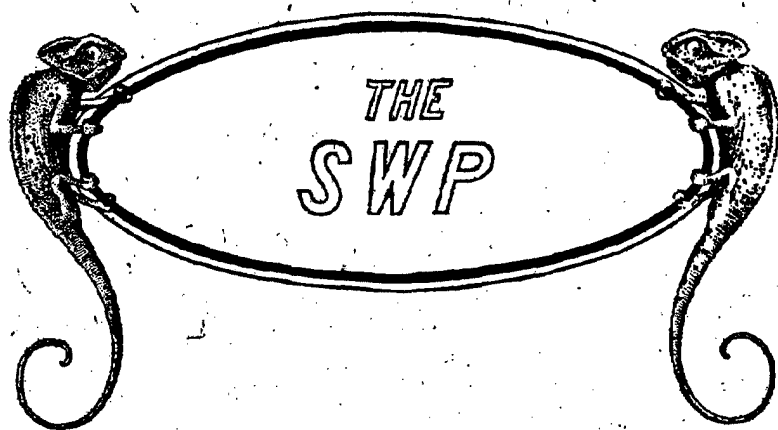




MARCH
1904

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 to the Editor should be sent.

VOL. VI.

MARCH, 1904.

No. 3

S. W. P.



WONDER how many of our agents really believe good prepared paint is better than strictly pure lead and oil.

I am inclined to think that many of you have not yet been fully convinced. The idea of "patent" paint still sticks in your mind. You have so often been deceived by fake mixtures that you are distrustful—and I don't blame you, for the fake mixture man claims everything—and more—for his article than the maker of a good product claims for his.

If it were not for these lying fake mixtures, good prepared paint would be used almost exclusively. It is *undoubtedly* superior to a paint made of lead and oil only.

Lead and oil paint is trading on its past reputation. It is not used any more by consumers who have a thorough knowledge of painting. The modern engineer or chemist no longer specifies a paint pigment made wholly of lead. If he did he would betray his ignorance, for it has been proved beyond a question of doubt by thousands of tests made by honest, intelligent minds seeking facts, that lead in itself is not a satisfactory protective coating. *It never was satisfactory.* Before good prepared paint like S.W.P. was made it was best. It is through its long use that many still think it best. Education is a slow process, and habit is powerful. But in the long run the best article *will* crowd out the poorer. And this is just what is going on all the time. Lead and oil paint is dying a natural death simply because something better has come to take its place.

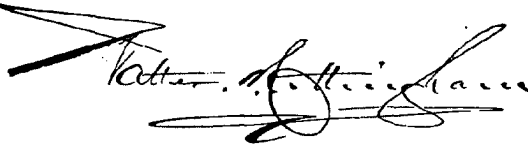
Good prepared paint is making tremendous strides. We used to count our output of S. W. P. in thousands of gallons, then tens of thousands, later hundreds of thousands, until now it runs into the millions; and it's growing faster today than ever before.

There is some good reason for this. It won't do to say that it is the result of clever advertising and an aggressive selling organization. These things help, but in themselves will not produce continuous growth. They are only an aid. No permanent success, such as S. W. P. has achieved, is built on any other foundation than merit.

S. W. P. sells well because it *is* a good article. There is no better painting material than it is. Our confidence in its merit is unbounded, and is the root from which springs all the effort and energy we throw into its sale.

Every man in our organization believes in S. W. P. He believes there is no paint like it. He is proud of it, proud of its success, and determined to make it greater. This is the secret of our growth. And this is the secret

of business success—implicit confidence in your goods and enthusiasm in pushing the sale of them. *Believe in your stuff or don't sell it.* When you *do* believe in it you can't help but sell it. Merit begets confidence, confidence begets enthusiasm, and enthusiasm conquers the world.



Vice President and Gen'l Mgr.

NEWSPAPER PUBLICITY FOR THE PAINT STORE.

THERE can be no doubt that the paint dealer will increase the volume of his business any season by going after trade through the daily and weekly press.

It needs no argument nowadays to show that newspaper advertising pays. Paint is a commodity that, in its nature, demand, and use, lends itself readily to strong newspaper advertising. Talks on paint make good ad copy. Paint ads will bring the dealer his rightful share of the present trade and will increase the demand for paint in his locality.

