

# THE S W P

JUNE, 1905



# THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interest of their Agents. Edited and printed in the Department of Publicity at 107 Canal St., Cleveland, where all communications to the Editor should be sent.

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## A "VARNISH STAIN" WINDOW.

This simple arrangement makes an effective window display. Build a table with cane for legs, suitable boards, cloth and other accessories for the top; add a group of Varnish Stain cans with a display card, and the window card, "Old Furniture Made New." It can be done in a few minutes.

## PAINT SEASON WINDOWS—GET THE HABIT.



I have put a paint window way up in front in this month's issue because this is the time of year that paint windows *should* be up in front.

All-the-year-round paint windows are desirable; March, April, May, June, September and October paint windows are a necessity.

June's as necessary as any, and perhaps you can run over into July if your season is late. But keep it up in June at any rate.

Windows always advertise you. Unless you nail up the shutters and close your store you can't prevent the windows from advertising your business.

They advertise it either as a live, up-to-date, successful store, or as slow, careless, unsuccessful.

Good windows, well dressed and frequently changed, are trade winners.

Poor windows, overcrowded and always looking just about the same are trade losers.

I used to be in the retail business, and I know what can be done with windows. I know that it pays to give more attention to them and the appearance of the store front than any other detail next to the proper selection of stock and the training of clerks.

Inviting windows, accommodating clerks, and good, honest merchandise, are the three things I would want first of all in my store today. I put the windows first, the clerks next and the goods last, because that's the order in which customers run up against them.

If my competitor has as good as I have on the last two, but neglects his windows, I can beat him out every time.

It's surprising what an effect it has on everything else in the store if you're taking pains with the windows.

I hadn't done any newspaper advertising until I began to get my hand into the way of good advertising by practice on the windows.

I hadn't appreciated the real value of pushing seasonable goods until I learned it from window experience.

I hadn't known what enthusiasm and pride in your business can do for you until I got the window habit.

Another thing that window dressing taught me was to keep my eyes open and try to find out from the windows of my competitors what they were doing. It wakened me up to a keen spirit of friendly competition that kept me stirring.

Get the window habit. There's bigger business for you in it.

## ADULTERATED LINSEED OIL.

A Word of Warning.



WITHIN the past few years there have been widespread movements to prevent the adulteration of food products and the use of chemicals to preserve milk, butter, etc., and we are glad to see these recently extended in an endeavor to suppress the sale of adulterated linseed oil for painting purposes.

It seems difficult to locate substantial evidence as to the persons responsible for the large amount of badly adulterated linseed oil on sale in the country, and especially throughout the State of Ohio.

The State Commissioner is carefully prosecuting the work, and results will be noted with a great deal of interest. He has already found many samples adulterated with inferior mineral oils of inferior character—all injurious to paint, and some of them highly dangerous and inflammable, as proved by recent explosions in the laboratory while testing.

With the price of the genuine oil firm or advancing, there is of course increased temptation to cheapen the product and secure an illegitimate profit by unprincipled manipulation, and many sad stories of disappointment and loss could be told by those who have been deceived by the possible words of some smooth-tongued salesman or discreetly phrased letter.

It is easy to be allured by the promised saving of a few cents per gallon from a regular market price, but you can set it down as a safe axiom that, barring a miracle, it must lead to a loss in the end.

Every dealer in oil should study carefully the source of his supply and know well the parties from whom his purchases are made, by whom the oil is manufactured and whose name it bears as a guarantee of purity.

Take no chances under any conditions.



*The Great Southern Hotel, Gulfport, Miss.*

*Made of rough undressed siding, and stained with Preservative Shingle Stain C-95.  
cornice of dressed lumber and painted white, Terra-Cotta tile roof.*

## QUICK DRYING COLORS.

No. 1—Some of the Advantages of the S-W. Line.



In a series of articles on the Q. D. Color line we propose to take up in the order of the price list, the various groups of colors and explain their leading characteristics and the strong points of individual pieces of goods.

However, before doing so we want to recite a few facts which the dealer should know and think of, when discussing Q. D. Colors with his customers.

