him for his work. After leaving college, and failing to obtain an immediate position in newspaper work, he entered a high class art, stationery and engraving establishment in Cleveland, where he developed his taste for the artistic in printing and advertising work. He did not, however, abandon his intention to get into journalism, and still continued his efforts to get a place in New York City. Within a year he obtained a position on the staff of the New York Journal. He served in this capacity for two years and was given every opportunity to learn all the details of editing and printing a great newspaper. His duties included reporting, writing, advertising, and superintendence of the "make-up" of the paper. Such experience, together with Mr. Smith's natural liking and ability for the work, peculiarly fits him for the duties in his present position.

His connection with this Company dates from January, 1899. His first position was Assistant Manager of the Printing and Advertising Department. On our establishing a general Promoting Department, Mr. Smith was chosen manager of it. It was, at the beginning, a small department, but under his energetic, forceful, and able direction, it has become one of the most important in the business. Its influence is felt in each of our branch houses, and in the store of every agent on our books.

Mr. Smith is a man of ideas, and, what is better still, with the ability and power to execute them. He is full of energy and push, and is never satisfied with things as they are, but is constantly striving to improve them. His ideals are high and his determination to reach them strong. His heart is in his work, and it must at all times satisfy himself before he is content to pass it to the judgment of others, and this is a guarantee of its efficiency.

Like all the managers of this business, his faith in the Company and its future is unbounded, and it is by the exercise of this confidence that he is able to throw into his work the earnestness and enthusiasm that always characterize it.



A NEW DIVISION ADDED TO OUR ORGANIZATION.

ON December 1, 1902, we established a new division, to be known as The Southwestern Division, with headquarters at 1400 St. Louis ave., Kansas City, Mo., where all business for the great Southwest will be transacted in future.

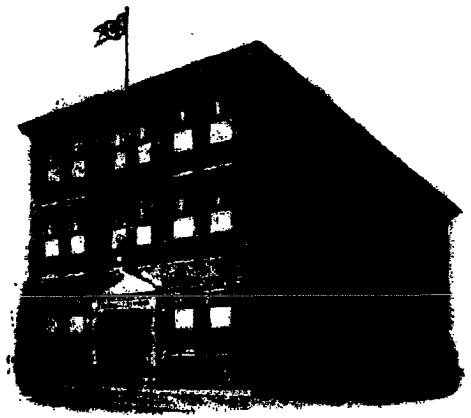
The very rapid growth of the sale of S. W. P. and our other products throughout the southwest, and the success of our former Kansas City Depot, led us to make this change in our organization.

We have erected a large new warehouse and office building for the use of the new division. We are going after the business of the southwestern portion of the states with greater vigor, more determination, and better and wider plans than ever before.

The establishment of the new division marks another step in our onward march. It is a strengthening of our position in the paint world. It is another link in the chain that we are constantly forging in our "cover the earth" campaign.

We realize to the fullest extent the part that S. W. P. agents have played and are playing in the progress that we have been able to make. We are very mindful of the fact that it is very largely owing to the splended co-operation they have given us that we have been able to go ahead so rapidly.

We mean to continue to deserve the loyal support of every S.W.P. agency. We mean to redouble our efforts during the coming year to make S. W. P. better known in every section of the United States and Canada. We mean to strive with all the power at our command to make the sale of S.W.P. so profitable to our agents that they in turn will find it advantageous to give us still heartier, still closer co-operation.



Warehouse and Offices, the Southwestern Division, 1400 St. Louis Ave., Kansas City, Mo.

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THE VALUE OF WELL AGED VARNISH.

PROPER aging, is a very important factor in varnish making. A properly aged varnish is always the best varnish—other things being equal. Aging is essential. Good varnishes are always varnishes that have matured until fully ripe.

Aging varnish properly improves its *appearance, color, working, drying, and wearing qualities.* It removes all sediment so that it is possible to use all the varnish.

To age varnish properly, ties up a large amount of capital. So much capital is involved that it practically prohibits small concerns from competing successfully in good varnish.