The Company's stand on newspaper advertising is shown by the newspaper electrotype service and the "Special Ad" service furnished agents free of cost. We believe thoroughly in newspaper work and are ready at all times to give anyone every assistance in furnishing good copy for the newspaper campaign. We have a special staff of advertising men for the work. This staff is entirely at your service.

Newspaper publicity covers more ground than newspaper ads on the dealer's stock. Everything about the paint situation, everything that gives impetus to the improvement of property, everything that advocates high

quality in paint materials will directly benefit the trade of the dealer handling S-W. products.

The progressive advertising merchant keeps the public advised on paint matters. He keeps the subject in its various phases ever before his trade and his prospective trade.

To assist S. W. P. agents in this work, we shall from time to time furnish copy for news notices in the local papers. These notices will also furnish suggestions for similar items. There is plenty of "news" about paint in any town and the papers will be glad to publish it.

Begin "talking" paint with the news notice enclosed in this number of THE S. W. P. It speaks of the prospects of a busy season and emphasizes the importance of figuring early on painting. We believe its publication will help your business. It is an experiment worth trying, anyway.

SPRING RESOLUTION No. 1

I will use the "personal letters" more this year than ever before. I will begin by filling out the blank inclosed with this issue.

"PERSONAL LETTERS" LAND PAINT ORDERS.

Use them in your Territory this Spring.

I find that the "personal letters" work right to the point and land the customer every time.—W. M. McKay, S.W.P. Agent, Port Colborne, Ont.



I have hundreds of similar letters. Not a day goes by without some S.W.P. agent expressing his appreciation of the value of the "personal letters" to him, not only in his paint department, but in every department of his business.

Competition is so keen today that no business man who is fully alive to his own advancement will neglect any opportunity to get more business—to increase sales; it is a duty that he owes to himself and to his business to take advantage of everything that will enable him to get ahead.

The "personal letters" will help your sales, not because we say so, not because the theory of the system is good, but because the

system has been proved good, because over fifty per cent. of S. W. P. agents are living testimonials of the value of the system.

If you have never tried the letters, do it today by sending us some names on the "prospective orders" blank. The cost of the letters to you will be

nothing; we stand all the expense—all we ask you to do is to send us the names.

Please remember that our "personal letters" are *personal* in every sense of the word. They are written to suit individual cases; each letter is intended for the person to whom it is written. They are business letters. They are forcefully worded, type written, personally signed and mailed under a two-cent stamp. Each letter refers the property owner to the store of the S.W.P. agent who sent in the name. They are the strongest kind of advertising—directly for the benefit of the dealer.

Use the blank today; if you cannot fill it out completely, send at least a few names. We want every S. W. P. agent to

use our "personal letters" this year.

We have preached the "personal letter" gospel so often and so vigorously that most of you are familiar with the many convincing arguments in its favor.

To those who have used the letters we feel that we need say nothing more



A group of the letters, booklets, and follow up mailing cards we shall use this spring in going after the property owner for the dealer.

here; we know that you will fill out completely the "prospective orders" blank inclosed with this number.

To you who have not used them and to those S. W. P. agents who have joined us lately, we simply say read the letters printed here.

Your method of getting at all property owners and builders is certainly a winner. We experienced immediate results after sending our list for "personal letters" to you.

Schenectady, N. Y. H. S. MOORE.

We feel that our success with S. W. P. is largely due to your progressive method of advertising with "personal letters" to property owners.

M. RICHARDSON & Co.
Lawrenceburg, Tenn.

We certainly think your "personal letters" are all right and cannot help but bring their reward. As a rule most persons appreciate a letter to them personally, and think that if the firm appreciates their trade enough to go to that trouble and pay them that much attention, they will patronize them.

THE MACCRACKEN HDW. & IMPL. CO.
Lancaster, Ohio.

Do not confuse the "personal letters" with the spring mailing calendar. The latter is designed for those property owners who are paint users in a general way, that is, who some time or other will use paint; the former—the letters—are for those property owners whom you know positively *are going to paint* this spring and for those whose property *ought* to be painted this spring. The two cover separate fields and are two distinct advertising features.

The names received on the list you send now will be held until April 1—the opening of the season—at which time the letters will be written and the follow-up work begun, except in southern territories where the season opens earlier, or where you advise us to begin earlier. If there are any special names which you wish worked *now*, please say so.

