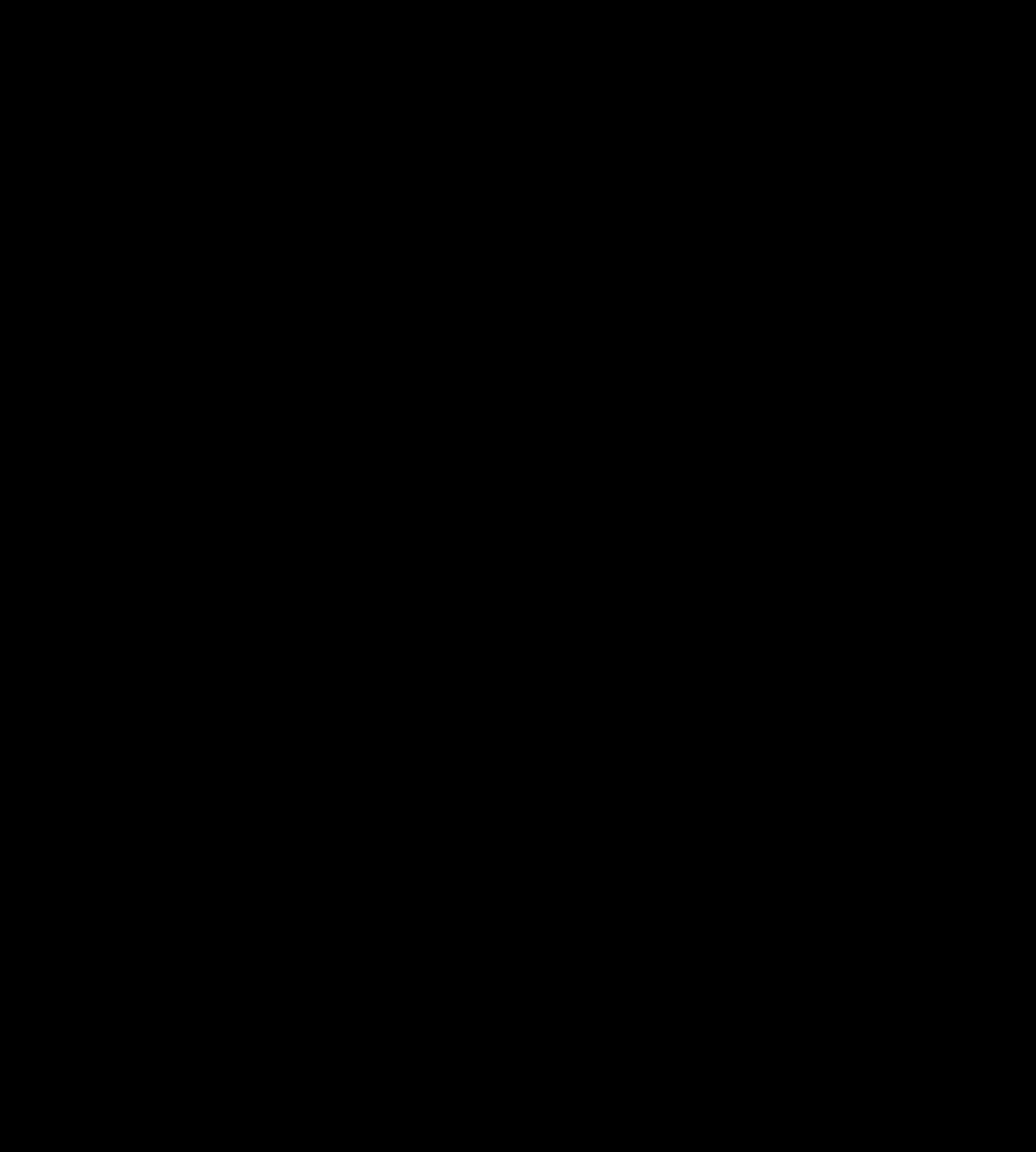




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THE SWP

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS

JANUARY 1902



THE S. W. P.

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

VOL. IV.

JANUARY, 1902.

No. 1

A BRIGHT OUTLOOK.



AS WE enter upon another New Year the prospect is a very bright and encouraging one. The times never looked more propitious.

The marvelous prosperity which the country has so long enjoyed, not only continues, but increases. These are golden days for the courageous, aggressive, enterprising and confident business man. They are times of exceptional opportunity, when intelligent effort is generously rewarded. The man who fails to recognize this misses his chance.