In this department of varnish making we have splendid facilities. We have immense storage capacity and are thus able, notwithstanding our very large output, to allow every batch of our varnish to mature thoroughly. The Sherwin-Williams Varnishes are stored for months in specially constructed steel tanks in a room kept at uniform temperature throughout the year. They are carefully watched and tested frequently, and are never sent out until they are fully "ripe," and in right condition in every respect to give satisfaction. They contain no sediment whatever—every drop of them can be used.

We are constantly aging with careful attention many thousands of gallons. This means a great amount of capital out of use but it pays. We obtain varnishes that are right—always.

One needs but to test our varnishes to see what the aging has done. Compare them with similar varnishes of other makers—you'll find few of them so thoroughly aged—and you will appreciate at once the gain we make by taking such care.



A corner in the big Storage House "C". We are constantly aging over 300,000 gallons of Varnish.

That's one of the reasons why S. W. V. always stands in such favor with the painter. That's one of the reasons why our varnishes give such universal satisfaction and do such uniformly good work.

The careful way in which S. W. V. is aged before being placed on the market and the caution taken to have it right, always are splendid talking points in selling the goods. Use them for all they're worth.

IDLENESS IS WASTEFULNESS.

Never be idle. Always have something to do. Idleness fills up a man's time more completely and gives him less time for improvement than the most arduous kind of employment. The man who goes to the front now-a-days is he who makes every moment of the day count.

THE NEW YEAR.

WE enter upon the New Year with the liveliest feelings of confidence in the good business and bright prospects that 1903 has in store, both for our agents and ourselves. The year just closed has been a busy, prosperous one for all of us, and we are sure that with the splendid staff of loyal, enthusiastic, earnest S. W. P. agents we have supporting us, and with the largely increased manufacturing and selling facilities we have provided that we ought to be able to make 1903 still more satisfactory and profitable.

There never has been a year since we began business that we have not progressed. It is in the order of things that we should make gains each year; that each year's headway should be greater, along more extensive lines, more promising, more widespread than that of the previous year.

When we look back over the thirty-six years of our business life, and view the success that has always been ours, we become still stauncher adherents of the principles of high quality, persistent, intelligent advertising, and good methods, which have always been the foundation stones of our businsss and upon which our organization, as it stands today, has been built. And we become more determined, too, to continue along the same lines—to increase our business simply by sticking closely to the principles that have proved so successful in the past.

We shall begin the New Year with well defined plans for a vigorous, persistent, business building campaign. We shall not be content with the records of 1902. We have pushed our estimates way up. It is our intention to work like beavers from the very beginning to make 1903 "the greatest ever"—the greatest year in point of sales and profit that either you or ourselves have ever known.

We can make 1903 in reality "the greatest ever" if we work together from the very beginning—if we make the right sort of resolutions, and see that we stick to them throughout the year—that we co-operate with one another—that we work for each other's benefit from start to finish.

We have made some resolutions for the New Year. They are not many—but they mean much. We intend to keep them. They have not been made on the spur of the moment. They have been carefully thought out. Even as far back as last June, they began to take shape. Here they are:

To give you better service in every way than ever before.

To try to make your S.W.P. agency more profitable to you than in any previous year.

To work with you with might and main to help you secure a bigger paint business than last year.

To give you better helps, more original helps, more productive helps, than any other concern.

To work with you unceasingly to better your business, not only during 1903, but so long as you are our agent—to help you in every department of your business.

We believe that you've made resolutions, too. We believe that we shall have closer co-operation from you during the new year. We know that you'll do your part to make 1903 truly "the greatest ever."

Let's take off our coats then, and go in to win—to fight, during 1903, the best fight we've ever fought.

Success—greater success than ever before, and a happy and prosperous New Year—is our sincerest wish to all of you.

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THE 1903 MAILING CIRCULAR.

SOON we shall be ready to commence preparations for the mailing of the immense edition of the *Calendar Circular* we have designed for 1903.

We want to make the circular this year a greater success than ever before. We want it to be more productive, to reach more "live" paint buyers than in any previous year. We want no "dead" names on the lists sent in by S W. P. agents.

We have gone to a great deal of expense to make this year's circular as attractive as possible. It is by far the handsomest, best printed, and best designed we have ever issued. We try to make each year's edition better than all previous ones. We believe we have succeeded beyond our expectations this year.

