

THE S. W. P.

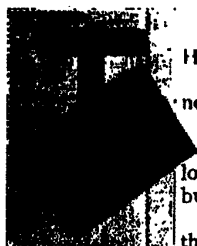
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to which address all communications, the Editor should be sent.

VOL. I.

JULY, 1899.

No. 2.

A SUCCESS.



THE S. W. P. is a success.

The warm reception accorded the first number leaves no doubt in our minds about this. Many of our valued agents from all over the continent have written, telling us they found it of genuine help. That is all we want. As long as it's useful, as long as it's a help to you in your business, we'll publish it.

Our aim is to make it a help, not only to increase the sales of The Sherwin-Williams Paints, but to aid in the improvement of your whole business. You can help us in this. We *want* your help. We want your personal interest.

One way you can help is by telling us of any special and successful methods you have employed in pushing the sale of our goods, or any other goods. Tell us also your difficulties. Ask us for suggestions. Let us put our heads together—two are better than one. See if we can't be mutually helpful. By publishing such information and enquiries good will come to all concerned.

We especially ask for copies of any special advertising you are doing on your own account for S. W. P.

We would like photographs of your store windows, or store fronts, and would be willing to pay for such when our goods are prominently displayed.

We want good ideas of all kinds. We want to increase the business—yours and ours. Give us a hand.

This second number comes to you just after the heavy spring rush. You will have time now to recall some of the experiences you passed through, and to write us about them. You will have time to read THE S. W. P. carefully—this number and the first one, too, if you couldn't find time before.

Read them and get into the spirit of mutual helpfulness they are trying to spread. Let them bring you close to our office desks. You, as our agents, are a part of us, and we want to keep in touch with you.

THE S. W. P. isn't an advertisement. It isn't sent out to proclaim S. W. P. to the world. Its primary object is to make all of us who are interested in the sale of S. W. P., more efficient workers.

Don't consider THE S. W. P. simply our opportunity to talk to you. It is also your opportunity to talk to us and to S. W. P. agents all over the continent.

WHAT THEY THINK OF "THE S. W. P."

THE following selection of complimentary notices and letters from agents gives a good idea of the ground upon which we base our opinion that THE S. W. P. is a success. It is a temptation to quote further from the agents' letters, but space forbids. We wish, however, to thank all those who wrote us, for the substantial form which their appreciation took and for the encouragement they gave us.

The May number of THE S. W. P. received. Exceedingly pleased with it. By all means continue it. It will make increased sales.
PATTERSON & SONS,
St. Clairville, O.

I was much pleased with the copy of THE S. W. P. and will say that I shall be very glad to write something for it.
LEON S. MERRILL,
Solon, Me.

It has been a great benefit to me and would like to have it published regularly. Since reading it I can talk the merits of the paint much better than ever before.
DAVID LYTLE,
Deshler, O.

Are well pleased with it. We would be glad to have it come regularly as we believe it would be of value to us and to all retail men.
HAMILTON & MCCONNELL,
Carman, Ont.

It contains not only good but profitable reading. We gather from the first to the last of its pages, much on each that will be of advantage and profit to us in our business, by absorbing the suggestions thrown out in the many incisive articles it contains. * * * It will prove to be a power of value beyond present expectations that will push S. W. P. interests still further to the front.
HENRY BOSCH CO.,
Chicago, Ill.

THE S. W. P. received. We wish to say that we consider the advertising the best part of the S. W. P. business. While goods are the best made it is not always easy to sell a thing even if it is good, if the people do not know where to get it. We feel that in handling S. W. P. we are handling an article that will steadily increase the volume of business, and know it will be satisfactory.
BAKER & BAKER AND
THE FARMERS LUMBER CO.,
Springfield, Ill.

The first issue of THE S. W. P. has reached the South-West corner of the United States, and has been read with a great deal of inter-

est. We are always glad to get anything in this line from The Sherwin-Williams Co. as we are sure to find food for thought. Keep THE S. W. P. going, and as fast as you get out an issue be sure and don't forget us.
THE SAN DIEGO PAINT CO.,
Geo. T. Earl, Manager,
San Diego, Cal.