Some lines of business are more susceptible to such general prosperity than others. The paint and varnish trade is one of them. When people have money, they paint—paint is a visible sign of prosperity. Therefore, in times like these, it handsomely pays the man who handles paint to put extra effort into his work. People now have money, and to spare, and there's no better investment for the property owner than paint. You've got to make him *see* it, though. There are lots of people after his surplus money as well as you. It's the man who has the ability to *attract* trade that gets it. Now is the time to *press home* the paint proposition—paint is one of the most salable products of prosperous times. There is a ready market waiting for the man who goes after it right.

It's hardly necessary for me to say that The Sherwin-Williams Co. are great believers in, and have thoroughly lived up to the sentiments herein expressed. Always aggressive, we have redoubled our efforts during these prosperous days, with the result that we have doubled our business. We have been, and are still, believers in the good times and back up our convictions by spending large sums of money for the development and extension of our business. It has come back to us in increased returns. Thus encouraged, we are going straight ahead, building and spending, pushing and shoving. The business is here and we're after it—after it good and hard, early and late. Every step of progress we make is a step forward for others. It means a step forward for our agents. We progress together.

Our great aim, therefore, is to shape our policy in such a manner as will bring prosperity to those who work with us. In 1902 S. W. P., the agents who sell it, and the Company who make it, will push ahead farther than ever before—we will hold and increase the lead.

That's what we're working for.

General Manager.

SOMETHING WE WANT TO KNOW AS "THE S. W. P." STARTS ITS THIRD YEAR.



THIS this number THE S. W. P. is entering upon its third year, and we cannot let the opportunity pass without trying to find out what you think of the magazine.

We know what we think of it and what we strive to have it accomplish, but it's hard to tell whether it is winning or not. It may be successful in helping you in your business, but we aren't sure of it. It may be worth the money it costs us—and it costs a good deal—but we can't be certain.

We want to find out from you, therefore, as near as possible whether THE S. W. P. pays, and is the help to you that we feel it should be and want it to be.

Do you read "The S. W. P."?

What do you think of it?

What would you suggest to make it more helpful to you?

These questions are printed on a postal card enclosed with this number of the magazine, and we are very desirous of having every agent fill out the card and mail it to us.

The information you give us on these cards will be a great help to The Sherwin-Williams Co., and we urge you to "do it now."

Let us know whether THE S. W. P. pays you. If it pays you to read it, it will pay us to print it.

THE 1902 MAILING CIRCULAR IS GOING TO WIN.



PREPARE for the 1902 spring mailing circular.

It's a winner that's going to win.

This year's spring mailing circular is going to be the greatest incentive to liberal paint buying on the part of those receiving it. This fact is one we want to drive home to all S-W. agents.

In past years this circular has been a splendid "trade puller" for agents. This year it is our intention to make it eclipse all past records in this respect.

The success of the calendar idea worked into our annual spring mailing circular proved so successful last season that we have adopted it again for 1902. The calendar on the circular extends from painting season to painting season. This is one of its features

deserving of special mention. If the circulars go out in April, 1902, the calendar is alive and made to do service until April, 1903. This makes it a paint calendar in the very truest sense, and one that covers all the painting seasons thoroughly.

So agents, don't forget the lists. Work 'em up at every opportunity. To get a good list of names will cost you nothing except a little time, and when the results sure to be obtained are considered, you cannot afford to miss making them out.

Let's have the names and we'll do the rest. A good list means that your store and business is going to receive the very best kind of profitable publicity. Apart from paint it's the kind of publicity that will aid your business generally by making it better and

more favorably known in your community. Your name is printed on the front cover of every circular and it goes out to the trade as if complimentary and direct from your own establishment.

In a short time we'll be sending out the blanks for spring circular names and the agent who is best pre-

pared to fill it out with *good* names is the agent who is going to reap the most profitable results.

It's a chance of the year for The S-W. agent to make a ten strike as far as his paint business is concerned.

It's a chance and opportunity we believe all S-W. agents are going to make the most of.

KOPAL IN CANADA.



KOPAL, the brand of varnish that has been so successfully sold in the States the last two years, has been placed on the Canadian market.

It will be pushed there with the same energy and persistence that has brought it to the front so quickly in America. The name "Kopal" has become as well known as that of any varnish on the market. It has won an enviable reputation, in which we wish our Canadian agents to share. It is our intention to keep on advertising and forcing the sale of Kopal until it becomes as well known to varnish users as S.W.P. to paint users.