First, that there are very few makes of such goods that are properly ground. Even the products of some who are classed as reputable makers are very coarse, and let it be remembered always that unless finely ground, Q. D. Color is of poor value for the good workman.

Again, the grinding liquids must possess all of the necessary quick drying, binding and flattening qualities and should in addition be selected with a view to overcoming any inherent faults or enhancing so far as possible any desirable features of the pigments with which they are used.

We use a character of grinding japan for this line which, so far as we know, is entirely different from what is employed by any others, and it is probably due more than anything else to the higher quality of that vehicle and to our very much finer grinding that we have shown such superiority upon comparison of quality with other makes.

Remember that some makes flat out all right, but don't possess the necessary binder and so rub up or smut in the subsequent coats of varnish, except oil or varnish is added by the painter before using.

Again some makes bind but are not

sufficiently elastic when dry and so check or crack.

Others again don't flat properly but instead dry with a partial egg shell gloss—a very hazardous surface over which to apply subsequent coats.

Also this class of goods must admit of being readily broken up with spirits turpentine and must also assimilate well with varnishes for the making of color varnishes.

Some makes handle fairly well but dry slowly and are found to lack seriously in color strength, which fact frequently accounts for a low price having been named.

The well posted dealer will readily be able to show the greater economy of our goods on account of their increased strength of color, admitting of greater thinning. Right here we might say that a color which has been badly adulterated in order to get price down must be applied very heavy to make it cover, and this not only reacts on the price, but such a coat is likely to go on to the work "brushmarkey" and also dry slow and mushy and in that way interfere with not only the initial appearance of the finished work, but with the holding up of the finishing varnish coats.

The covering capacity of good, strong Q. D. blacks and colors is so large that a cent or two or even 5 or 10 cents per lb. advance on some, really cuts no figure if the cheaper colors are lacking in any of the essentials we have related, and this is emphasized when one considers the high character of work upon which this class of colors is used.

If the dealer will always bear in mind that it takes less than 1 lb. of green, say like Trojan, to color and

color varnish an ordinary buggy gear, when as it requires from 1½ to 2 lbs. of many of the cheaper so-called Brewster Greens on the market to do the same amount of work, he can find ample reason to talk quality strong and win out at it. Certainly if there is one thing that the intelligent sale of Q. D. Colors is not, it is not a price proposition.

Take our line of Drop Blacks. We have five grades that enjoy a very large sale, with a very satisfactory output for the balance. The blacks of other makes almost without exception will bear thinning but little if any more than bulk for bulk, color and spirits turpentine, while goods of *even listed grade* of our make will bear from 20 to 33½% more thinning and cover, and some of our strongest blacks can be thinned almost equal parts by weight (which is just about double bulk for bulk) and still cover solid over a white putty spot. In addition to greater body our blacks have greater density of color when bone hard than any others of even grade on the market.

In fact the listed *first grades* of other makes do not surpass and few equal the quality of our XX Black, so that any fair comparison of price should be made on not higher than that basis, and in the case of the less worthy makes it should be made much lower. Don't forget this.

Remember that our blacks are much denser in color when bone hard than when first spread, whereas the opposite is true of many other brands. Every black in our list is a straight bone black without the addition of cheap vegetable blacks which are usually toned up with Prussian Blue to temporarily make them appear blacker, but as the Prussian Blue, which is fugitive, fades out, the

finished job grows brown.

In our C. P. Lamp Black we offer the very highest quality of recalcined black. It is not only lighter in gravity than other makes, but of better color and superior strength, so that it will be found more economical and satisfactory for staining purposes (almost its entire use) than cheaper grades. The dealer should remember that Lamp Black is a natural non-dryer and for that reason its use is limited by the carriage painter, sign writer and painter so far as possible. However any indicated use for Lamp Black in any work shop can be better met with our Q. D. C. P. grade than with anything else for the reason that being stronger it takes less and on account of the strong drying japan in which it is ground, the drying of the paint mixture is not retarded. Our C. P. Lamp Black possesses about 1½ times more strength than the strongest Drop Blacks.