The success of the circular will very largely depend upon the co-operation of the agents. If we don't get "liv : lists of property owners, and get the *promptly*, we cannot expect good results. The circular has always proved itself to be the best paint-selling help the agents can get, and where properly used it pays for itself over and over again.

We urge all S. W. P. agents, therefore, to begin the preparation of their lists now. The holiday trade is about over, and the clerks can be kept busy collecting the names of all bona fide property owners in each locality. Don't take the names from tax books, poll books, patent medicine or like lists. Make your list a "prize winner" from top to bottom. Fill it full of "live" names of paint-buying persons.

Begin your list now, so you can have it ready when we send for it. Just put a little extra effort into the work, and you'll be well repaid for your trouble.

The 1903 circular is the best yet.



SUCCESSFUL S. W. P. AGENCIES.

Mr. F. A. Sperry, Colorado Springs, Colo.

SIXTEEN years is a long time to hold the agency for any line of goods. And when each year sees a stronger cementing of the ties that bind together dealer and manufacturer; when each year sees a steady growth in the business of both, the fundamental principles underlying the success of each must be laid upon a sound basis, and there must have been co-operation between the two, that went to build up the business of one as well as of the other.



Mr. F. A. Sperry.

Sixteen years is the length of time that Mr. F. A. Sperry, Colorado Springs, Colo., has had the S.W.P. agency. Seventeen years ago he first became acquainted with S. W. P., the initial shipment to him being fifteen gallons for his own house, sent him by our treasurer, Mr. S. P. Fenn.

Mr. Sperry was at that time a contractor and builder with a large business, and the quality in every one of those fifteen gallons convinced him that S. W. P. was the paint he ought to use on his buildings.

His success with S. W. P. as a contractor set him to thinking hard, and soon he saw an opportunity for a still more remunerative trade if he took hold of the selling end of S. W. P., and one year after he used his first gallon of S. W. P. he accepted the agency for it.

From the very beginning he was successful. He was enthusiastic from the start. He believed he had the right goods, he believed that he could succeed with S. W. P., and he entered into its sale with a spirit of enthusiasm that was infectious and convincing to his trade.

Mr. Sperry is a great advocate of personal work with prospective customers. He believes in going after business with vigor. He watches closely for all news of new buildings to be erected. Almost as soon as the permit is issued, and sometimes before that, he seeks an interview with the architect, endeavoring to induce him to specify S.W.P. Where necessary painter, contractor and builder, and property owner are followed, in order that no mischance could possibly prevent S. W. P. being used.

Colorado City is a thriving place, constantly growing in population, and there is always a goodly number of new buildings going up. To supplement the personal work he does he has a good bill board advertisement all over town which reads:

Want Paint? Sperry Has It.
Want S.W.P.? Sperry Has It.

And, in order to keep S. W. P. always before the people of his city, he has placed at every drinking fountain in town a tin cup bearing an S. W. P. advertisement on the inside bottom. He also keeps a supply of these cups in his store to give to the



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Mr. Sperry's fine display of S. W. P. and S. W. V.

we are simply going to mount Old Pike's Peak and pour S.W.P. onto our new houses if The S. W. P. people will keep us supplied.

It's the confidence in S. W. P. that is so apparent in the above statement that enabled Mr. Sperry to sell three carloads of paint last year, and that has caused him to be known as "Carload Sperry."

His success with S. W. V. is almost as great as his success with S. W. P. He uses the same methods in pushing the goods. Architect, contractor and builder, painter, and property owner are worked just as hard on S. W. V. as on the other lines. There is the same careful attention given to the store display of varnish; many of the high quality arguments are made to do duty in selling S. W. V., and that they have been successful is proven by the size of Mr. Sperry's opening order for S. W. V. for the coming spring season, which amounts to almost 400 gallons.

farmers, so they may never forget when they want paint, that "Sperry Has It."

His windows are good always, and we regret that we are unable to reproduce the photograph he sent us showing one of his recent attractive displays.

The brief, pithy statements he uses in his newspaper advertising are characteristic of him and show a spirit of energy and determination, as will be seen by the following:

My experience with the S. W. P. for 16 years has been GOOD. Business has increased every year. But last year was simply phenomenal, and this year we are going to out-do all previous years, and with the wonderful growth of our city, and being near one of the highest points *on this earth*,

TALKS WITH CLERKS.