The varnish has great merit, and at its price cannot be equalled in any respect. It is wonderful value. Every pint of it used means the sale of many gallons. It never fails to make a strong favorable impression on either the practical painter or the amateur.

The fact that Kopal is equally good for inside and outside use makes it specially adaptable for household use, but it must not be supposed for a moment that its sale is confined to the householder. It is one of the best selling specialties for getting and holding the trade of practical painters that a dealer can have on his shelves. We are at present using some special and very effective methods for introducing Kopal more generally to the

painters, and one reason for placing the brand on the Canadian market was that our agents there might have the benefit of this work.

The details of our plan for "Winning the Painter with Kopal" will be sent upon application from you, and will also be carefully explained by our representatives.

Don't fail to get in line on Kopal this year, in Canada. The earlier you start handling it the more money you'll make.

Take hold of Kopal, Canadian agents, as you did of S.W.P. The record you made with that has never been equalled in the history of the paint business.

Kopal is as meritorious as S.W.P.

STOCK UP.

Referring to our General Manager's article on first page of this issue, we want to suggest that our agents be liberal with their stock orders.

There's going to be a heavy demand for paint this season without a doubt, and it's the man *with the stock* that'll get the lion's share.

We have ourselves stocked up our warehouses as never before in anticipation of a large increase.

If you expect more business—and you *ought* to, don't be afraid to stock up. Increased stocks will enable you to increase sales.

HANDLING S. W. P. FOR SHIPMENT.

The System of Handling S. W. P. for Shipment at Plant No. 1 in Cleveland is a Model of Convenience and Rapidity.

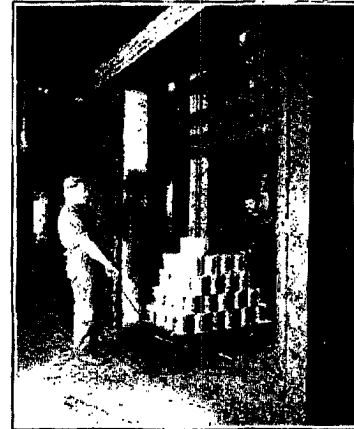


THE handling of S. W. P. for shipment is one of the most important departments of Plant No. 1 at Cleveland.

Let one imagine, for an instant, the great number of packages that this department handles each day in the year; the nature of the packages, containing as they do no end of different colors and consisting of a great variety of sizes. When the work of this department is considered in all its phases it is quite easy to understand that if it were not governed entirely by splendid system from beginning to end its work could not be accomplished with speed and accuracy.

From the filling room to the storage room, car or delivery wagon, S.W.P. is carried along through the different stages of labeling and packing with a rapidity that to be fully appreciated should be seen.

The start in preparing S. W. P. for shipment is made from the filling room where all the packages are weighed and sealed. It is loaded on



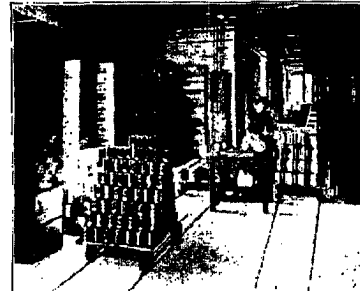
Taking S.W. P. off elevator on 4th floor of "A" Building.

trucks and is run across yard "A" to the elevator where it is taken to the packing room on the 4th floor of the "A" building.

After leaving the elevator the trucks are switched on to tracks that run



S. W. P. starting from Filling Room across "A" yard.



One of the S. W. P. Labeling Tables.



Switching S. W. P. around corner.

either side of the labeling tables and go to every part of the stock and packing room. These tracks form a "railway system" that greatly facilitates the handling of the goods and avoids all possible confusion in the room.

As the trucks reach the labeling tables the packages are handled with great rapidity, the labeled cans sent along another track, switched around the corner and down the aisle to the packers.

This aisle is one of the busiest places in the factory. During the seasons of our heavy shipping it fairly swarms with the packers, checkers and stencilers; yet the work is carried on with perfect orderliness and without the least confusion.

The trucks of labeled cans line either side of the aisle and down the center are the cases. On one side a gang of men pack in the cans with sawdust, and nail the covers on after checking. On the other side the cases are stenciled and made ready for shipment.

Leaving the packing room, S. W. P. is shipped via small electric cars across an enclosed bridge to the shipping department in the General Office building. Here confusion is guarded against on every hand and to such an extent is everything systematized that a wrongly addressed package or a mistake in sending out goods is a rarity. The haulage to the different depots from this department is immense and continuous. The floors are built on a level with the wagons, thus enabling them to be loaded very quickly and easily.