I have received your breezy little sheet, THE S. W. P., and in looking it over find that it is on a par with your enterprise and push in the sale of paint. * * * My sales of S. W. P. have quadrupled in three years and my trade is still brisk, and I freely confess there is no department in my business that I have more pleasure in handling.
JAS. S. GREENHILL,
Leamington, Ont.

I have recently become connected with the firm of Lyon & Matthews, and as they handle THE S. W. goods exclusively, I have become interested in this particular line of the trade and intend to give this department a good deal of my attention in the future. I believe your goods are superior to anything I have ever seen before, and I like your methods of doing business, especially your advertising schemes—they are strictly up to date. All matter of this kind is carefully read that comes into our office. It is always bright and interesting as well as profitable.

The latest thing we have received from you is THE S. W. P., and I desire to say right here that I derived more inspiration to the square inch to push all lines of our business, but especially the paint, than from anything I ever read before. It is full of practical suggestions and information, and I think will bring you greater returns for the amount of money expended than anything else you could put out among the dealers. * * * Make THE S. W. P. a monthly and keep it going.
L. LANGFORD,
for Lyon & Matthews,
Bowie, Texas.

[An advertising scheme of interest to Southern agents is outlined by Mr. Langford on page 42.—EDITOR.]

Am very much delighted with your S. W. P. magazine. I think it is just the thing.

W. GORDON,
Tweed, Ont.

The May issue of THE S. W. P. received some time ago. Hope you have had many letters telling of the good derived from the magazine. Would say that in my opinion it is a wonderful help to all who would read it, and for myself have read it and had the boys read it and we are all much pleased with same. When you ask, "where are the different signs," etc., would say that I spent a day with the delivery man and we put them in the best locations in town and the bills "Covers the Earth" all around town. Am sure the different items you have written will make an agent feel guilty if he is not pushing the goods. We have paint on the brain. Every customer that comes in the store knows all about the goods. Have worked at it since last fall—giving cost and suggesting shades, etc., and we are seeing the results at the present time. Would say that I was in the employ of J. G. Edwards & Co., of Lindsay, for nine years and was well acquainted with your goods before coming here. Would suggest having a quart can of S. W. P. open and a brush handy so a man could try the way it works on a box or board, and also see the fineness of it. Have had this and found it quite an attraction and know it leaves a good impression. When it gets a little thick sell it at a discount and open another.

S. H. CALVERT,
for R. D. McNaughton & Co.
Moosomin, N. W. T.

The Sherwin-Williams Company, paint makers, of Cleveland, O., issue a monthly periodical called THE S. W. P. devoted to agents handling the company's paints. It contains departments on "up to date newspaper advertising" and on store windows, as well as a large amount of excellent matter on how to

push The Sherwin-Williams commodities. The publication is excellent; perhaps its spirit may be indicated best by reproducing an article in the initial issue entitled "Ask us," [The article followed in full.]—*Printers Ink.*

The Sherwin-Williams Co. is ever doing something original. The most recent evidence of this is the publication of a magazine for circulation among its agents. This makes the second magazine which the company publishes. The other, "The Chameleon," is for circulation among the employees. The new publication bears the suggestive title of THE S. W. P., and is as bright as a well polished dollar, and is so full of information and inspiration for agents that it can scarcely fail to accomplish its mission.—*Canadian Hardware and Metal Merchant.*

The Sherwin-Williams Co. has commenced the publication of a 24 page periodical called THE S. W. P. The first issue has been received at this office and presents a most excellent appearance, both typographically and from a literary standpoint. The publication is issued solely for the benefit and in the interest of The Sherwin-Williams Co.'s authorized agents, and should prove valuable to them in the general conduct of their business as well as in their capacity as agents for S. W. P. The titles of a few of the articles will give an idea of the general tone of the magazine. "Up-to-date Newspaper Advertising," "The Store Windows," "Use Paint to Sell Paint," and other articles breathe a spirit of vigor and earnestness that ought to tell.

THE S. W. P. is liberally illustrated in good taste with half tones and line drawings. Of the shorter articles the following under the head "Fear No Competition" is one of the best in the book and of general interest. [The article followed in full.]—*Paint, Oil and Drug Review.*



Our Agents are Carrying S. W. P. to the Front.

OUR TRADE MARK IN LIFE.