By an old Retailer.

THE other day I went into a store to buy a fancy vest. The clerk who waited on me evidently took me for a "mark." He seemed to have made up his mind to sell me what he wanted to sell me, not what I wanted to buy. I wouldn't have objected to that if he had gone about it in the right way. But he didn't even "size me up properly." His whole air plainly said, "Now, see here, my good man, I know what yo want. I'm going to select this vest f you, and you've got to buy it, see

But I didn't buy it. I had my c

peculiar notions about the sort of vest I like. I'm not at all "set" in my ways, but I'm rather quiet in my tastes and I never allow myself to be led astray by "Smart Alec" clerks.

When Mr. Clerk found out that I wasn't so "easy" he lost his temper. He began to sneer, allowed that I wasn't posted on style, and didn't know a nice vest when I saw it.

Maybe I was a little behind the times on style. But, then, I'm growing old now and have a taste for quiet things as I said before. There were two or three vests in the lot, however, that I fancied. They were a trifle gay for an old man, but I believe if my vanity had been properly appealed to, I would have bought one of them.

But Mr. Clerk couldn't see things my way, so finally he told me that he couldn't please an old crank and turned on his heel and walked away.

If I live to be as old as Methuselam's Tom Cat, I'll never go into that store again. And I shall not permit my friends to go there either.

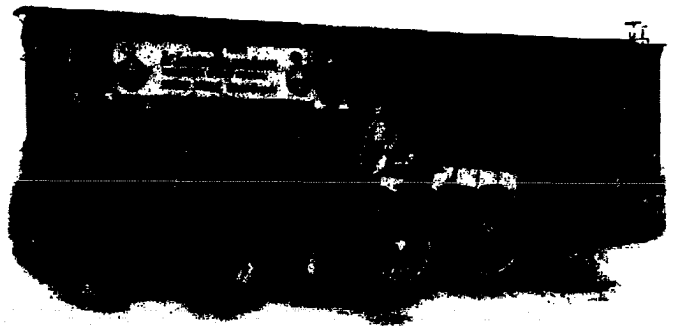
A good clerk—a real salesman—never loses his temper because he doesn't make a sale. Salesmanship means something more than the actual selling of goods. It means tact, patience, winning the good will of a customer, making an impression that will bring back a person again and again asking for *you*.

A customer may have an idea of what he wants when he goes into a store but that's no reason why he can't be led diplomatically to buy something else that will do as well.

S.W.V. AND THE HOUSEHOLDER.

WE have grouped together on one card four of our best known varnishes — four varnishes particularly suited for home decoration and have named them The Sherwin-Williams Household Varnishes. They are *No. 1 Furniture*, *Kopal*, *Excello*, and *Mar-not*.

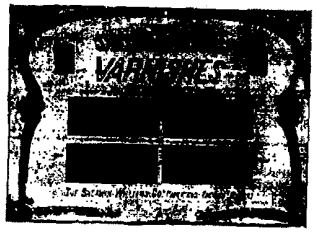
We did this because we wanted to put into the hands of the dealer a line of varnishes that he could offer to the householder as being expressly suited for home work, because we wanted a line of varnishes that we, ourselves, could advertise to the householder.



A shipment of S. W. P. and S. W. V. to "Carload Sperry."

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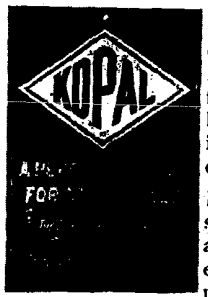
These four varnishes are not new by any means. Kopal, Excello and Mar-not have been advertised systematically and persistently in the past. They have a wide reputation now for the good work they do, and are especially well known to the house-painter and decorator under the Six Big Specialties group. Their additional grouping under the heading The Sherwin-Williams Household Varnishes will widen the field for



The Household Varnishes show case display card.

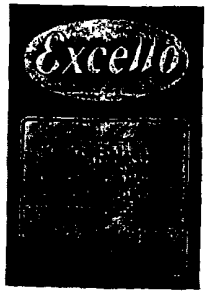
their sale and ought to make them still more profitable for the dealer to carry.