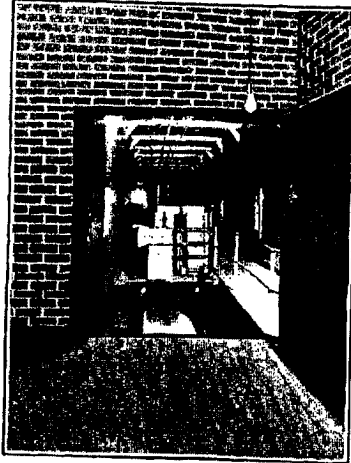
In carload lots, too, S. W. P. is sent



A gang of packers at work packing S. W. P. into cases.

out to large customers, branch houses and distributing centers, the cars being loaded on a railway switch that taps the lower floor of the shipping department. Here it is possible to load three cars at a time with the greatest dispatch.

In connection with the packing and shipping of S.W.P. there are a num-



S. W. P. across the bridge to shipping room.

ber of interesting features which may be appropriately mentioned here.

We make all our own tin packages and all our own packing cases. The tin can department occupies two large floors in the Cleveland Plant and is equipped to turn out 4,000,000 packages a year. The box department has a capacity of over a million cases a year and requires a great quantity of lumber in the course of a year. This lumber is brought down the lakes from Duluth to Cleveland by a steamship owned by the Company and bought especially for this purpose. The steamer is registered as "A1"



S. W. P. wagon delivery.

in the Inland Lloyds and is a large modern boat. On her last trip down she carried over 1,000,000 feet of lumber.

In the packing department a large quantity of sawdust is used in packing S. W. P. solidly in cases. The sawdust is brought to bins on the 4th floor in the most modern and convenient manner possible. It is delivered by an automatic electric conveyor which carries it up from a hopper on the first floor where it is unloaded from the wagons.

The Sherwin-Williams cartage horses and wagons would easily attract attention wherever seen. The wagons are of standard color and are the same not only in Cleveland, but wherever



S. W. P. car delivery.

in service throughout the Company's many branches. The horses are splendid specimens of the heavy draughts, and show splendid condition at all times. A pair of them found no trouble in winning first prize at the horse show held in Cleveland not long ago.

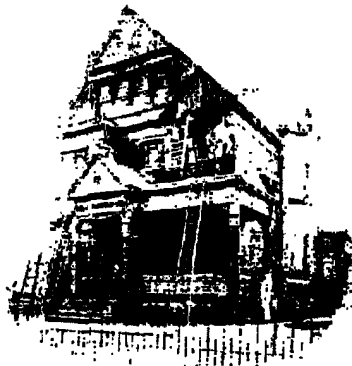


S. W. P. in the agent's store.

The whole system of handling S. W. P. for shipment is as perfect as we know how to make it. It's a system that is at all times invaluable to us in filling orders promptly and satisfactorily.

S. W. P. starts on its journey in the right way. By liberal advertising and

other numerous effective methods we follow up the good start we give it. But we do not rest here. We do not consider our work through until S. W. P. passes through the agent's store and reaches its final goal—that of a place on the consumer's house.



S. W. P. ADVERTISERS.

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

THIS page we devote to S. W. P. advertising of the S. W. P. agents in newspapers and by other methods. All that is required to make it one of the brightest and most profitable pages in THE S.W.P. is for the agents to keep us well supplied with samples or descriptions of anything special they are doing in the way of advertising. Samples of advertising that come from all quarters of the continent certainly provide a splendid exchange of S. W. P. advertising ideas. We can't have too many of them on this page. Such ideas will benefit all of us.

Agents, put the editor of THE S. W. P. on your mailing lists for samples and descriptions of your advertising.

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

By The San Diego Paint Co., San Diego, Cal.

Machinery has taken the place of hand mixing and now all the good paints are prepared ready for use, from pure lead, zinc and oil. The Sherwin-Williams Paint is the best of the good paints.

By Van Cise & Co., Mount Pleasant, Iowa.

Your old buggy can be made to look like this year's purchase if it is given a coat of The Sherwin-Williams Buggy Paint.

By Smith Brothers, Shipshewana, Ind.

Don't be fooled into buying a cheap paint. The Sherwin-Williams Paint covers most, looks best, wears longest and is by far the most satisfactory paint made.

By W. F. Warning & Co., Manchester, O.