THE Cleveland office of The S-W. Co. is the proud possessor of an "African" chameleon, the living representation of our Trade Mark. It is a curiosity well worth being proud of, for only two or three of its species have ever been brought to this country, while even in its native land it is somewhat of a rarity. This particular fellow is a native of India. He was brought over last April by Mr. S. P. Fenn, treasurer of The Sherwin-Williams Co.

It was Mr. Fenn's intention when he left for a trip around the world to find a chameleon somewhere, dead or alive, and bring it home. None could be found, however, until he reached Ceylon, and there only preserved in a museum at Colombo, from which it could not be taken. In Calcutta and elsewhere in India the same disappointment was met with, and not until a few days before sailing from Bombay was Mr. Fenn successful. He found three live chameleons there in the Natural History Museum and after considerable urging managed to purchase one of them from the curator.

The journey home was fraught with dangers for the little fellow. It required careful nursing and attention to provide him with the 70° of temperature and several other things needful to his welfare, but not easily obtainable on ship board and in railway trains. But being safely here now,

he is thriving splendidly, and bids fair to enjoy long life on American soil.

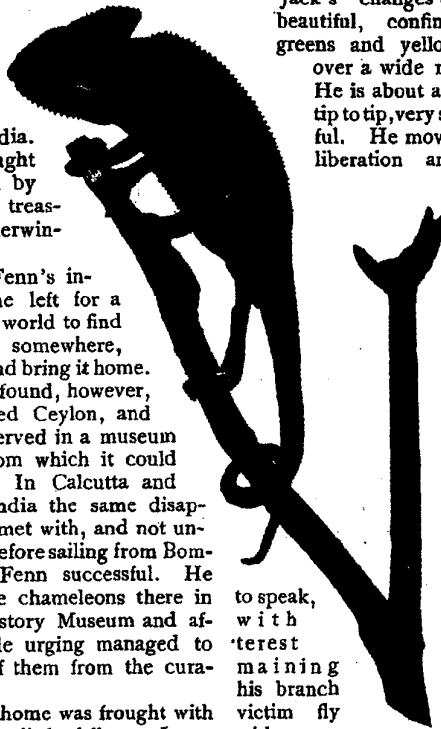
He has been named "Jack," and in a large glass cage has been placed on exhibition in the windows of several of our Cleveland agents, and is drawing big crowds.

"Jack's" changes of color are very beautiful, confined mostly to greens and yellows, but playing over a wide range of shades. He is about a foot long from tip to tip, very supple and graceful. He moves with great deliberation and caution, yet

he seems to have no fear. Sudden noises and motions do not startle him in the least.

He possesses a tube-like tongue, nearly as long as his body, which he shoots out with unerring aim at the flies, his chief diet. He is a great huntsman and goes "tonguing," so for his dinner absorbing in and joy. Remotionless on he follows the about the cage derfully con-

venient pair of eyes. They are capable of moving in all directions. He may, at the same time, look up with one and down with the other, or forward with one and back with the other. Without moving his head he can al-



ways keep that fly in sight. And when once it comes within range of his tongue its wanderings cease forever. "Jack" never misses anything he goes after.

The hand-like feet of the chameleon are peculiarly constructed, as can be seen in the illustration. On the fore-legs the division gives three digits on the inside and two on the outside, while on the hind-legs this order is just reversed.

"Jack's" tail, like a monkey's, gives him a "fifth leg" and he uses it to good advantage in climbing about

the branches. He is clean and not at all repulsive, as a lizard is. Altogether he is rather lovable in a way, exceedingly interesting and, we think, a splendid emblem of The Sherwin-Williams Co.

Our agents are familiar with him as represented in our trade mark, on the bronze paper weights that we have issued for some time, on our agency sign and in various forms in connection with our advertising. We wish they might all see him in life, for as the original color mixer he is closely allied to the paint trade.

HOW TO MAKE THE SUMMER MONTHS COUNT.

Some Practical Suggestions for the Paint Dealer's 'Seed Time.

IN every store there is what is known as the "dull season," and generally with paint dealers it comes in the summer months. Success or failure in any business is often dependent upon the use made of this "dull" season. The advantage gained over a competitor is largely a matter of rightly employing your time and the time of your clerks or assistants during this period.