We make special grades of (Q. D.) Lamp Blacks for use as color coats instead of for tinting or staining purposes, and such goods will be explained and quoted to the dealer on request.

[The dealer will find a ready sale for Sherwin-Williams Quick Drying Colors to small carriage and repair shops when the superior merits of the goods are understood.—ED. NOTE.]

NOTE—In our next issue we will take up the discussion of Reds, Wines, etc.

People are always talking about the secrets of success. There isn't any secret to it—success is just doing the right *thing* and *sticking* to it. If all would do their part just their best, even if it isn't much, just as a blade of grass does, the world would be a better place. Waiting to play elephant is not wise.

## SUCCESSFUL S. W. P. AGENCIES.

Witte Hardware Co.—Aberdeen, S. D.



It is not surprising that our most successful agencies write in the strongest and most emphatic way as to the increased value of a Full Line Agency. One says:

"I find the best advertisement for S.W.P. is to always have your other lines of goods in stock."

So it is every time, that one line helps another—helps show quality, helps advertise and helps the selling.

Every day brings new evidence to this effect, and those who already have a good business in S.W.P. will find the rest but easy sailing.

In selling the Full Line, the agent enables us to do more for the agency, extend our helping methods farther and give increased aid for every new S.W. line he puts upon his shelves.

We give this month a few particulars



Mr. Otto E. Mueller,  
Treasurer and Manager  
Paint Department  
Witte Hardware Co.

as to the business of The Witte Hardware Company, S. W. P. agents, at Aberdeen, South Dakota. This is one of the largest hardware concerns in the State, known

through the locality as a most enterprising and aggressive firm.

They are enthusiastic advertisers; they use our annual Calendar-Circular carefully and thoroughly, and put great value on our advertising electrotypes and personal letters. They are *full line agents* in every sense of the word. The following letter will speak for itself. It tells a story of success:

Aberdeen, S.D., 1

Jan. 20, 1905.

The Sherwin-Williams Co.  
Chicago,

*Gentlemen:*—We have sold paints in our town for more than twenty years, and must confess that in buying paint, we always looked for paint cheap in price. As a result we could not get a foothold as we liked in the paint business. Three years ago we were induced by your representa-

tive to put in a stock of S. W. P. After taking the S-W. agency we commenced to talk quality instead of prices, and the results have been most satisfactory to us. Having been wedded so long to other brands of paint, we could not divorce ourselves entirely from them and kept a stock

to please buyers who figure only cost per gallon. However, our cheap paint became shop-worn, whereas S.W.P. moves.

In supplementing the old renowned brands with a stock of S. W. P., we find the trade



Mr. A. L. Mueller,  
Secretary  
Witte Hardware Co.

*In this line most gratifying to us. "Kopal" and "Mar-not" are always on our lips in talking to customers.*

We desire to call attention to the most satisfactory manner in which shipments are made. Quick shipments and complete are at all times pleasing to merchants, and surely we must give Sherwin-Williams Co. the first place in this respect.

For the assistance and help given us by

you and your able and gentlemanly representative, we are very grateful and desire to express our thanks.

Trusting that the present year will surpass the previous one in bringing S. W. P. and S. W. V. in even more general use, we beg to remain,

Very respectfully yours,

WITTE HARDWARE COMPANY,  
A. C. Witte, Pres.

### AN S. W. P. HOUSE.



*Residence Col. John T. McGraw, Grafton, W. Va.*

*Body, S.W.P. 389; Trim., Gloss White; Sash, Black; Base, 475.*



COLONEL McGRAW is widely and favorably known through all this section. He arranged with our Grafton agency, Messrs. R. E. Blaney & Co., and used S. W. P. on his Webster Springs resort hotel. He was so pleased with the result that he decided to use it also on his own house.

Messrs. Blaney & Co., had the con-

tract for the work, and as the signs indicate they are not ashamed to call attention to the results they give, and believe in keeping the public fully advised.

Some competing parties in the town had been advertising as a catch phrase "Get the Habit" of using lead and oil, and this lead them to put up the more progressive slogan "Quit the Habit and Use S.W.P."



