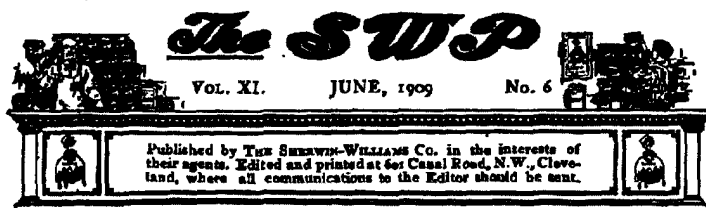


The SWP

JUNE

1909





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COURTESY AS A BUSINESS FACTOR.



THE old proverb, "Courtesy costs nothing," has never been more appropriate than now. In these strenuous days, courtesy is even more necessary than it was in the days of our forefathers, because competition is so keen that it is an easy matter for the store across the street to win your customers away from you. The least indifference on your part may be the cause of losing valuable trade.

But the easiest and most effective way to build up business in the face of competition is to be courteous. Your competitor may have attractive windows, and they are always a great factor in getting business. He may advertise in his local papers, and surely advertising pays. He may send out costly booklets and calendars, and these are recognized everywhere as good advertising. But if he does not back all this up with courtesy after he attracts the people to his place of business, he is bound to lose the best class of trade.

How often you hear someone say, "I like to trade with So-and-So, because he and his clerks will go out of their way to show me something. I can always feel free to step in the store and wait for my car. I can meet my friends there." A store that has that kind of a reputation will always be favored with the best patronage, as it has accomplished the greatest step toward building a lasting and profitable business.

Courtesy is such an easy thing to extend that it is too often neglected. When you are rushed and the store is full of customers, you may often be tempted to turn someone away with an abrupt reply. It doesn't pay. It's far better to keep someone waiting a few seconds than to ignore a question about the goods or its use from some customer who may return for larger quantities and give you a large volume of future business. Be courteous always, as "courtesy never broke one's crown."

THE CRABBED OLD PROPERTY OWNER.

THE WINNER OF THE SECOND PRIZE.



IN THE May S.W. P. we printed the ending to "The Crabbed Old Property Owner" which won the first prize. In that number we also stated that we would publish the ending in the June number which was awarded one of the second prizes. There were two contestants tied for second place, which accounts for there being two second prizes. In the July S.W. P. we will publish the ending to this story awarded the other second prize.

Any of our readers who may have forgotten the first part of the story should refer to the May S.W. P., in which the first part is given in full. This will enable you to connect the following ending with the story proper, and to familiarize yourself with the characters and their conversations.

This ending was sent in by Mr. H. C. Woolley, 2937 Archer Ave., Chicago, Ill., whose photograph we show on this page:

"Now, Cy," said the bringing his hat down on best paint made. Sherwin—that's all. They spend all That costs money and you don't advertise; we just worth. Our paint covers ever saw. It won't crack. It's guaranteed for five you're money ahead."

Next spoke the Lead drops," he began, "Lead ing material. It is the wears longest. The fact preference to mixed paint, mixed paint. Mixed paint dope mixed together. You getting. Buy lead, oil and You know then what you the weather. It won't crack. It's the best and cheapest

"Mr. Raindrops," began the Sherwin-Williams salesman, "the best paint is the paint which covers most, looks best, wears longest and is most economical. To do these things a paint must contain certain ingredients, thoroughly ground and scientifically proportioned. The ingredients and their correct amounts represent the formula. That formula which has given satisfaction through years of actual use is the only one which can yield the best paint.

"Sherwin-Williams Paint is made from a formula which for thirty years has given its users satisfaction under a wide range of conditions, often unfavorable. The formula is complete. Nothing is left out which will give Sherwin-Williams Paint the qualifications of the best paint. Our paint contains white lead, zinc oxide and a small amount of magnesia silicate and calcium carbonate, linseed oil and turpentine drier. I will now tell you why each article mentioned is necessary to produce the best paint.