No. 1 Furniture, though not so well advertised in the past as the other three, is nevertheless fairly well known to S.W.V. dealers. It is a low-priced varnish for furniture and general inside use. It is medium in color, easy working, and quick drying. It dries dust free in four hours and hard in 24 hours and can be rubbed.



Kopal Display Card.

It is our aim to specialize more and more in every department of our business. We appreciate particularly the importance of household specialties. We have been eminently successful for years in marketing paint specialties. We are meeting with like success in varnishes for particular uses. We are giving the subject our best thought and have every facility for carrying on the work successfully.



A striking counter card advertising Excello.

To make a specialty that will be satisfactory always, requires careful study, exactness, and thoroughness. Every ingredient and every process in the manufacturing must have the closest attention. This is particularly true in the making of varnish.

We believe that in The Sherwin-Williams Household Varnishes we have a line of specialties that is peculiarly fitted for the purposes for which it is intended. We believe that it is a line the dealer can go out and get the business of the householder with. We shall be glad to send you the special display card advertising this line. If you have the goods in stock now, write for them today, also for special electrotypes and booklets.



Show card for general line.

A FEW VARNISH FACTS.

By J. C. Beardslee, General Sup't Manufacturing Dep't.

THERE are many qualities which go to make good varnish. Some of these come from the high grade of material used, some from the character of the manipulation in the course of manufacture, and some from minute attention to detail.

The qualities covered in this last class are of great importance because they go to make varnish thoroughly dependable. The best materials in the main tend to produce durability. The best methods of manufacture bring easy working, proper flowing, and drying qualities.

It is the careful after aging and careful watching of the small details which turn out a varnish always the same and produce an article that will reproduce results time after time.

The careful attention to detail which has characterized the conduct of our paint business has been applied to our varnish business and if possible, even more carefully worked out and more carefully applied, for two reasons: First, we have been enabled to apply to the manufacture of varnish the information as to the best manner of dealing with these details acquired in the paint business, and second, our large technical knowledge has fitted us to consider these problems in a scientific way, thus enabling us to give to each individual point the attention that it deserves.

Recent years in the varnish business have seen constantly lowering prices, with a tendency toward constantly lowered qualities, until a great deal of the varnish business of the country is now done largely, if not entirely, upon the basis of price alone. A more unsatisfactory way of purchasing varnish can hardly be imagined.

While realizing that there is use in the proper place for other goods than those of the highest grade, this Company has endeavored to approach the varnish business on the same basis that it has taken up the paint business, offering for each use a varnish which we believe to be suited for that use, and declining to offer a varnish of a grade lower than that we believe will be satisfactory for the purpose.

We believe the time is coming when the varnish business will see a reaction from the constantly lowering trend of prices and qualities of the last few years. When that time comes we want our agents to think of us as able to supply them with suitable, satisfactory and reliable material, We can do that now, and have been doing it for years.

WHY THE S-W. VARNISHES ARE GOOD.

IN our booklets and advertising describing S. W. V. we use the expression, "They're good." The words are apt, and come spontaneously. Our varnishes are good, every single one of them. Let us briefly state why they're good:

Good varnish depends upon good materials, proper appliances, and skill in making. We are proud of our position in each of these departments.

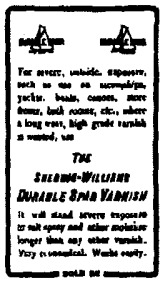
The materials composing fine varnish are gum, linseed oil, turpentine, and dryer. The selection and prepar-

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ation of these materials requires experience and expert knowledge.

Our gums are gathered direct from the gum fields of the world. All gums have their peculiarities—some are good for one purpose and quite unsuited for others. Some are used alone and others in combination. By long study and many chemical and practical experiments, we have acquired a thorough knowledge of the subject. Our gums are graded and selected by experts in each of our factories.



One column wide by 3½ in. deep. Order by No. 210.