## S-W. FLOATS.

For Street Parades and Local Celebrations.

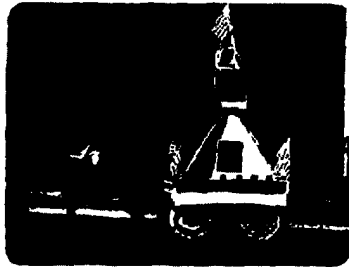
**T**HE summer holidays and milder weather brings the people out on the street for many local celebrations and much effective advertising can be

and a few terse mottos, will attract favorable attention.

An effort of this kind will always help to create good feeling, both for the advertiser and his goods, as the public always appreciate a general interest in a celebration of this kind and take a pride in seeing the store they trade with represented.

A little thought and planning beforehand and a few hours work with material at hand in any store is all that is necessary, and should pay well for the effort.

Many of the S-W. signs, circulars

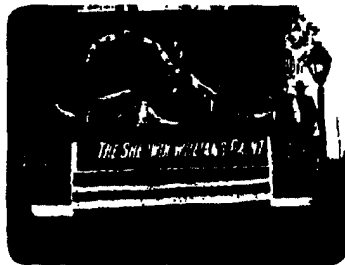


*J. T. Sudmeir & Son, Bancroft, Iowa.*

done in the way of floats, booths and outside store display.

Dominion Day in Canada, Fourth of July and Labor Day in the States, besides various local celebrations and street fair parades, all offer opportunities of which many agents avail themselves with good advantage.

An elaborate display is not necessary—but some simple and original arrangement can be devised, which with a little good sized plain lettering



*Maddock Implement Co., Maddock, N. D.*

and posters are readily adapted to this purpose, and when the people from the surrounding country all come to a centre for such a celebration, it is a good time to draw their eyes in some attractive way. Many also improve the opportunity to scatter circulars or brief stock advertisements, especially among those who come from some distance and could not be so readily reached in any other way.

We have shown in past numbers of THE S. W. P. many illustrations and suggestions and reproduce herewith some effective designs.



*Welford & Mack, Spencerville, O.*

The one from J. T. Sudmeir & Son was by no means elaborate, but the idea was worked out in a clever and conspicuous way, and it captured the first prize in their town parade.

The Maddock Implement Co. used a common farm wagon in which they erected a gasoline engine for motive power. In the back was the engineer while Uncle Sam in front controlled the steering. A comical Dutchman on top does not show plainly. It was a decided success and made a lot of fun.

Wolford & Mack show Uncle Sam

with a personification of the Statue of Liberty, with a Cuban in front who poses as "One of Uncle Sam's Babies", and a "Me, too," Filipino behind. It was well conceived.

We hope many of our agents will be encouraged to work of this kind during the season and shall always be glad to help with suggestions or a supply of our regular advertising, and when you do prepare a float, a sidewalk or a fair booth or an attractive window display, by all means send us a photograph of it for reproduction.

## ONE OF THE NEW S.W.P. AGENCIES AND AGENTS

At Las Vegas, Nevada.



We show herewith illustration of one of our latest S.W.P. agencies.

Our representatives all believe in the old adage that "the early bird catches the worm," and our Mr. John B. Kurtz took the very first passenger train over the Salt Lake Road, landing after a fifteen hours trip in Las Vegas, Nevada, a new town in the desert.

Las Vegas has a population which it would be hard to estimate. At present there are scattered less than a dozen small frame buildings and perhaps a hundred tents.

Mr. Kurtz, however, found The E. W. Clark Forwarding Co. already established here for business and ready to appreciate what he had to offer. Their stock order was for about three hundred dollars worth of S.W. Paints and Varnishes. They have stores also at Bull Frog and Caliente, Nevada. S. W. P. will be transported across to Bull Frog, 128 miles from any railroad, by a thirty-two horse team, the readiest means of transportation to that point.

So S.W.P. and S.W.V. continue to cover and spread in a wicker way to the remote parts of the country.

## TAXITE

A Reliable Paint and Varnish Remover.