"First we will take up white lead. White lead gives us covering power, not spreading power, because it is very opaque. That's why it is used as a paint pigment. Used alone with oil, however, white lead has some serious defects. On exposure to the air, white lead softens and crumbles and chalks off the surface on which it is applied in



Mr. H. C. Woolley.

cheap paint salesman, the counter, "I have the Williams have a name, kinds of color advertising. have to pay for it. We give you your money's more than any paint you peel, fade, crack, or blister. years. You try it and

and Oil man. "Mr. Rain-and Oil is the best paint-oldest. It covers best and that painters use it in proves its superiority over is usually a lot of cheap never know what you're color. Mix it yourself. have. Lead and oil resists or peel like mixed paint. paint."

gan the Sherwin-Williams salesman, "the best paint is the paint which covers most, looks best, wears longest and is most economical. To do these things a paint must contain certain ingredients, thoroughly ground and scientifically proportioned. The ingredients and their correct amounts represent the formula. That formula which has given satisfaction through years of actual use is the only one which can yield the best paint.

"First we will take up white lead. White lead gives us covering power, not spreading power, because it is very opaque. That's why it is used as a paint pigment. Used alone with oil, however, white lead has some serious defects. On exposure to the air, white lead softens and crumbles and chalks off the surface on which it is applied in

a comparatively short time. You will notice this on any house painted with white lead and oil. White lead also darkens on exposure to the gases which are present in the air. White lead also lacks spreading power, taking more gallons to the job than a good prepared paint. From this it will be seen that lead and oil as a paint is neither durable nor economical, and consequently does not fulfill the requirements of the best paint.

"To remedy the shortcomings of white lead we add zinc. This gives a whiter paint that does not darken from exposure to gases in the air, absorbs more oil, and oil gives durability, also gives us spreading power. Zinc is hard, and this hardness counteracts the lead's softness and prevents the latter from chalking. This combination gives a paint that covers most and wears longest.

"As yet our paint is not complete, a small amount of magnesium silicate and calcium carbonate being necessary as reinforcing pigments. These soften the zinc, absorbing more oil into the paint, give the paint coat thickness, and act as a tooth for subsequent coats and neutralize any trace of acid in either oil or lead. The quantity of these materials is very small, but they are absolutely necessary to give us best results. All we need now for the pigment is the coloring matter.

"The liquid part of Sherwin-Williams Paint contains only linseed oil and turpentine drier. We make the linseed oil ourselves in order to be sure of its quality, and make it the best we can.

"In addition to knowing what pigments to use, the manufacturer must know how to proportion them. Combined in wrong proportions the paint would fall far short of the requirements of the best paint. The way we find out the correct amount of each ingredient to use is by actual use. We have been making paint more than thirty years and are past the experimental stage. We use only such formulas which under the greatest possible range of conditions have fulfilled the best paint requirements.

"In making the paint, we combine the pigments and the liquids by thorough grinding with powerful machinery. The result is that our paint is completely mixed. With lead and oil your painter tries to accomplish by hand what we do with heavy machines. Being a more thorough mixture, our paint gives a better finish and a more lasting job than the hand-mixed paint. If you run short when using lead and oil, it is difficult to secure the same color. With Sherwin-Williams Paint, Mr. Squaredale can supply you at all times with any amount of any shade.

"This gentleman (cheap mixed paint salesman) said that we had only a name, and the difference between his paint and ours was the price of advertising. I do not pretend to know what his paint is, but I know a man who uses Sherwin-Williams Paint once will always use it. Now, if our paint did not do all and more than we claim for it, this would not be true, nor would any amount of advertising continue to sell it. Yes, we have a name—one that we are proud of. It was gained because our paint satisfied its users more than any other paint on the market.

"Mr. Raindrops, I want to say a word about the size of our Company. We own five paint, two varnish, two dry color and two linseed oil factories. We control our own lead and zinc mines, our own smelting plants (two), two japan drier works, also box and can factories and printing plant. This size is due to growth, not consolidation. The saving effected by controlling these parts of our business enables us to put better, more uniform material into our products and give you the highest quality in paints and varnishes.