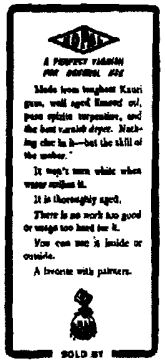
On linseed oil and its proper manipulation largely depends the life of a varnish. In order to obtain always the most satisfactory oil, we established a linseed oil plant, and have for some time been making, treating, and refining our own linseed oil. Our manner of making the oil and our methods of filtering and purifying are the most approved. Specially designed steel storage tanks in a room of uniform temperature, insure pure, well aged oil. The oil used in our varnish is the finest selected old tanked oil. It is stored until thoroughly matured, and gains the purity and brilliancy that age alone can give.



One column wide by 4 in. deep. Order by No. 112.

The turpentine is carefully tested before it is used. Nothing but the pure, unadulterated spirits are ever employed.

A very great deal depends on the dryer used in varnish. There are many varieties, and close attention is necessary in its selection. Our dryers are made by ourselves and are tested in our chemical laboratories. We know that they are right before we use them.



One column wide by 4½ in. deep. Order by No 212.

Our factories are complete and equipped with proper and well kept machinery and appliances. A number of our appliances are manufactured by us from our exclusive designs, and many of our methods are original and not found elsewhere.

Even with the finest selected materials and the best machinery, it requires years of hard study and much practical experience to become skillful in varnish making, and able to make always fine varnishes. Here, our many years in the varnish business give us a decided advantage. Many of our men have grown up at the work, and have the faculty for exactness and the habit of thoroughness that make uniformity in varnish possible.

After our varnishes are made they are stored away in steel tanks to mature. We have immense storage capacity and are able to allow them to thoroughly mature. A varnish is never sent out until we prove from practical tests that it is perfect in working and drying qualities and in appearance.

AN S. W. V. WINDOW.



IN dressing a window, it is always well to display only one line of goods. A better effect is usually obtained and there is more likelihood of direct results. The window illustrated above is made up of The S-W. Six Big Varnish Specialties. It is very simply dressed. Display a gallon can of each varnish in the line: also the same number of quart or pint cans if your window is large enough. Decorate with cheese cloth, arrange some of our varnish booklets and show cards neatly, and the window is finished.

If you haven't the required booklets and show cards, write for a supply today.

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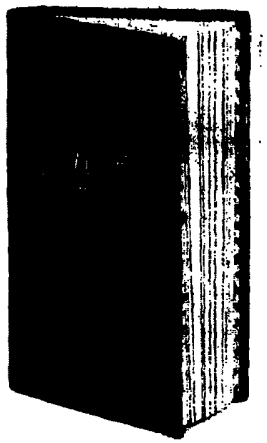
A BINDER TO PRESERVE YOUR COPIES OF THE S. W. P.

WE have long felt that if the agents had some convenient way of preserving their copies of THE S. W. P., they would probably take a greater interest in the magazine and would undoubtedly be more inclined to file away each month's issue for future reference.

We have decided to present to each agent who wants one, a special binder for the purpose. The binder is illustrated on this page. It is cloth bound, has the title "THE S.W.P," and the Company's name stamped in gold on the front cover, and will hold twelve copies—a year's issue.

It ought to be the aim of each S.W.P. agent to preserve carefully each copy of THE S.W.P. The magazine is growing in usefulness every day. We strive to make each issue better and more helpful than the previous one. From a typographical and literary standpoint, it has improved wonderfully since we first began to publish it. It is recognized to-day as one of the best house organs in the field.

We feel that you, as a loyal supporter of our organization and a constant reader of THE S.W.P., will want one of the binders. We shall send it to you free of all expense, if you drop us a postal card asking for it. Write for it today.



The Binder for The S. W. P. Write for one today and start it with the January number.

A NEW DRYER.

Dry-o-nite, the dryer listed under The S-W. Six Big Varnish Specialties is a new dryer we've just put on the market.

It's the best dryer at the price that can be bought. It positively will not harden in the can and it dries oil perfectly without curdling. It mixes well with oil and altogether is a dryer that can be pushed with confidence.

A GOOD OLD VARNISH UNDER A NEW NAME.

We've changed the name of The S-W. Durable Floor Varnish to Mar-not. The new name was given primarily for advertising purposes. Mar-not is also an improvement over Durable Floor Varnish. We've tried to give it better drying qualities and to make it generally more adapted for its uses.

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