We refer you to Dr. F. M. Baldwin, whose house was painted ten years ago with The Sherwin-Williams Paints, and to Mr. J. B. Starkey, whose house was painted seven years ago. Neither of these buildings have been repainted.

By Crowl & Fosdick, Alliance, O.

Call and see us, and let's talk over paint for your house.

By W. C. Lewis, Globe Village, Mass.

Our faith in The Sherwin-Williams Paint grows stronger every day. Once used, you would use no other.

The Co-operative Supply Co., Toledo, O., recently issued a large eight-page circular advertising the different lines they carry. The back page of the circular carried a good

Sherwin-Williams advertisement selected from our book of electrotypes.

A. Rittigstein & Co., Oakland, Cal., are handing out to their trade these days a fancy carpenter's lead pencil. One side of the pencil carries the following inscription in gold letters: "Use only The Sherwin-Williams Paints." Rittigstein & Co. are thorough S.W. agents.

Green's Pharmacy, Colfax, Ill., and Chas. C. Ten Broeck, Kingston, N. Y., were two S.W. agencies that scored a point in their localities on the fact that the successful cup defender "Columbia" was painted with S. W. P. Both had good leaders printed in the local papers of their respective towns mentioning the fact and at the same time working in some good S.W.P. talk. It was S.W.P. publicity that could not fail but make a hit and we congratulate Messrs. Green and Ten Broeck for their clever way in which they made the most of the "Columbia" incident.

E. E. Kline, Osborne, Ohio, advertises S. W. P. very cleverly on the front of his business envelopes. The ads he uses for this purpose are selected from our book of electrotypes.

Received from Stephens & Hill, agents at Oneonta, N. Y., a photograph of a very good S.W.P. window display. The photograph is not clear enough to reproduce in the pages of THE S. W. P., a fact we regret very much. It is one of the best dressed S.W.P. windows we have seen in some time and it ably demonstrates that our agents at Oneonta know well the possibility of the window for advertising purposes.

A NEW YEAR RESOLUTION.



THIS is the time of year for making resolutions. We have one to propose to S. W. P. agents.

Resolve, that for the year to come you will let the lead and oil business take care of itself and put all your strength and energy into pushing the sale of S. W. P.

That resolution carried out, means money to you. If you've any doubt whatever about the fact, ask yourself the following questions:

How can lead and oil help me win business?

Can it give me any advantage over my competitors?

Can it pay me a good money profit?

Can I build a reputation on it?

Can I display any individuality in selling it?

Can it supply me with unique and effective advertising material?

Can I hold old trade with it when they can buy it from any dealer in town?

Can it advertise itself so that old trade will bring new trade to me?

Can the sale of it help my trade in other lines?

Can I give my customers the best value for their money if I allow them to buy lead and oil?

Will it cover as much surface dollar for dollar, will it wear as long, will it look as well as S. W. P.?

Answer these questions conscientiously and your answer to each one will be an emphatic, "No!"

Ask them concerning S. W. P. and the answer is just as emphatically, "Yes!"

The paint quality and selling methods that are in S. W. P. produce the results that mean progress and success

to the dealer. They are what make the paint business profitable.

Did you ever stop to think how the paint business has grown and improved in the last ten years? It is on an entirely different footing than it used to be. Thousands of stores that never thought of handling paint are now devoting a great deal of their valuable time and space to it. Stores that used to keep it in the background now have it way up in front. In the hardware business alone paint has made wonderful strides.

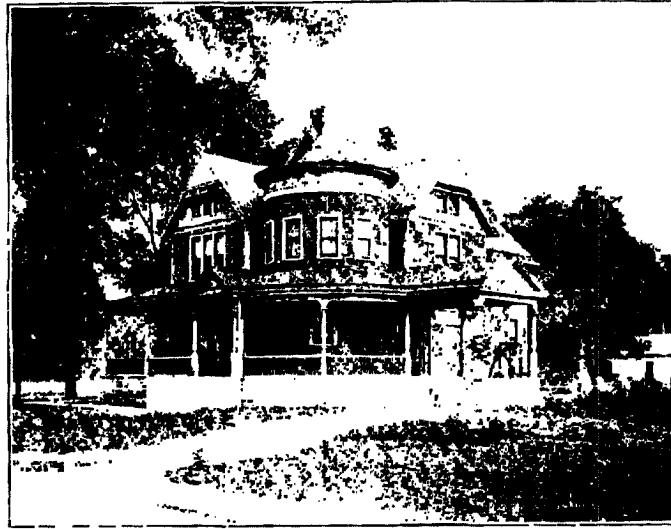
What has been the cause of all this change? Certainly not any increased profit or advantage in the sale of lead and oil.