"Our growth, Mr. Raindrops, is due to the fact that Sherwin-Williams Paint has been proved the best paint, made by thirty years of satisfaction it has given its users. To them it proved that it covered most, looked best, wore longest, and consequently was most economical."

Cy thought this rang true. It seemed straightforward, and when "Buck" explained the guarantee of The Sherwin-Williams Co. to forfeit the value of the paint and the cost of applying if it was not as represented, Cy ordered enough to paint one of his houses. It is needless to say that later he bought nothing but Sherwin-Williams Paint for the rest of his property.

A STRONG PERSONAL LETTER.



WE ARE most fortunate in having as our good agent at Thorntown, Ind., Mr. T. E. Bradshaw, who has been handling our line for the past fifteen years. Mr. Bradshaw is particularly enthusiastic about S. W. P., with the result that he often interests property owners in Thorntown to use it by means of strong personal letters. Having studied our selling methods for years, Mr. Bradshaw is very familiar with the sale and quality of S. W. P.

The following letter was written by our agent to a property owner of his town, and we believe that all of our agents can secure some ideas from this letter that will assist them in landing sales for S. W. P.:

JOHN VENIS, Thorntown, Ind.

Friend John: With reference to my letter of the 30th ult., and the very pleasant interview in the store a few days later in which we considered paints in general and Sherwin-Williams in particular, you mentioned quite a few comparative points that I wish to consider at this time with further explanation.

I will first take up your intimated preference for White Lead and Oil, which I would be pleased to sell you. I would not have you misunderstand my motive in again writing you; it is not my purpose to mislead or win your good graces for The Sherwin-Williams better judgment, but I hope exception to White Lead that our ancestors used that degree of success is no crime. The time in which the kind of lead they used White lead is just as good time as it ever was, if not it to be the best single don't misinterpret this statement; it is not.

Dr. C. B. Dudley, sylvania Railroads, testified North Dakota paint case, pigments have led us to the white lead is a distinctly fortunate phase of the case recently know any better." If the eminent chemist meant inferior pigment you have exhaustive white lead tests back as 1893, on down to Master Painters' Association. We are living in an advanced age. If we are to keep in touch with the spirit of American progress we must look forward and follow the lead, instead of taking a retrospective view into the gloomy past, when the pioneer painter through ignorance cried "Fraud!" when his peace of mind was disturbed by the innovation of the modern paint maker.

The Sherwin-Williams Co. were just as little thought of in their efforts to introduce a prepared paint as Mr. McCormick was in his introduction of the "Old Iron Harvester." The farmer branded it as a fraud, just as the painter did the prepared paint, and they declared they would never quit the reaper-hook and cradle for that "fool" invention; but they did, just as the people quit and are still quitting white lead, and since it has so successfully passed the experimental stage have learned to appreciate its conveniences and the immense saving by its use. Now it would be as difficult to persuade the average farmer of today to quit the modern method of harvesting his crop as it would be to convert a Snake Indian to the Christian religion.



T. E. Bradshaw.

Chief Chemist of the Pennsylvania Paints against your you will allow me courteous and Oil Paint. The fact pigment with a reasonable terion for us at the present they lived has passed away; then is not made now, and pure at the present better. I honestly believe paint pigment in the world; ment to mean it's the best

Chief Chemist of the Pennsylvania under oath in a recent said: "Our studies on white general conclusion that inferior pigment. The un- is that we did not until re- you care to know just what when he said "distinctly only to take up the ex- that have been made as far the present time, by the tion of the United States.

The scientific steps taken in the manufacture of paints are even greater than that demonstrated by the improved reaper. The day is passed when a man can guess at the necessary amount of crude material, combine it in a bucket, mix it with a paddle and produce a paint in quality or in any other way to be compared with the scientific man who weighs his material, combines it with intelligence and mixes it with the modern machinery now used by the leading paint makers of the world. An attempt to establish this false theory is a step backward, which, if met with favor, would trample under foot all the scientific research of the past fifty years and bury it in the pessimistic dust of failure. It would be equivalent to displacing the modern self-binder with the reaper-hook and cradle. The Sherwin-Williams Co. supply but one quality of paint—that is, the one best suited to the purpose for which it is intended. The specification, "S. W. P.," is not open to various interpretations; it has a plain, positive meaning—the very best. I have sold it with decided success since 1894 and can cite you to more satisfied and well-pleased customers than can be shown for any other brand of paint sold in Thorntown in a like period of time.