ADVERTISING TO WIN THE PAINTERS.

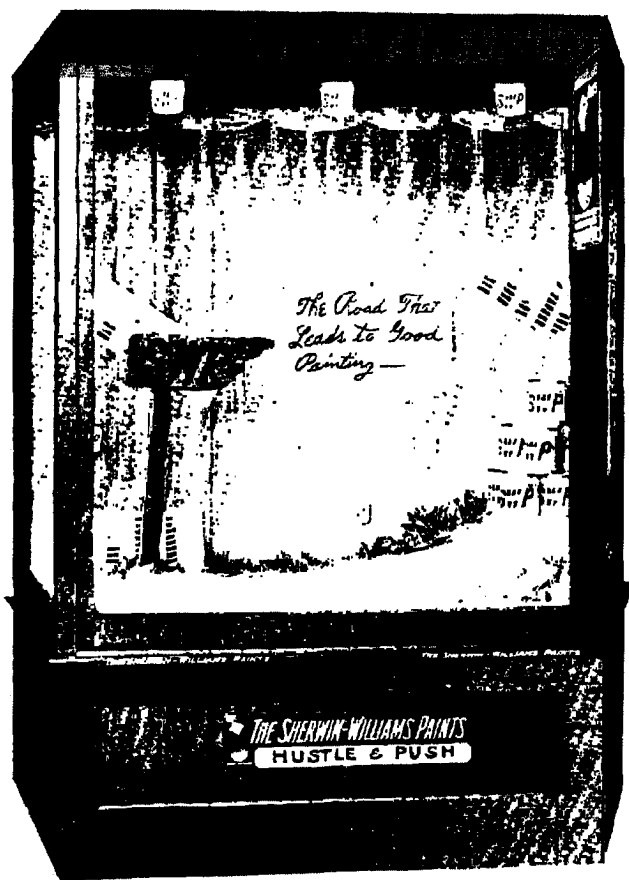
 ON the 15th of February we began mailing a systematic series of letters, booklets, mailing cards and other strong features advertising S. W. P. and S. W. V. to all the painters whose names we had on our lists.

This general advertising will stimulate an interest in Sherwin-Williams Products on the part of the painter's that can be turned to good account by S. W. P. agents if properly followed up.

We suggest that each agent make it a point to go hard after the painters in his town at this time. Supplement the good work started by us by a persistent advertising campaign of your own. Kopal, Shellacine, Ex-cello, Mar-not, S. W. P., 1st Quality Oil Colors are all good lines to talk. Push the varnishes hard—they invariably interest the painter and will give you an entering wedge for the other products later on.

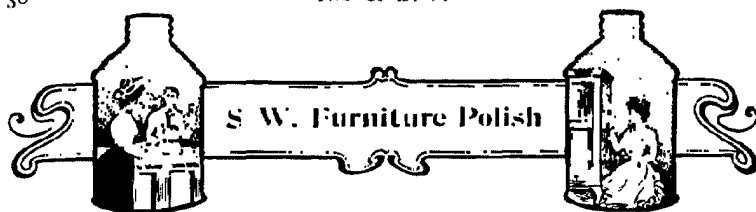
SPRING RESOLUTION NO. 2

I will see that my newspaper space is well filled, always with good "copy" frequently changed. I will use the S-W paint electrotypes to fill it.



FOR THE OPENING OF THE PAINT SEASON.

BUILD a slightly inclined platform; sod at each side, and place sand or dirt on platform to represent a country road. At raised end of platform place a few cans of S. W. P. neatly piled as if at top of road. Make an imitation road sign with S. W. P. painted on hand. Have it pointing at S.W.P. cans. Have sign reading: "The road that leads to good painting."



Are you selling it?—It will make money and build up business for you.



R. L. J. Fasquelle, Manager of the Varnish Sales Department, estimated nearly three months ago that S. W. P. agents would sell 1,000,000 cans of Furniture Polish in 1904. It seemed a high—almost an extravagant—estimate at the time. It doesn't look so large now. Reports come in from every territory of steadily increasing sales. The Polish is proving a most marketable specialty and the systematic advertising campaign we are now waging to help the dealer, will make it a million-can seller.