There has been an increased consumption due to the advertising of prepared paint makers. There has been increased convenience of selling, with the introduction of paint ready for use in sealed packages. There has been increased profit to the dealer who handles prepared paint.

These points are sufficient to show why the business of paint has improved, and why it has kept pace with the advance in other lines. If lead and oil had continued to monopolize the trade as it did in the old days the business would still be on its old footing. Dealers who are still tied to lead and oil are just where they were ten years ago. They're back numbers.

The men who have taken advantage of S. W. P. and good prepared paint are the leaders and always will be.

Resolve, therefore, to put *all* your effort into S. W. P. and to discourage the lead and oil end of your paint business. It will mean more and better business for you.



An S. W. P. House.

Residence of W. G. Smyser, Sterling, Kan. Body, 461; Trimmers, 375 and 462; Shingles and Gables, 354; Roof, 367. Entire interior walls and ceilings finished with The S-W. Special Interior Colors.

FAITH IN AN ARTICLE GOES A LONG WAY.

HOW often we hear people say: "Well, I always buy the——goods. It's the kind I can rely on and know from experience to be right. It's sold everywhere and when I buy it I know I am getting the best, and am taking no chances."

It's no new thing to hear popular goods spoken of in this way. It's going on all the time. When the manufacturer gets his products so well established that they become a household word he has succeeded in giving the bulk of the people something of merit; something that they can place faith in.

It has always been the aim of The Sherwin-Williams Company to make only goods of the highest quality—goods of a kind that the people could learn to place faith in. Today the large and wide sale of our products leads us to believe that in no small measure we have succeeded in making, as far as paint is concerned, the name Sherwin-Williams a household word; a name that stands for good and genuine paint value.

Paint differs considerably from most staple articles, and for this reason not many consumers can consider themselves good judges of paint and varnishes. The buying of these pro-

ducts must needs be upon faith; upon the reputation of the goods.

The S-W. Company products do all that is claimed for them. This fact has gone abroad. Wherever their products are known they are not questioned or doubted as far as their good qualities are concerned. The people have faith in them and know them to be right.

Goods of the right quality will win the faith of the people every time. And goods in which the people repose faith are well backed up and are generally the best.

DRIVING S.W.P. THROUGH THE COUNTRY.

On October 16th and 17th, last, there were some big S.W.P. "doings" in Haverhill, Mass., and the country and villages lying in its vicinity.

On these dates the S.W.P. agent at Haverhill, Mr. J. H. Sayward, did some very energetic work for S.W.P. out in the open, or as he termed the affair, "on a little drive through the country."

Mounted on a handsome four-horse drag and accompanied by assistants, Mr. Sayward spent two days on the road taking in all the country lying within his territory. The drag and horses were

attractively decorated with Sherwin-Williams advertising as shown by the photograph reproduced on this page. During the trip Mr. Sayward did not fail to distribute a good amount of S. W. P. advertising.

Mr. Sayward believes in doing nothing by halves. During this drive his store windows at Haverhill were dressed for the occasion with the full S. W. P. line and were made to do splendid service. But the windows were not all. Mr. Sayward devised another bright feature in honor of his outing. It happened in the evening at the Haverhill opera house where a company playing "Sag Harbor" introduced pails of S. W. P. during one of the scenes that called for a little painting.

Mr. Sayward is a most enthusiastic S. W. P. man, and on several occasions before, his enterprising methods for pushing S.W.P. have received favorable mention in these columns. On this, his latest novel effort in introducing S. W. P. to the public, we wish to extend to him our congratulations. As an S. W. P. advertiser he certainly knows his business for we know of no better way to push S. W. P. than that of taking it out in



The four-in-hand used by J. H. Sayward of Haverhill, Mass., for distributing advertising in his locality.

the open and *driving* it through the country so that all can learn of its good qualities.

Mr. Sayward has only been selling S. W. P. for two years but he is one of our most successful agents. During his first year he sold over 1200 gallons; the second year he sold 2500 gallons and for 1902 he is working on plans for a sale of 5000 gallons. He orders his stock by the car load. Mr. Sayward illustrates very forcibly that where there's a will and S. W. P. there's a way. As far as pushing the sale of S. W. P. goes, Mr. Sayward seems to know all about it.

A CREDIT NOTE.