You spoke of the price as being somewhat elevated. That depends entirely on how you look at it—the quality of the paint is way above the price. If the consumer had persisted in figuring the cost of painting his house by the gallon instead of its covering capacity, The Sherwin-Williams Co. would have quit business, but if he will count the cost of the job and leave competition off the map, it has no equal as a money saver to the man who paints his house by the yard. John, there is as much difference between the Sherwin-Williams Paints and the cheap dope quoted by those Chicago houses as there is between a cottonade suit of clothes and one made out of broadcloth. No man could afford to put that stuff on his house if it did not cost a cent, the expense of application would be as much as if it were good material, and the house would not be protected any more than a suit of clothes made out of cheesecloth would protect the body from the chilly winds of winter. Where quality is the first consideration, S. W. P. will never disappoint, but will meet every requirement of a first-class, high-grade paint. There is more of it used by the railroads and street car lines—where it is subjected to a chemical test—than any other paint on the market.

Every Big Four train passing through a town is an advertisement on wheels for the Sherwin-Williams Paints. If it is good enough for them, if its durability makes it more economical for their use, I fail to see why it should not appeal to you under the same conditions. If it looks well on their trains, why should it not look equally as well on your house? It will, and I want to sell it to you. If you are undecided as to when you will paint, or have deferred it for the time being, I would be pleased to take the matter up for future consideration, and trust I may have the pleasure of again talking the matter over with you at no distant day. I am enclosing some printed matter worthy of your best consideration before you decide to use white lead or any other paint, except it be The Sherwin-Williams Paint Prepared—S. W. P. Awaiting your commands, I am,

Your Friend,

T. E. BRADSHAW.

THE VALUE OF PROPERTY OWNER LETTERS.



THE following letter, received from our good agent at Modoc, Ind., shows the value of using our Property Owner Letter service:

Modoc, Ind., May 8, 1909.

THE SHERWIN-WILLIAMS CO.,
Cleveland, O.

Gentlemen: Enclosed I send card with some names of men who are going to paint this Spring. Please be prompt with your letters to them, as I have very sharp competition here. This is a small town with four dealers selling paint. S. W. P. is the highest-priced paint in town, so you see very readily that these competitors have one talking point the start of me. But so far this Spring I have sold more paint than the three of them combined.

Yours respectfully,

GEO. I. BOSH.

**ERIE RAILROAD COMPANY**

CHICAGO AND ERIE RAILROAD CO
OFFICE OF THE GENERAL SUPERINTENDENT
CLEVELAND, OHIO

May 8th, 1909

Sherwin-Williams Paint Co.
Cleveland, Ohio

Gentlemen:

I enclose herewith photographs, giving five views of our Kings Creek station on the Cincinnati Division, West, between Marion and Dayton.

This station was painted in 1891, with Sherwin-Williams Paint, and in examining it a few days ago it was found to be in very good condition yet. I thought you would be interested in this. Please return photographs when they have served your purpose.

Yours truly,

H. O. DUNKLE,
General Superintendent



THE Globe Manufacturing Co., our aggressive agents at Peoria, Ill., have recently added a business buggy to their already long list of business getters. In the illustration, Mr. E. R. Kroos, Secretary, Treasurer and General Manager of the company, is shown holding the reins. Mr. Kroos has been largely instrumental in building up the large paint business which The Globe Mfg. Co. enjoys. His clever advertising and personality have won him many friends.

In the other illustration our Little Paint Man is shown in the Globe Mfg. Co.'s window. This mechanical sign was in action at the time the snap-shot was taken. The windows which these agents use have attracted a great deal of attention, and have been by no small factor in selling Sherwin-Williams Paints and Varnishes.

A GOOD WAY TO DISPLAY COLOR CARDS.