Some of the advertising features that are now building up its sales and making it known to the householders of the land are illustrated on these pages. They are all planned directly for the benefit of the dealer—to help him sell more Polish. They cover store display, "personal letter," and newspaper work.

Two handsome display features, each made as attractive as possible, are given with orders for this specialty. The

engravings show what a good counter display they make. The cardboard carton is given with orders for one dozen half pint cans. The



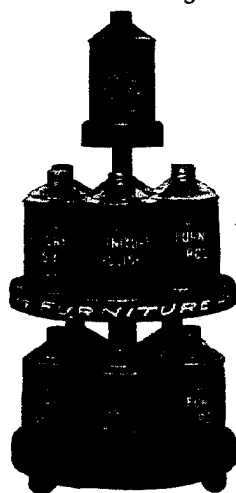
Newspaper electrotype 2 cols. x 3 1/4 in.

revolving stained-wood stand with orders for six dozen half pint cans.

Every "personal letter" sent out to the lists of names of property owners you send us this year will contain a well illustrated and well written enclosure.



Furniture Polish enclosing slip that is enclosed in all "personal letters" to property owners.



Attractive Furniture Polish stand. Given to agents with orders of not less than six dozen cans of Polish.



Handsome carton given to agents with one dozen cans of Polish.

ing slip on Furniture Polish. The accompanying illustration will make clear the character of the enclosure.

Good newspaper advertising on Furniture Polish will bring customers to your store. The four newspaper electrotypes illustrated on this page will put life into the Furniture Polish market. They are designed and written to make The S-W. Polish sell more rapidly—and will do it for you. We shall furnish these electrotypes free of cost to any dealer who requests them.

The S-W. Furniture Polish will make money and satisfied customers for any



Electrotype No. 294.
Newspaper electrotype 2 cols. x 2 1/4 in.

paint dealer. It is one of the best—best in quality and selling merit—of the many good specialties the Company has put on the market. It has positively no superior in quality, it is put up in attractive, lithographed cans, it is forcefully and widely advertised, and its market is only limited by the number of householders on the continent.

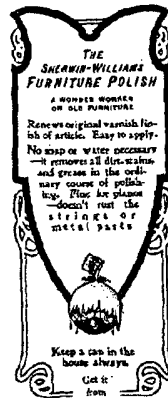
This specialty is not an ordinary polish. It's cleaning qualities give it an immense advantage over common polish. It cleans and polishes at the same time—no scrubbing with soap and water necessary. It is easy to apply—put on with a cotton cloth and polished with a cotton cloth. It brings back the beauty of the original finish. Furniture Polish will be a paying specialty for any dealer. It is the kind of product that can be pushed hard and made a trade-builder. It will individualize your business, introduce you to new trade, and make you solid with your old customers.

Stock up with Furniture Polish.

Display it.

Advertise it.

Push Furniture Polish.



Electrotype No. 295.

Newspaper electrotype 1 col. x 5 in.



Electrotype No. 296.

Newspaper electrotype 1 col. x 6 in.



Special train with full display of The Sherwin-Williams Paints and Varnishes, for S. W. P. Agents and Dealers in Texas, en route from Cleveland to Fort Worth, Texas. The train was made up of several old cars and was the largest shipment of paint posters ever made. The "Texas Special" was made up of several new cars and was a very different train in appearance.



TRADED with The Sherwin-Williams Paints and Varnishes for S. W. P. agents in the state of Texas, a special train of 17 cars, the "Texas Special", left the Company's Cleveland Plant, Thursday, February 4, and reached Fort Worth, Texas, Saturday, February 13. The train was then broken up and the shipment distributed. The run was made to Chicago over the Baltimore and Ohio road; at Chicago the train was taken over by the Rock Island Railway and delivered to the

THE SHERWIN-WILLIAMS "TEXAS SPECIAL."

Santa Fe line at Kansas City, who scheduled it through to Fort Worth. Only day light runs were made. Short stops were made at all stations and the train had right of way throughout the whole trip.

The "Texas Special" was the largest shipment of paints and varnishes ever sent over the rails. And it established a new era in the business of the Company—the train load era. It was a big achievement for a Company accustomed to great advances.