Now is your opportunity to give particular attention to out-door advertising. One of the most successful retailers, who has the agency for S. W. P., says:

"I have two of my best men employed twelve days arranging and distributing advertising matter on twelve of the leading roads of ———. They take teams, ladders, wood signs, etc. and do effective work *at a season of the year when they would be less profitably employed in the store.* By this means I am doing a class of work *less ambitious competitors will not take the pains to do.* Getting a ton of advertising matter and running it down the cellar is like keeping your seed corn astride

the old drying pole until planting season is past—good enough seed, but it won't sprout on the pole.

"Run it into the country instead of into the cellar."

This is a good time to search the store for all of that advertising matter which you expected to put up out in the country as soon as you found time. This is the time to get it up—Do it now.

During the dull season would be a good time to arrange for that new shelving you need out in the front part of your store for the better display of your stock of Paints and Colors. The profit warrants you in giving it prominence *in front.*

This is a good time to experiment in window dressing. A little rivalry among the clerks in the store to see whose "window" will attract the largest crowd, will make the "dull" day one full of interest. There are window displays in our illustrated book on that subject which you may not have tried yet.

A "dull" day can be employed to

advantage by making up a new list of painter's names, a new list of names of property owners, ready to be revised promptly, when needed, for a future mailing list.

An interesting plan is to have every employee in the store during the slack season "try his hand" at writing up an advertisement. You may discover that you have some one in your employ who can write a better ad. than you can yourself. A study of our

booklet showing cuts of electrotypes will be found of assistance in this work. The ads. in it are the work of experts.

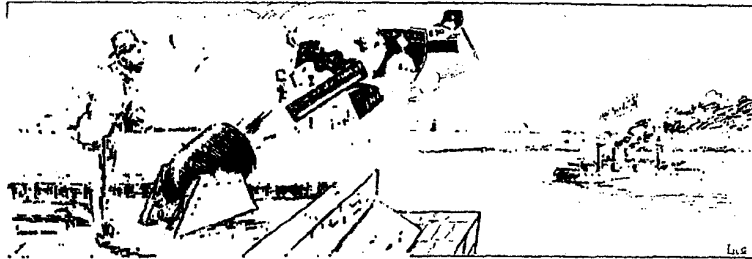
These few suggestions will, we trust, help to change some of your "dull" days into bright ones. Nothing which any of us do, pays better than the good use of the "dull" day. It is the merchant's seed time and your harvest will depend largely on the planting you do now.

THE TRUE ADVERTISING SPIRIT.

Five Qualities Essential to the Most Effective Work With Our Advertising Matter and Methods.

ADVERTISING has been said to be "the man behind the gun." It is also the gun itself and the ammunition, too. There must be a gun for the man to stand behind, and not only this, but powder and shell with ammunition of the best kind ready at hand. The gun might be of the

must be made to tell, hence there are quantities of advertising wasted because it may be scattered too far or cover too much ground. There is plenty of space in the world for advertising to be dispersed and lost, as many of the Spanish shots glanced wide of our plucky American boys in



Aiming at Results.

finest quality and largest caliber, with plenty of shot and shell at hand, but unless there is some one of good judgment and clear head and accurate aim to touch it off at the proper time, all will be wasted.

Furthermore, all targets are wide with a small bullseye, where the shot

the recent conflict.

The true advertising spirit should be first, timely. The goods offered must meet a *present* want of the customer. No one pays any attention to snow-plows in the spring, or mosquito nets in mid-winter. Hence the time to sell paint is when the season is

favorable and all push should be made accordingly.

Second, the true advertising spirit should be persistent.

A French writer once said that the first time an advertisement was inserted the reader did not see it. The second time he sees it, but does not read it. The third time, glances it over. The fourth time he reads it. Fifth time, reads and thinks about it. Sixth time, thinks will remember the address, but forgets it. Seventh time, notes address carefully. Eighth time, sends the order. This may be somewhat imaginary, but it shows the gradual, accumulative power of successive advertising at the proper time, and it is only by persistent hammering that the effect is reached at last.