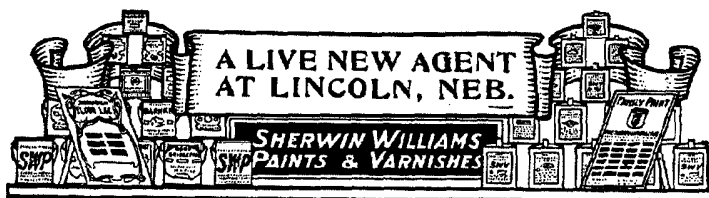


Showing Color Cards fastened by the ropes in our Window Trim. A novel way of displaying these cards.

IN the photograph, showing a recent window trim of our agents at Spirit Lake, Ia.—Hill, Pillsbury & Co.—you will notice rather a striking way to exhibit your color cards so that they will be associated with the actual paint packages in the window. If you cannot arrange to try this out in connection with your present display, you might make use of it later on.

The idea is to fasten the color cards to the window pane with the strips accompanying the window trim. This is fully illustrated in the photograph. Our agents have found it a very clever means of attracting people to their window, and after

that has been done they have succeeded in selling the goods in a great many cases. It's a good suggestion for a paint window.



A Section of Paint Shelves

WE have recently been successful in landing a fine agency at Lincoln, Neb.—The Hall Bros. Co. Mr. Hall, president of this Company, is secretary of the Nebraska Retail Hardware Dealers' Association and is very well known all over the state. Twenty years ago Mr. Hall started out in the hardware business on a very small scale. Today he has the largest hardware stock in the state of Nebraska, including a fine line of stoves, furnaces, and a well-arranged stock of smaller hardware articles.

The paint department of this store is of special interest to S. W. P. readers. The Sherwin-Williams line is handled exclusively. What prompted Mr. Hall to take over our agency more than anything else, was his recollection as a boy of the high quality of S-W. Products, and our advertising. The "Cover the Earth" trade mark also appealed to him very strongly. Mr. Hall is a great believer in advertising, and will, no doubt, be heard from in various ways as soon as he is fairly launched on the paint seas. A practical paint man has charge of the paint department, and is reporting increased sales each day, which is encouraging in view of the fact that there is keen competition in Lincoln, and that it will take some time to get well under way.

AN INTERESTING CONVENTION.



THE Fourth Annual Convention of the Georgia Retail Hardware Association, held at Valdosta, Ga., May 18th, 19th and 20th, was very largely attended and many subjects of importance to the retail hardware dealers were discussed. Our Southeastern Division Sales Manager, Mr. J. A. Bowman, and one or two of the representatives, were there to greet our Southern agents and take advantage of this opportunity to get together. A number of our agents made new acquaintances and discussed our policies and business methods in general, and in every way

the convention was pronounced a success. The following officers were elected for the ensuing year: President, E. E. Deakle, Valdosta, Ga.; First Vice President, R. W. Hatcher, Milledgeville, Ga.; Second Vice President, E. W. Woodruff, Winder, Ga.; Secretary and Treasurer, C. E. Stewart, Helena, Ga.

The next Convention is to be held at Rome, Ga., in 1910, and from all indications, judging from the earnest and enthusiastic way in which the officers and members are all co-operating, the banner Convention will be held next year, attended by an increased membership.

MORE FAME FOR THE LITTLE PAINT MAN.



SEIFRIED & WHITE, our agents at Dinuba, Cal., believe very implicitly in the ability of our Little Paint Man to bring them results when used in connection with their advertising. On this page we show two of the stunts which they have just recently tried out with good results.

This is the first appearance of the Little Paint Man in verse, but we trust it will only prove an incentive to other agents to work up something even better in their advertising.

THIS IS THE LITTLE PAINT MAN



He is getting ready to go on Hi.
He is not a Hi roller like you
Hi School boys—but he does Hi
work and Hi-class work—if you
want anything in his line when
you get thro' school and get into
business of any kind (including
housekeeping), remember the
Little Paint Man.

If you want him at any time,
phone Main 293 or 274.

An ad in a High School Paper.

SONG OF THE LITTLE PAINT MAN



I have a paint pot filled with paint
That's mixed with care and pains,
And any floor that I paint o'er
Will lose its guilty stains.