None-re-painting and re-finish-ing, the first as well as the most important and difficult problem, is to remove the old material to a firm, hard and suitable foundation. There is no surface which offers such latitude for the best work or such guarantees of good results as the plain, natural wood, especially after long standing and seasoning. It is never wise to put new paint, color or varnish over any old finish without a most careful examination and usually more or less painstaking preparation. Spots, cracks, chalky places or blisters should be thoroughly removed and the surface left sufficiently open and porous, offering a ground to which the new foundation coat can properly unite and cling.

The method of scraping off the old coats was satisfactory in results, but the time, expense and labor required proved a serious drawback.

Then came the day of the paint burner, which in careful hands was at times acceptable, but there was always danger in an open flame about a building, and this of course was immensely greater among the inflammable materials of the paint or manufacturing shop.

For years the demand has been for a practical paint and varnish remover that would prove itself simple, safe, economical and effective, quick working and thorough, and still leave the surface in original and natural condition.

Many such compositions have been offered, but open to more or less serious objections. They were slow acting or did not work clean; they were unpleasant to use, of offensive odor or harmful if they touched the

hands or clothes; they would leave the wood with raised grain or changed in color, or soften the glue in joints where applied. There is danger in using a poor article, as sometimes the surface may be injured beyond restoration.

After studying this problem for many years and making most careful and exhaustive experiments and tests we perfected last season *The Sherwin-Williams Taxite*, which we regard as ideal in every way for the purpose. It is simple, sure, cheap and reliable—a boon to the consumer and a credit to the painter. It is a heavy bodied liquid, for use on upright as well as horizontal surfaces, is clean and odorless, spreads easily and well, absolutely harmless to persons and fabrics, softens even the hardest paint or varnish after a few minutes standing so that it can be easily scraped off to the bare wood. After removing the old paint or varnish it is only necessary to wash with clear Taxite and wipe dry, or go over with a cloth and benzine or wood alcohol. Then the surface is clean, hard, smooth and in splendid condition.

Every dealer and agent should know about Taxite, try it for himself and have it on hand ready for sale.

It helps generally to sell other finishes because if you can satisfy your customer of the best and safest way to prepare his surface, you have him already well persuaded for the work, and the rest of the business will be yours.

Taxite should find ready sale at a good profit and it will pay you to investigate and become familiar with it.

Try TAXITE, and you will talk TAXITE, and sell TAXITE.

## S. W. P. ADVERTISERS.

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



If any merchant expects to hold his own in the business competition of the present day, and of course every live man wants much more than this, he must make wise and frequent use of the space in his local papers. Here you can button-hole the buying public most effectually, and tell your story in a brief, practical and convincing way that will be noticed and read.

Much, very much, may be learned from the experience and suggestions of others, and we have many times in back numbers of this magazine referred in detail to the advertising matter and methods of S.W.P. agents which have come to our attention. Many of our agents have written us that these pointers have been extremely helpful to them, and we feel that space devoted to this is always well improved. A novel idea, an original display or a catchy phrase will often fasten the attention and linger in the mind when commonplace statements will pass unnoticed.

Many of our agents have been alert and thoughtful this season in pushing their advertising campaigns, and a number deserve more extended notice than we are able to give, but we have aimed to outline such prominent features as would be of the easiest and best help to others:

The Sherman & McConnell Drug Co. of Omaha, Neb., make a full quarter page display in the *Daily World-Herald*, representing a large pyramid of S.W. Paint and Varnish packages, arranged around a central motto "Sherwin-Williams Paints Always the Best." Outside the pyramid, at the upper left, "Sherwin-Williams Paint for Every Purpose;" at the upper right, "Not One Slap-Dash Mixture for All Work;" at the apex of the pyramid, "Want to Know About Paint? Ask the Man;" on

one side, "Made for Fifty Years," and on the other, "No Job Too Big or Little for S.W.P." It was a conspicuous display with so little reading that it could be readily seen and easily remembered.

John B. Michels, El Paso, Ill., has a half page, showing one of our XY electros in each corner and one in the centre. A very good arrangement with condensed reading matter.

Walt Jones, Eldorado Springs, Mo., thoroughly believes in newspaper publicity and uses our electros well. He also believes in locals and original matter of his own.