S. W. P. agents in all towns along the railway lines over which the train passed and in Texas co-operated with the Company fully in giving the shipment the greatest possible publicity. They recognized the advertising advantage the "Texas Special" afforded and joined forces in making the most of them. News notices describing the shipment were inserted in the local papers, posters advising the time the train would pass through town were displayed, special newspaper ads were carried, and a special "Texas Special"

SPRING RESOLUTION NO. 4

I will try during the season to sell my present customers all the paint they use. I will also try to gain some new paint customers.

NEW LINES FOR OLD TOWN; NOW TRADE FOR OLD LINES WILL BE MY GOAL.

SPRING RESOLUTION NO. 3

I will keep my stock in good condition—full always—so that I will be able to meet every paint demand of my locality. I will never be out of color cards.

the agents and dealers of one sparsely settled state require a train load of paints and varnishes to meet the demand of their spring trade, there can be little talk of hard times. The "Texas Special" spells prosperity.

Handlers of S. W. Products in the Lone Star State are surely to be congratulated on the way they are going after business.

NEW STEAM TURBINE IN PLANT NUMBER ONE.

By Mr. F. W. Ballard, Mechanical Engineer.



INSTALLED in the power house of the Cleveland plant is a new Westinghouse-Parsons steam turbine, the first of the type to be put into use in the city of Cleveland, the first to be used in any paint plant anywhere, and the 54th manufactured in the United States.

This new turbine, which marks the highest development in engine construction, has been furnishing power for the plant since January 15. It has a capacity of 400 kilo-watts or 533 horse power, and replaced a Corliss engine of 150 horse power. It is notable in comparing the capacity of the two engines, that the turbine, together with the electrical generator which it runs, occupies less space than the old engine.

The installation of the turbine engine well illustrates the Company's policy of being always in the van in every department. The principle of "keeping ahead always" is adhered to in the engineering of their power plants, in the equipment of their factories, and in the quality and sale of their products.

The principle upon which the steam turbine works is not new; in fact, the earliest recorded steam engine, that of Hero, at about 200 B. C., was of this type; and it is interesting to note that a recent test on an engine constructed in the same way as that of Hero, showed an economy almost equal to that of our ordinary reciprocating

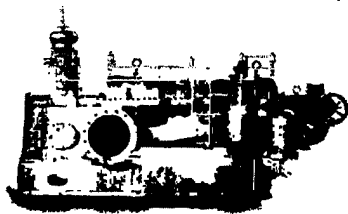
steam engines.

It seems nothing less than the irony of fate that after a century of thought and labor by the best engineers and designers on the reciprocating engine, we should return to the model of the first experimenter and find a type which cannot be equaled for economy or simplicity.

About the year 1700, steam began to be used for pumping water from coal mines in England, and the piston was used to prevent the steam from coming into contact with the water, which would condense it and destroy its force. It was the development of the reciprocating steam pump which lead to the production of the reciprocating engine for power, and tied the world to this crude and inefficient machine. It was only within the last ten years that any progress has been made in the development of the steam turbine such as to warrant any promise of its universal use.

The principal difficulty in the way of producing the steam turbine was due to the very great velocity of a jet of high pressure steam. This velocity is about 2000 feet per second, or 120,000 feet per minute; and as the speed of the blades in the turbine, which receive their impulse from the steam, must be one-half that of the velocity of the steam for good economy, it is evident that the speed of the turbine must be very high indeed.

The speed of the turbine which is being installed in our plant is



New Westinghouse-Parsons Steam Turbine recently installed in the Cleveland Plant. Has capacity of 533 horse power.

3,600 revolutions per minute, while the speed of the Corliss engine which the turbine replaced was only 85 revolutions per minute.