The rich and poor, the old and young of
every tribe and nation,
Should know that paint put on a floor is
best for its salvation.

CHORUS

And that is why until I die
I will carry my brush and can
To hide the scars and cover mars
Because I'm the Little Paint Man.

CHAS. W. SEIFRIED

THE LITTLE PAINT MAN WITH
SEIFRIED & WHITE, Decorators

His First Appearance in Poetry.



 TWENTY-FIVE years ago, Mr. F. A. Sperry, our good agent at Colorado Springs, Colo., was a contractor and builder. He had a job of painting to do on his own house, and after it was finished he received a great many inquiries regarding the materials which he had used. Of course, he used S.W. P. and always recommended it to his neighbors when they inquired about his own house. Every time the factory received an order from Colorado Springs, it would be the result of Mr. Sperry's missionary work among his neighbors. Finally he was prevailed upon to take over the Sherwin-Williams agency at Colorado Springs and today his business is devoted exclusively to paints and varnishes, he having found it more profitable than his former business.

Mr. Sperry is still a car load buyer. He is known in Colorado Springs as The Paint Man and to the Sherwin-Williams Co. as Car Load Sperry. Although his prices have always been higher than any of his competitors, this agent has established such a reputation for quality that the household watchword has grown to be: "When you get anything from Sperry's, you can always know that it's the best and highest quality."

In the twenty-five years that Mr. Sperry has handled our line, he has seen many paint dealers go and come. He states that he was once induced to put in a cheaper line, thinking that he could cater to the cheaper trade, and also sell S.W. P. to the better class. But after an experiment he discovered that it was more profitable to handle one line, and to devote his best efforts toward receiving the best class of trade in his town rather than to try to control a mediocre portion of the high-grade trade and the cheaper trade also.

Recently there was a paint war in Colorado Springs. All the paint dealers in the town but Sperry sold paint at practically any price, but he stood firm at his high figure. His competitors finally grew weary of trying to keep up the pace he set, and the result was that they all got together and decided to maintain prices. Mr. Sperry moved along in the same way in spite of the reductions his competitors made, which shows pretty conclusively that it pays to handle the best and to build a lasting business on a quality basis.

Without hesitation, Mr. Sperry says that during the twenty-five years he has been handling our line, he has been presented a great many paint and varnish propositions, but that he has always found it to his advantage to stand by the S-W. line, as he can best please his customers and maintain his reputation by so doing.



F. A. Sperry's Paint Store

WHAT PROPERTY OWNER LETTERS WILL DO FOR YOU.



THE following incident, which took place at Carlisle, Ark., should prove conclusively the value of property owner letters which our Promoting Departments are willing to send out for our agents at the slightest excuse:

A party from Indiana lately moved to Arkansas and located near Carlisle. Our agent, keenly alert for an opportunity to make some sales, and realizing that this newcomer would doubtless require paint to brighten up his property, sent in the name of this prospect to our Promoting Department. Shortly afterward this same party came down town to buy paint. Being a stranger to the commercial center, he naturally entered the first store where he thought paint would be sold. It so happened that the store he entered was that of our agent's competitor. While in the store the stranger noticed great signs of business—there were many customers around the counters and the clerks were all too busy to bother with him. After he had waited some time he thought that he would visit the postoffice while waiting his turn. Upon opening his mail he found a strong letter from our Promoting Department. He was so impressed with the proposition that he went directly to our agent's store instead of to his competitor. The result was that the stranger bought a large order of S. W. P.

This instance is just one of many which come to our attention from time to time. It stands to reason that that particular agent mentioned in the foregoing will have implicit faith in our Property Owner Letters and will send in names regularly. It's a good example of the value of following up just a single name, and any of our agents who want a live, strong force working for them should send in the names of prospective paint users now. Tomorrow will be too late.

A STRONG ASSORTMENT OF MAILING CARDS.