W. E. Sheriff, Ellsworth, Kas., sends us a window poster about 3x4 feet. At the top arranged in a curve are pasted the ace, king, queen, jack and ten of diamonds from an ordinary pack of playing cards. Underneath in large letters "No Bluff! S.W.P. is the Best House Paint Made."

The Ryder Hardware Store, Harrisburg, Pa., send us a mechanic's or painter's apron given away by them. It is made of strong white canvas, with roomy bags at the bottom for nails or brushes, and in black letters across the chest "Ryder Sells S.W.P."

E. P. Collins, Lodi, Ohio, believes in brief locals. We give a few:

"In painting, don't use inferior material; use S.W.P. See E. P. Collins."

"The land is flooded with stuff marked paint, but little better than soft soap. Buy S.W.P. Collins sells it."

"You can buy cheap paint with a five years' guarantee, but before the time is up the agent will likely have quit handling the brand and two or three others equally poor. There is only one guarantee worth anything and that is of a well established reputation of long standing. The Sherwin-Williams leads all others. E. P. Collins, agent."

"Look at the paint on that building! How dull, lusterless and chalky. Compare that with a building painted with S.W.P. Ask Collins about it."

"E. P. C. — sells — S. W. P."

From O. L. Perkins, Union Star, Mo.: Gorgon Graham says "Never argue with your wife, because you'll find that after you've exhausted all the argument at your command, she'll still have a lot of talk she has'n't used." She says "S.W.P. is the best paint—depend upon it." She knows what she is talking about.

F. G. Davis Lumber Co., Galesville, Wis., issues a large monthly calendar, sheet about 14x21 inches, in two colors, showing "Cover the Earth" electrotype in a conspicuous border.

A. D. Lemmon, Guthrie Centre, Iowa., is pushing newspaper advertising in a most vigorous and satisfactory way. His sales are double last year and always growing. Mr. Lemmon believes in changing advertisements often, and calling direct attention to different specialties in each season.

The Greer Supply Co., Cairo, W. Va., seem always in print with new advertising or local matter, and its easy to locate it with the "Cover the Earth" border. They have also made good use of the Paint Man.

Harve and Will Sandy, with The Greer Supply Co., are spreading S.W. Interior Finishes on Mrs. Matilda McGregor's new dwelling house. The outside will also be dressed in S.W.P. colors.

S.W.P. with Harve and Will Sandy have also the contract for painting Mr. Marshall's and other residences, near Hefpre, O. The Greer Supply Co.'s painters and S.W.P. are a hard-to-beat combination.

#### 246 GALLONS OF PAINT.

Ed F. Weber Closes a Big Contract for Sherwin-Williams Paint, with Price Bros., the Painters.

It takes quality to sell such an amount of paint, especially when it is to be applied on many of Marion's finest residences. A few of which are—Dr. Ogan, Otto Hemerle, J. B. Guthery, R. S. Fish, Richard Fahey, D. H. Harvey, Mrs. S. A. Powers, Peter Stauffer and the Norris & Christian Co. Also notice the Schrack home on West Center, and the Shaffer house on South Main Street, as an example of one coat work.

Sherwin-Williams paint does do the work. Sold by Ed. F. Weber, 211 East Center Street.—From the Marion, O., *Daily Star*, May 11, 1905.

Other good advertisements have been received from Meyers & Neyland, Lewiston, Idaho; W. W. Bruokner & Co., Globe, Ariz.; Boyd Drug Co., Boyd, Minn.; Ellis Drug Co., Vandalia, Mo.; Bunting & Son, Bristol, Tenn.; O. J. Wangen, Ludington, Mich.; F. A. Walther, Bucyrus, O.; Gamble & Ludwig, Minneapolis, Minn.; E. C. Peck, San Bernardino, Cal.; The Mithlehaier Co., Harbor Beach, Mich.; Baldwin & Wilson, Fayette, O.; Bertsch, Shurtz Drug Co., Oskaloosa, Ia.; F. W. Rynda, LeSueur Centre, Minn.; J. F. Dewitt, Sheldon, Ia.