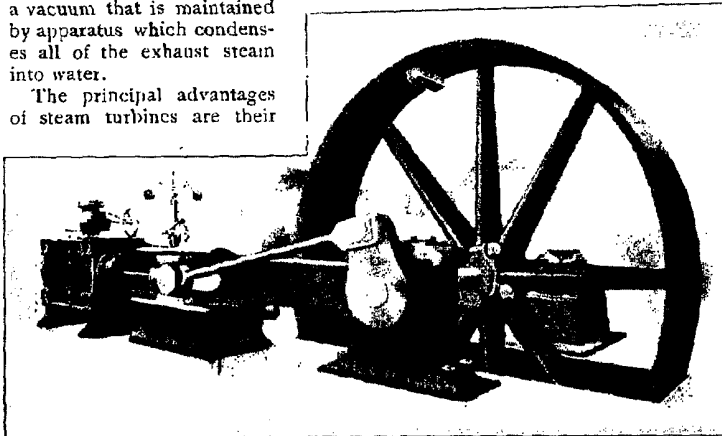
There are several types of turbines being manufactured. The Parsons turbine, which was invented by an English engineer and which has doubtless proven the most practical of all, is what is known as the parallel flow class. The steam enters at one end, passes along parallel to the shaft, and discharges at the other end. There are rings of small blades on the wheel alternating with rings on the inside of the casing, and the steam passing between the curved blades being deflected, first one way and then the other, produces a reaction which causes the wheel to rotate. There are 31,000 of these small blades in one turbine. The steam enters the turbine at 150 pounds pressure through a 5-inch pipe, and is discharged through a 20-inch pipe into a vacuum that is maintained by apparatus which condenses all of the exhaust steam into water.

The principal advantages of steam turbines are their

high economy in the use of steam, their great simplicity, the small cost of maintenance, and the small amount of floor space which they require. The latter feature is well illustrated by the accompanying engravings, which show respectively the engine part of the turbo-generator and the Corliss engine which it replaced, reduced to the same scale.

The "personal letters" are the steam turbine of paint advertising. They produce the maximum results with the least expenditure of effort on your part.

Keep the lists of prospective buyers coming to us all the season. Keep the steam up.



Old engine of 150 horse power that was replaced by new steam turbine of 533 horse power. Comparison of this illustration with the one of the turbine on preceding page will show graphically the relative dimensions of the two engines.

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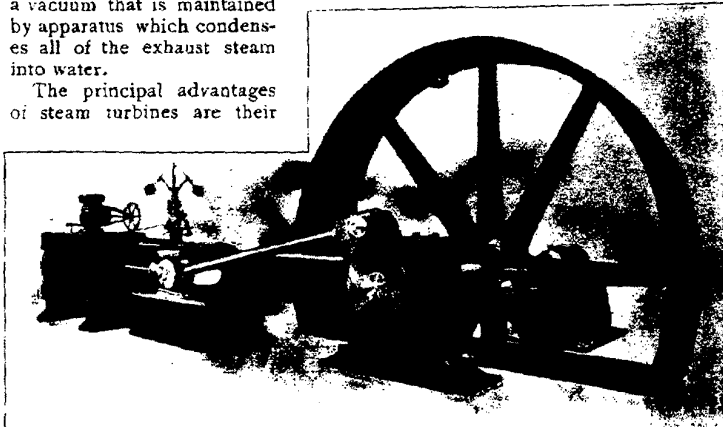
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S. W. P. ADVERTISERS.

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

During the busy spring paint season S.W.P. agents, everywhere, will do strong advertising. We shall be glad to receive samples and descriptions of the work you do. We want to know about the successful features you use, and we want to "pass them on" through this department to other S.W.P. agents. In this way we shall all be in better position to plan our advertising for another season.

Remember this department when you have run a series of newspaper ads, issued a folder, put out a bulletin, or trimmed a window that has made a decided hit.

Kinne & Jeffery Co., S.W.P. agents at Batavia, Ill., recently issued an attractive booklet for distribution to their customers and friends. The booklet is well written, well edited, and well illustrated. It contains a brief history of the company and description of their present facilities, with photos of members and staff of the firm and views of the various departments of the store.

The brochure is much superior to the usual store literature and carries a message of enterprise and progress.

Mr. W. O. Sesline, S.W.P. agent at Shipshewana, Ind., sent out a map hanger to his trade at the beginning of the year. The map is a detail one of the townships immediately surrounding Shipshewana. It ought to be of interest to the residents of the locality, and is likely to be kept as a handy reference by those receiving it.

The idea is a good one and one that many S.W.P. agents could adopt with advantage.

Helena Hardware Co., S.W.P. agents at Helena, Ark., is a firm who *do things* in their advertising. They distributed score cards at the baseball games played in Helena last summer, on which were advertised the seasonable lines they carried. The S-W Paints and the "cover the earth" design had a prominent place on the card.