THE group of cards shown on this page comprise another advertising campaign being waged by our enthusiastic agent at Worcester, Mass., Mr. H. A. Ballou. Since taking the Sherwin-Williams Agency, many years ago, Mr. Ballou has constantly been alert to secure a large share of Worcester's paint and varnish business. He has succeeded beyond his expectations and attributes a great share of his success to his effective advertising.

Ballou's Blue Store, on Main street, Worcester, is always busy. From his vast experience in handling paints and varnishes, Mr. Ballou is sought constantly for information and advice. His windows are always attractive, his shelves neatly arranged, and his courteous manner adds not a little to his popularity.

These mailing cards are bringing paint buyers to the Blue Store quite regularly, and we show them here as a suggestion for any of our agents who may be interested in mailing card advertising.

Like any other effective advertising, mailing cards must be well written and illustrated. The electrotypes which we offer our agents for this purpose are attractive, and we will also prepare copy for you if you so desire.

A good mailing card is generally kept, but a poor one is doomed before it's sent. If you want the business, try this kind of advertising.



Mailing Cards Being Used by H. A. Ballou.

SOME NOVEL ADVERTISING.

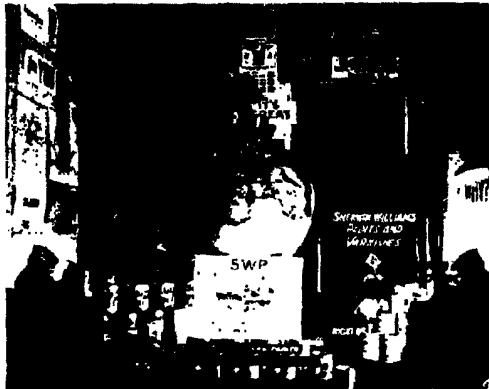


OUR agent at Danville, Ill., W. C. Cawood & Son, has been familiarizing the people with our Little Paint Man quite vigorously of late.

Miller Bros.' "101" Ranch Show was recently in Danville, and our agents saw an opportunity to use the Little Paint Man to excellent advantage. They printed up several thousand tickets showing this character and offering to admit the bearer without charge to their store to see the Little Paint Man, who was stopping there for a while. This was right in line with the circus idea and made quite a hit.

Barnum & Bailey's circus came to Danville shortly afterward and Mr. Cawood distributed ten thousand of these little cards, the way having been paved previously by some forceful newspaper advertising. To give you some idea of what these agents think of this stunt, we quote the following from Mr. Cawood's recent letter: "By last night there were few who had not enjoyed a little laugh over the Little Paint Man, and who were not talking about Sherwin-Williams and Cawood. We think this stunt as pulled off yesterday the most successful bit of advertising we have ever attempted." When a circus comes to your town you might try out something along this line with good results.

In the illustration we show a window trim which these agents used at circus time. The card in the window read as follows: "S. W. P. will ride on every wagon in the parade. Barnum & Bailey use nothing but Sherwin-Williams Paints and Varnishes. They wear longest." This card proved very good advertising and Mr. Cawood says the window was a winner.



A Unique Circus Window.

THE VALUE OF SOMETHING DIFFERENT.



THAS been said that variety is the spice of life. More than to any other phase of life, this saying belongs to advertising, and the particular form of advertising to which it is most adaptable is trimming the window. If a merchant is successful in trimming an exceptionally good window, that is no reason why he should leave that particular trim in his window for three months. Yet some merchants do this and wonder why the passersby never look in or stop to ask a question.

It's the same story today as it was a century ago—the people want something different. If you can't give it to them they're going to someone who will. This is especially true in the smaller towns, where the same people of necessity pass the same windows perhaps three or four times a day. It grows monotonous, to say the least, and it often leads up to the impression that the merchant is slow and is not aggressive.

And trimming windows is not so much of an art in the smaller towns as it is in the larger cities. It's primarily a matter of common sense in displaying reputable and advertised products to the best possible advantage. When the people know you are going to have an attractive window, and are going to change it every week or two, they're bound to go out of their way to pass your store. They see the window before they see your stock inside. If the window appeals to them, nine times out of ten the stock will, and you're pretty sure of landing an order. The window is your trade barometer—if the display is poor, business is poor; if the display is good, business is usually good. The oftener you change and the more time you spend in planning your window trim the better your sales will be.