#### Don't Have to Talk S.W.P.

"We don't have to talk S.W.P. now. People come and ask for it. The people have come to understand that S.W.P. is not to be hawked at with ordinary mixed paint. We (ourselves and our predecessors) have handled your products for something like twenty years, and this season's business bids fair to lead the list. Your spring circulars and individual letters certainly count in landing business. We are keeping a record of names sent you and also of sales, and will compare them at close of season."

Yours very truly,

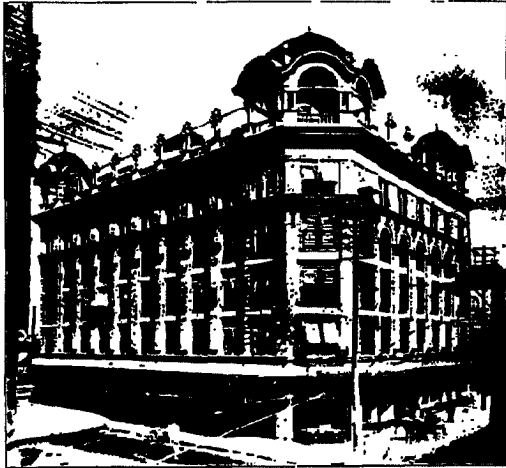
J. T. BROWN.

#### Taxite "Making Good".

The following notation is from an order for Taxite from E. E. Kline, Osborn, Ohio.

"I have tried the ½ Pint Taxite and I find it as good a paint and varnish remover as any I ever used. If the old paint is not too thick, it will loosen it with one application and if very thick it will take another application, but the work is thorough and clean."

## FINISHED WITH S-W. PRODUCTS.



*The Bedell-Moore Building, San Antonio, Texas.  
Coughlin & Ayers, Architects; J. H. Savage, Contractor.*

**T**HIS is said to be one of the finest business buildings in San Antonio and well known in that portion of the State. It shows up finely with S-W. Products. All standing wood work is finished with three coats of Kopal and Excello; floors with Mar-not; the walls and ceilings with Special Interior Colors; window sills with three coats S.W.P.

over our Galvanized Iron Primer. The popularity of our products is leading with giant strides in the Lone Star State, and our numerous agencies there are most enthusiastic and hustling. May the best success attend them all. Our San Antonio agent is Mr. M. Herweck, who has represented us there for very many years.

## SAVE YOUR HEALTH.

**T**HE question of health is one which interests everybody, and no one knows so well as the active business man the truth of the adage—"Health is wealth." Many a man has been compelled to sit sadly down while fortunes vanished before his eyes, simply because he has not the physical and mental energy necessary to cope with the situation. The experienced

business man knows how to convert every ounce of energy into dollars.

The amount of money he makes is determined simply by the number of hours he can work, the quantity and quality of work he can put into each hour, and the amount of clear, forcible brain and nerve energy he can bring to bear upon the problems with which he deals.—*Exchange*.

## GOOD WORDS FROM THE TRADE.

### From One Who Has Tried.

J. H. & F. W. Chase,  
Smithland, Ia.

Yours of the 19th inst at hand and noted. The S-W. Paints are more than half sold to the consumer by the advertising helps of the makers.

We handle many lines of goods all more or less advertised, and the Sherwin-Williams work excels them all.

We gave up other paints years ago, and after a long rest took this line. We are well pleased with our present success. The goods have always proved right.

WM. KROTTER & CO.,  
April 20, 1905. Sturt, Neb.

### Far Superior.

We have handled your Kopal and Excello Varnishes for the past five years, and we take great pleasure in saying that they are far superior to other makes, and it is a pleasure to recommend such a piece of goods.

Yours respectfully,

GEORGE LUENNE & CO.,  
March 14, 1905. St. Marys, Kas.

### Another Painter for Mar-not.

I have used The S-W. Mar-not Floor Varnish, and in every instance it has given perfect satisfaction. A piano has been rolled over it in twelve hours after finishing and no marks were shown. That proves it is Mar-not.