Third, it should be independent. In the competition of the present day, manufacturers are taking upon themselves a large share of the burden in pushing their goods to the front, but no one can make specific use of advertising in any particular locality as well as the resident dealer, who is fully acquainted with the wants of his community and the character of its requirements. Thousands of dollars worth of color cards, advertising matter, etc., are wasted every season because the dealers to whom they are sent are not sufficiently independent and self-reliant to make the best use of them, and hundreds of thousands of dollars worth of advertising are gained in the same way by others who secure proper circulation of the material which they have, and exert their own special contrivances for bringing it to the front in a conspicuous way at the proper time.

We were struck some time ago by the fact that one of our dealers had made a large sidewalk sign in front of his store, making a cheap wooden

frame on which our "AA", or "Cover the Earth" posters had been conspicuously placed on either side.

Another had used our oil cloth sign, "MM₂", on each side of his delivery wagon.

Another had several of our street car signs displayed in his town, occupying space which he rented by the year.

Others use freely the enclosing slips which we offer in large assortments, sending them out with every communication mailed from their establishments.

Another man never allows a house to be painted with our goods in his locality without putting up a sign on it, "This House is Painted with The Sherwin-Williams Paint, Sold Only by ———."

Others are using our electrotypes freely in their local papers, and give us frequent testimony as to the interest which they create.

These are but a few small suggestions of the various ways in which advertising can be brought to the front by dealers who will take an interest in the matter.

Fourth, the true advertising spirit should be economical, but by this we do not mean "sparing." We believe fully in a liberal display, but after spending thousands and thousands of dollars to devise and prepare material for liberal distribution we are often disheartened by finding it packed away under counters, disfigured by dust and dirt, or distributed indiscriminately among children or others who could not by any possibility become profitable customers. We have seen dealers give a customer one of our pocket cases, costing twelve to fifteen cents, instead of a folding card, in order that he might take out one or two cards for a chance selection,

when the case would then be laid aside and rendered incomplete for further service. Here again the opportunity is wide for economy, as wide as it is for the "independent" use to which we have referred.

Fifth, the true advertising spirit should be honest. The advertiser must have goods which will substantiate all the representations he makes for them, in whose quality and manufacture he has the utmost confidence. He must be able to testify from his own knowledge and observation as to the truth of what he speaks. He should lose no opportunity of learning for himself what his goods will do, so as to be able to present their advantages in an intelligent and convincing manner. By this means his representations will bear the stamp of sincerity, and wide-awake pushing will carry conviction to the minds of others.

We have summarized in a very hasty way a few suggestions which we hope will help a little. In conclusion we have only to suggest that our customers keep us promptly advised of their advertising wants and what they

can use to best advantage. Our assortment of color cards, posters, signs, enclosing slips, etc., is so extensive that it is impossible to enumerate them all in any definite way or ship them out on any one order, even if they could all be used to advantage by a single party. We frequently have requests for "color cards," etc., without specifications, to which it is impossible for us to respond in a satisfactory way. Hence when you need any of these cards please say exactly what is wanted and what quantity you can use to the best advantage. Our representatives are always supplied fully and can give any information which may be desired, and we ourselves are more than glad at any and all times to give suggestions by letter, or to send samples, in order to help our dealers to the very utmost of our ability. We only ask that they join hands with us, earnestly and heartily, with full assurances that the advantages gained in the exercise of a true advertising spirit will be fully as beneficial to them as they can be to ourselves.

KEEPING YOUR TRADE IN HAND.

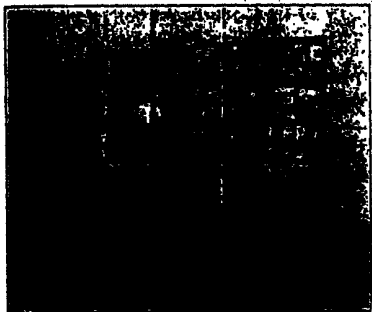
The Wise Merchant Never Loses Sight of the Person Who Has Once Been in His Store.

THE famous receipt for making rabbit pie, "First catch your rabbit," seems to be the pattern that a great many store keepers follow in making trade.

"First get your customers" is their chief aim, and a worthy one, but so intent do they become upon this one point, that they forget there is anything further to be done. They bend all their energies toward *getting* the customers; *keeping* them receives only secondary consideration.