THE POST CARD ENCLOSED.



VERY agent should use the Decorative Department's services right now. This is the season of the year when you can use this service to best advantage. All you have to do is to send in to our Decorative Department the information asked for on these post cards. Our decorators will immediately follow the jobs up with their sketches and suggestions for decorating. When you secure an order for painting materials after our Decorative Department's suggestions are accepted, it means an unusually large order for you. Send in the post card now. If you want some more, write our nearest Promoting Department for them.

Our agents who have taken advantage of this decorative service are constantly sending in these post cards, as they appreciate the value of our suggestions and the profit that is theirs when the goods are sold.

If you have any doubts about the character of this service, experiment by sending in the enclosed post card. You will want more right away. Now's the time.

A "BRIGHTEN UP" COME BACK.



OWN in Pennsylvania the slogan, "Brighten Up," which we have been using in our advertising, has attracted a great deal of attention and controversy. A short time ago W. C. Fleck & Co., Jenkintown, Pa., came out in their local paper with an advertisement, telling the readers to Brighten Up with Atlas Ready Mixed Paints. We show a reproduction of the advertisement on this page.

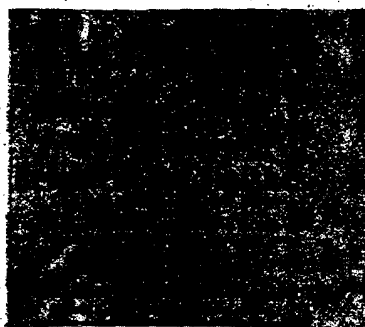
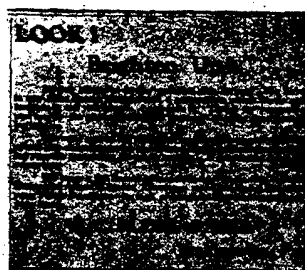
This action evidently aroused three of our good agents in Philadelphia who have been doing some effective advertising, and they shortly after appeared with the advertisement shown below Fleck & Bro.'s ad in the illustration.

In coming back our agents urged the readers to Brighten Up, but to be sure and get Sherwin-Williams Brighten Up Finishes registered, as they are the only genuine line of Brighten Up finishes.

This instance goes to show how our "Brighten Up" slogan has attracted attention and how our loyal agents are standing back of the Sherwin-Williams Brighten Up Finish line and are educating the people in their communities to "Brighten Up," but not to associate this slogan with any other paints or varnishes but Sherwin-Williams'.

We are anxiously awaiting any further news that may possibly result from the above instance, and wish our good agents success with their advertising.

These are the brighten up days and the Brighten Up slogan is a good one to push in your newspaper advertising. If your competitor is using "Brighten Up" in connection with some other line, put him right and let the people know that they should use Sherwin-Williams Brighten Up Finishes only.



Before and After.



BE ON THE LOOKOUT!!!



WITH this issue THE S. W. P. concludes its visits until August 15th, when it will again appear with a big Fall Campaign issue. The Fall Campaign this year will be a hummer. Our advertising will attract buyers to your store. The window trim which will be mailed you on August 20th will be a good one.

The August S. W. P. will be full of good pointers on the Fall Campaign. It will tell you all about a lot of things we expect to do to help you sell more S-W. Paints and Varnishes. You can't afford to miss it. If you don't get it promptly, let us hear about it.

I need a rest now to get in trim for the Fall show. So long, and a pleasant vacation to you.

The Little Paint Man

IF I was boss in a retail store, there is one thing I should insist on, and that would be to have my employees know the goods I was carryin'--- by that I mean, know them so that they could talk them intelligently. Not long ago I went into a store and examined a piece of goods. "That is the best article of its kind made," said the clerk. "Why?" I asked. "Well, I can't tell you exactly, but---it is." Did I buy that piece of goods? You can bet I didn't. People like to trade with a concern where everybody, from the owner to the youngest clerk, *knows* the goods that are being carried.

The Little Paint Man 