W. H. STARKS,  
Albuquerque, New Mex.  
March 20, 1905.

### More Calendars.

I wish to advise that the calendars you send out bring us new customers each year. We know they are led to us by the calendar and color slips, as they all tell us.

Kindly send a few blanks at once

so we can add desirable names from time to time for 1906 calendar.

H. W. RYDER,  
March 17, 1905. Phoenix, Ariz.

### S.W.P. 354 is Good.

Mr. T. S. Elliott, with Babbitt Bros., Flagstaff, Arizona, painted his house with S.W.P. 354, five years ago. As it has worn so well he has decided to use it again. When a shade of this character stands so well in Arizona, it should surely do itself credit in any place.

J. B. KURTZ.

### College Boys Shout for S.W.P.



Lou E. Capeland

A few years ago I attended the School of Pharmacy at Highland Park College, Des Moines, Ia., and on one occasion my class drifted into the question of the most popular paint.

Our preceptor, Prof. C. B. Babcock, asked the class what they knew about paints, and if any one had remarks to make about the best. In the twink of an eye the class room was filled with voices shouting Sherwin-Williams! Sherwin-Williams!! After the noise subsided it was found that about ninety per cent. of the class was for S.W.P.

I want to state as S.W.P. agent for

Lenox that Tyler & Copeland have full confidence in the quality and value of the goods. Where directions are observed good results must invariably follow.

Lenox, Ia.

LOU. E. COPELAND.

It weighs more to the gallon than other brands; it works smooth under the brush and with that elasticity it is a pleasure for the painter to use. I use no other when I can get S. W. P.

I can recommend it to any painter. It wears like gold, and adds that gloss that the sun does not effect.

Respectfully yours,

H. C. CARPENTER.

#### An Architect's Opinion.

Mr. Edward Furrow, architect, Springfield, Ill., writes our Western Division as follows:

"I regard your sample panel of Snow White Enamel Finish as a superb piece of work. It is calculated to satisfy the most fastidious of an architect's clients."

#### PUSH S.W.P. WITH THE PAINTER.

Get the painters to put their brushes into S. W. P.—try it, spread it, work it.

They can do more work with it and better work. That means that they can get more work and make more money.

Besides this they get more credit for themselves and more satisfaction for their customers.

The following letter has just been received from a practical painter of Martinsburg, W. Va.:

I have been in the painting business for 25 years and have used nearly all brands of so called ready mixed paint of the Eastern States and some from the West, and can say that S. W. P. surpasses them all in every respect.

It covers more to the gallon and wears longer, looks brighter, and its durability excels them all.

I have used it side by side with other brands, and S.W. P. came forward every time.

#### PRESERVATIVE SHINGLE STAIN FACTS.

23 handsome colors.

An artistic finish for any desired color combination.

All colors of good tone and maximum permanency.

Made with creosote.

Creosote is the best wood preservative known.

Preservative Shingle Stains increase the life of the shingles. Prevent decay.

The use of stained shingle roofs and sidings is constantly increasing.

Preservative Shingle Stains are therefore made to fill a growing demand.

*They are made right.*

*You can sell them right.*

*You can make a good profit on them.*

*Our Preservative Shingle Stain advertising will get the business.*

*If you are not selling Preservative Shingle Stains now, write for prices and plan today.*



## SEASONABLE ADS.

Use them in your local newspapers. They will be sent upon request.  
Order by number.



*Cleans and Polishes  
at One Operation*

No soap or water necessary—just wipe off furniture with damp cloth to remove dust, apply the polish, and rub with soft cloth until dry.

Removes stains, dirt, and grease.

Dries quickly and hard with a mirror-like lustre.

Brings out full beauty of original varnish finish.

Best for the piano—no water used—no danger of rusty strings or metal parts.

**SOLD BY**  
No. 271



**SHERWIN-WILLIAMS  
PORCH & LAWN  
FURNITURE ENAMEL**



Made to sit on. Dries with a hard gloss. Does not stick to clothing. A special kind made for rattan furniture.

**Call for color cards**  
No. 30



**SHERWIN-WILLIAMS VARNISH**  
**BRIGHTENS THE EARTH**