Mr. A. C. Williamson, S.W.P. agent at Fulton, Ill., never allows his trade to forget that The S-W. products lead to success in painting. At the beginning of the new year, in a personal letter to each of his customers he referred to the success that had attended their wide use in Fulton.

The back cover of an attractive almanac, distributed by Mr. Williamson at the same time carried an illustration of the "cover

the earth" design in two colors. This made a very pleasing effect and ought to bring good returns.

Some Extracts from Good Paint Ads of S. W. P. Agents.

W. B. Partridge, Owego, N. Y.

Make your house cleaning easy. Instead of scrubbing your strength away on that dirty woodwork, get a can of S-W. Family Paint. It will make the rooms look better and it's more healthful, too.

A. C. Williamson, Fulton, Ill.

The Sherwin-Williams Paint, which covered twenty-five houses in Fulton during 1903, will be sold under the same strong guarantee of the makers.

Thos. H. Briggs & Sons, Raleigh, N.C.

Talk is cheap! We do not have to yell to call your orders for S.W.P. A gentle whisper, and a few references to those who have used it will convince you that S.W.P. is the right paint for you to use on your house this spring.

Louis A. Taubert, Casselton, N. D.

I investigated thoroughly before placing S.W.P. on my shelves and know that it is the most satisfactory and most economical paint on the market.

SPRING RESOLUTION NO. 5.

I will keep my windows well dressed and I will change the display frequently—once a week if possible.

WHAT ARE YOU DOING?



WHAT are you doing to prepare for the opening of the painting season? What plans have you made to increase your paint sales this year?

We ask these questions because we want to get every S.W.P. agent thinking *now* of the season's business—planning to make it the largest, and most profitable in his history.

The old homely saying, "The early bird catches the worm," has more truth than poetry in it. A merchant these days must be alert to get into the field ahead of his competitors; he must carefully plan his business campaign along well thought out lines; he must "plan his work and work his plan" if he expects success.

We find this necessary in our business. Long before the opening of each year we carefully consider what we shall do to get more business during that year; we plan the advertising to be done; we try to learn our weak points, and to strengthen them; we calmly discuss every phase of our business, planning for future growth. It is the only way to keep ahead.

Plan your spring campaign now if you have not yet done so. The thoughts suggested by the following outlines will probably help you.

How many customers have I to whom I sell everything they buy in the paint line? Why do I not sell all my customers all the paint they buy? Is not my stock complete? Or is it because I show lack of confidence in it by carrying a half a dozen half lines instead of one full line? It may be that I do not push my paint line as a whole hard enough.

How many paint users are there in town to whom I sell no paint? Why? I carry high quality products and I know they are best in economy, in covering, in working, in wearing qualities. Do I advertise enough? Is my newspaper space large enough? Do I change my "copy" often enough? Am I keen in ascertaining the names of those who are going to paint; and

when I do learn the names do I go after the business in the right way—do I interview the house-owner—do I send his name to The Sherwin-Williams Co. for personal letters? Do I try to get more paint used by suggesting to those whose property is in poor condition that a coat of paint would add much to its value?

How much paint did I sell last year? How much more will I sell this year? Is my stock large enough to take care of increased business? What colors did I sell most of last year? Have I provided a sufficient stock of them this year?

What line of advertising brought me most business last year? I must do more of it—I must do it better and more persistently this year. What new plans shall I adopt for 1904? Am I taking advantage of all the advertising offered by the Company?

Have I sent in my list of names for the Calendar-Circular, and was I careful in compiling it.

Do I use the "personal letters" written by the Company to house-owners who are going to paint their property or who ought to paint it? The letters must get business or other S.W.P. agents would not commend them. I will send in some names today.

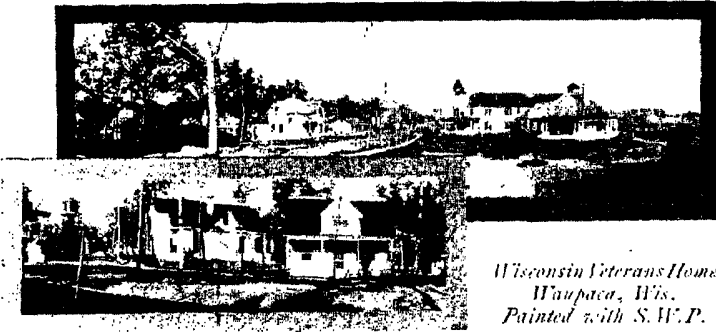
Wouldn't it be better for me to use the special paint electrotypes, furnished free by the Company, in my newspaper space? The talks in them are good; the illustrations are strong, and no other paint dealer in town will have his paint space filled so well. I will order a supply today.