The question of giving credit is a problem in business that calls for the very best of judgment on the part of the dealer. In refusing to hand over goods to those who have a reputation for poor pay or slow pay, the dealer in the majority of cases is not making much of a mistake. Of course, it must be admitted, that there are plenty of people who would rather "pay for a dead horse than a live one," as the saying goes, and they must be given some consideration. But as a rule it is safe to say that credit sales have been limited to the minimum by the dealers who have become most successful.

A merchant should be quick to read customers. No two people are alike. Nearly all can be turned into purchasers if the right methods are pursued.

The past and future are forgotten in the conflict of the present. The past we are done with, the future we know nothing about; all we have is the present. "Do It Now."

SOME "DON'TS" FOR CLERKS.

Don't forget that lying can only sell goods once.

Don't forget that S. W. P. is the best paint in the world.

Don't fail to learn all you can about the goods you are trying to sell.

Don't let your idle moments go wasted. Study goods and methods.

Don't forget that it is a good thing to induce your friends to give you their trade.

Don't burn the candle at both ends. From every view point it's a bad thing to do.

Don't forget that it is better to have disagreeable work than to have nothing to do.

Don't forget that you have to make money for your employer if you want your salary raised.

Don't let anything that comes up in business conquer you. Work it out if it takes all night.

Don't forget that the cheerful and pleasant mannered clerk soon becomes the most popular.

Don't fail to remember the old and good maxim: "Work while you work and play while you play."

Don't depend too much on the "boss" to help you. Think up all you can that may help the business on your own account.

Don't go about your work in a lackadaisical any-old-time-will-doway. Do your best to give each customer active and correct service.

Don't lose sight of the fact that a bright, intelligent clerk who does his work well is doing about as useful work in this world as anyone else. Hold up your head.

Don't forget that hard work has seldom harmed anyone very seriously. It's worrying, foolish and misdirected effort that causes all the harm in most cases.

WINDOW CARD SUGGESTIONS.

Hardware.

HALT!

And look at our Halter Straps for tying up stock. A great line to show you.

Drugs.

ARE YOU ALIVE

to your own interests? Then get rid of that cough. We've got something to cure it.

Hardware.

STAND UP STRAIGHT

Have a pair of our Ice Clips on your shoes and you'll have no trouble. They're all wearing 'em.

Drugs.

LEFT OVER

A few holiday sundries in Toilet Goods. You may find a few things that you need. The goods are marked 'way down.

Drugs.

GO
SLOW

When it comes to having your prescriptions filled. This department of the drug business calls for great accuracy and we're accurate.

Wall Paper.

TO FALL IN LOVE

with our superb line of Wall Papers. This is something most ladies do when they see it. A variety of patterns sure to please.

General Store

BEHIND
THE
BARS

Of all the Soap we handle there's correct manufacture. Try us for soaps. A trial order will convince you of it's splendid value.

Wall Paper.

THE HOME

appreciated as it ought to be. We've got Wall Papers that will beautify and improve any home. All the correct and newest patterns.

Hardware

BACK TO
THE TAIL
TIMBERS

But before you go you'll need a good
AX or AX-HANDLE.
We can supply you with the best makes.

General Store.

TOUGH LUCK

Our holiday goods were delayed en-route. This is tough luck for us, but you get the benefit in greatly reduced prices. Don't miss this chance.

THE PAINTER AS A SPECIALIST.



THIS is the age of specialization.

It's the age when a man aims to do one thing and do it well.

It isn't the age of the "Jack-of-all-trades."

The man who gets to the front today, and stays there, is the man who masters one trade, one profession, one art, or one science, and perfects himself in it.

The man who "dabbles" in a number of things stays behind.

Every branch of human industry has its specialists—men who devote all their time to doing one thing. It's the division of labor principle that has gradually spread all along the line, until now there is not a position, a job, or a single place of any kind where the human hand and mind are employed, but that there is a demand for a specialist to fill that place.

It is the natural development of civilization and progress, and it's necessary for every man to train himself to meet these demands, or he can't "keep up with the procession."

It's simply a question of devoting your time to one particular thing, of getting as much out of each day, for that one purpose, as you possibly can, and of leaving everything else to the men who are specialists in the other things.

The tailor who used to weave his own cloth, cut it and make the garments has been superseded by a number of specialists: the woolen manufacturer (and in the factory there are hundreds of specialists who attend to only one branch of the cloth making); the cutter, who does nothing but cut the suits to pattern; the coat maker; the vest maker and the trousers

maker. And each of these gets more work out of a day, does better work and makes more money than the old-time, all 'round tailor.