How about my windows? The passerby often judges a store by its windows. The Sherwin-Williams Co. issue a booklet entitled "Store Windows," that gives suggestions for dressing good windows. I will write for a copy today and begin dressing paint windows at once.

Have I plenty of color cards? Must order a supply if not. Are my clerks and myself posted on every paint product I sell? Do I know the talking points? If not, we must be informed by getting booklets, etc., and "reading up."

Is the general appearance of the store impressive? Is it tidy, color cards properly displayed, stock in nice order, everything clean and kept dusted? These things always help to bring trade.

Finally—what's the use of doing all this thinking if I do not also do some acting? "Plan your work" is all right as a motto, but "work your plan" is better still.



*Wisconsin Veterans Home
Waupaca, Wis.
Painted with S.W.P.*

Large photo shows Marston Hall in the right distance, Rush Hall in the middle distance at right of the road, and the Power House in middle distance at left of road. Smaller photo shows Matron's Home at the right, Adjutant's office and headquarters in the middle, and Commandant's House in extreme left. Every building and cottage on entire grounds, except the brick power house, is painted with S. W. P., Gloss White, and trimmed with 375.

MAKE YOUR WINDOWS SELL PAINT.

Do you use your windows to the best advantage? There is no better way of your keeping S.W.P. constantly before the public than by neat and attractive window displays, and no time more opportune than *now*.

A properly dressed window is a valuable advertising asset; not only is it a forceful advertisement, but it is invariably taken as an indication of the condition of the store and the stock.

At this season a well trimmed window is particularly effective. It is a great aid to your spring advertising campaign and serves the double purpose of suggesting the advantages of painting and keeping S.W.P. continuously before paint buyers. Our Window Dressing Booklet is full of good paint window displays—the new edition contains seventy views of paint windows trimmed by window dressing

experts. If you have this booklet we urge you to make use of it; we believe it will furnish some good ideas. If you haven't the booklet, send for it today.

There are two good windows illustrated in this issue, one on Furniture Polish and one on S. W. P. We suggest that you make immediate use of them. Dress the Furniture Polish window during house cleaning time and the S. W. P. window at the opening of the paint season.

SPRING RESOLUTION NO. 6

I will make it a point to interview every prospective paint buyer—those who are going to paint and those who ought to paint.

PLAIN FACTS.

S.W.P.

Good paint—good profit.

S.W.P. sells best where most known.

“Some day soon” is a synonym for *never*.

The early agent catches the Spring trade.

Constant hustling means continued success.

A pleased customer is better than a big sale.

Hustle today—some people paint tomorrow.

S.W.V.—nothing too good to be said about them.

S.W.P. gives confidence—in the seller and in the buyer.

The Full Line is the Main Line to Success in Paint Selling.

The S-W. Varnishes wear well because they are made right.

The good quality of S.W.P. means the good will of the customer.

S.W.P. lasts for the longest time—and looks well as long as it lasts.

The best paint in the right place—S.W.P. on the house of your customer.

Three good reasons for putting in the Full Line—more trade—more profit—most satisfaction.

No man ever lost anything by honesty—honesty in the goods he sells and honesty in talking them.

Time spent in talking cheap paint is time wasted—you’ll never have another chance with the same customer.

The value of a paint to a dealer is—not the profit on the first sale but how many customers it holds for him.

The way to sell paint is to know paint—making some good point about your paint at the right time will often clinch a big sale.

“Experience is valuable, but the experience of others costs you less, and if you go by it, it does you as much good and pays better.”—*The Arrow*.

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.”

*Be a leader not a follower.
Set the pace for the paint
trade in your locality. Be-
gin your newspaper adver-
tising, your window displays,
your "personal letters" before
the other paint dealers. Let
your competitors follow—
you lead.*