This same idea should be, and to a great extent has been, carried into the paint business.

This is the wrong age for one man to be both paint maker and painter.

The two fields of labor are as distinct and separate as those of the cloth maker and the tailor.

The man who makes paint should do nothing else. If he means to make good paint, make it as good as it can be made, he'll have no time for anything else. It is a business by itself and requires skill and ability that come only through close application to that one thing—thorough specialization.

The great paint manufacturers of today are specialists, with hundreds of specialists in their employ—each man doing one thing all the year 'round and becoming so proficient in it that the work he turns out is the best work that can be done.

The manufacturers would not think of having a man work at the paint mills part of a day and at the varnish kettle the rest of the day; they give each man his work and keep him at it.

The painter should be a specialist. He should do nothing but paint. All the time he spends at other things is robbing him of some of his ability and usefulness as a painter.

Painting is a business by itself, and it would be just as unreasonable for the paint manufacturer to go to painting as it is for the painter to do his own manufacturing.

The best paints that can be used today are prepared paints, made by

specialists, and made to be used by specialists.

Every day sees more painters who are giving up the making of paint and attending strictly to the business of applying it. It means better paint, better painting and more money for the painter.

The painter's client pays him for putting on the paint and every minute spent in breaking up lead, in mixing

it with oil, and matching color is wasted and done without any compensation.

To be the best specialist in painting, the painter should choose the best goods prepared for him by the paint making specialists—and these goods he can find, every time, in the products of The Sherwin-Williams Co., who have devoted a lifetime to making nothing but good paint.

ONE VIEW OF THE COST OF ADVERTISING.

THE expenditure for advertising—that is, the money going out of the establishment for this purpose, cuts but a small figure if it will open the way for a larger business," said a successful retailer in a New York town, speaking recently on the question of retail store advertising.

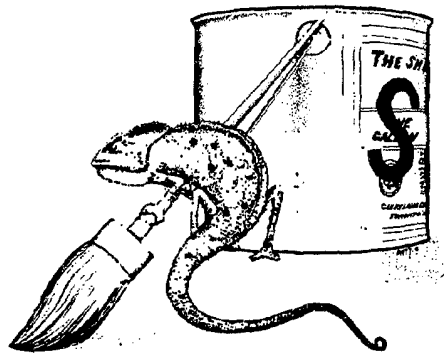
It strikes us that this retailer's ideas on looking at the expenditure of money for advertising purposes are about correct. There must be a venture in advertising if anything is to be won. The enterprising business man knows this and in proportion to the size of his business he is continually following up some sort of an advertising campaign. He knows, from experience as a rule, good returns can

always be had from *judicious* advertising.

Today there is no hope for the retailer who allows himself to get into a rut and conducts his business in such a way that he is cocksure that there is no kind of advertising that can help it. Under modern business conditions his prospects for making any kind of a success are almost nil.

Clever window displays, newspaper advertising, personal letters, circulars, booklets, and out-door display advertising embrace the more popular methods of advertising. It is for the retailer to closely examine his situation and pick out what he thinks will help him and give him the most for his money.

If he would remain in business today he must advertise in some way.



PLAIN FACTS.

Resolve slowly and act quickly.

Destiny is not a matter of accident,
a wish bone or a rabbit's foot.

S. W. P. stands for intelligent paint
service.

The S-W. Company anticipates
the paint needs of the public.

Progress never digs one hole to fill
up another.

Success comes when the man and
the opportunity are coincident.

Hot water never made a hen lay
boiled eggs.

Big men can do hard work—ele-
phants do not stagger under heavy
loads.

'Tis but a short step between folly
and villainy.

A deference to the hobbies of cus-
tomers will bring results when other
methods fail.

S. W. P. is popular paint sold by
popular dealers.

A reputation is only lasting when it
is based on merit.

This certainly is a happy new year
to us—S. W. P. leads where others
cannot follow.

An unfilled promise is as bad as a
downright untruth.

The man who toasts his toes at the
corner store seldom cuts the cordwood
or the coupons.

Choose your paint maker before
you choose your paints.

The care we exercise in our varnish
department is bringing forth good
results. The sale of The S-W. Var-
nishes is rapidly on the increase.

Courteous treatment in business
matters goes a long way.

A hunter who is stingy with his
shot gets but little venison.

The right way to start the new year
is by deciding to carry the full line of
The S-W. Paints and Varnishes.
What "the full line" has done for
others it can do for you.

It pays to sell only goods that hold
real value for the consumer.

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."