A merchant who advertises and works actively to attract new trade to his store should make it an equally important feature of his business to keep every customer he gets. Most dealers have certain methods of doing this in a degree. They treat the customer with all courtesy, please him in every way they can and, while he is in the store, strive earnestly to clinch him and make him a regular customer.

This is all good and wise, but it doesn't go far enough. The work



"As the twig is bent so is the tree inclined."

stops when the customer leaves the store, and whether he returns again depends solely upon that one visit. No attempt is made, as a rule, to continue the work so favorably begun. The customer, out of sight, is out of mind as well.

Such a plan is obviously at fault. It overlooks one of the most excellent trade-building opportunities a merchant can have. It is only half doing your work. The first half was accomplished when your advertising of one sort or another brought the customer to you. The other half should begin when you follow up the advantage thus gained and work as determinedly to bring him back as you did to get him the first time.

An aggressive, persistent effort to *keep* trade that once comes to you brings success. It ought to be made part of every dealer's business system. When once a person enters your store he is the germ of a regular customer, and the power to develop him lies wholly in your hands. Don't throw it away.

Without being too obsequious or overpoweringly "nice," you ought to be able to start an acquaintanceship that will last. Get his name and ad-

dress by all means. It is not a difficult thing to do if a little tact be used, and will repay a thousand fold. No matter how small a purchase he may make, put him on your register of people who have been inside your store. Your object is to place yourself in such a position that you won't lose sight of anyone who has paid you a visit. With a list of their names and addresses you can keep in touch with them in the most practical ways.

From time to time you can send out advertising matter specially addressed to them as your customers.

To some who have not traded with you since their first visit, you can begin sending a series of postal cards with a view to getting them back again. Advise them of special sales, of new lines of goods, of some unique feature of your store, of some recent success. Invite a renewal of their favors, referring to their visit of such and such a date—you have a record of it in your book. The fact that your business system makes it possible for you to remember so exactly their first visit will impress them almost more than anything else could.

Persistent work of this sort is bound to tell. It's worth working hard at. It will *keep* your trade—and make new trade, too, for a pleased customer well treated and well impressed with your pushing, business-like methods is the best advertisement a store can have.

Revise your receipt for trade-making so that it will include some vigorous system of keeping the customers after you get them, to bring them back again and again. If you already have such a system tell us about it, and we'll pass it on to the other agents.

What work have *you* mapped out for the slack summer months?

S. W. P. VERSUS WHITE LEAD.

THIS discussion has been waged for some time, and the position of white lead, the defendant, is yearly becoming less tenable. The term defendant is used advisedly, as white lead is being forced more and more into the defensive position.

This fact is evident from the character of the arguments which form the basis of the advertisements and literature with which its supporters have flooded the country. These arguments are, briefly, that white lead is the best paint, first, because it is old and well known; second, because it is guaranteed to be nothing but pure lead and linseed oil.

This is an age of change and improvement. Ancient shams are being exploded on all sides, and the argu-

ment that a thing is good because ancient is rapidly losing its force. Some of the best posted and most observing master painters are today positive, from their own experiences, that the white lead of today is not equal to that of years ago. Instances will occur to thoughtful painters which go to bear out this fact.

Some observing painters even believe that the "good white lead of the olden time" was not pure carbonate of lead. Recollection brings up the fact that the old time lead worked like and resembled some of the combination mixtures of today. This would indicate that pure white lead today is claiming recognition on the good work accomplished years ago by mixtures of which carbonate of lead was only one of the component parts.

A careful study of paint making demonstrates that white lead alone is not only not the best paint, but is not even a good paint. The serious objections to the use of white lead are, first, rapid chalking, which necessitates frequent repainting; second, loss of gloss, which makes a newly painted house look like an old one; and, third, the requirement of a very large amount of material to do a given amount of work. The last item has to do with the economy of painting; the first two with the durability and beauty.

In all of these three points S. W. P. is far superior to white lead. The chemical reason for the first two mentioned results, is that the chemical composition of white lead is such that in combination with linseed oil it forms a soap that is soluble in water. This is an insuperable barrier to its retaining its gloss and its appearance. An up-to-date paint like S. W. P. con-



Don't be tied to old methods.

tains as much white lead as is good for it, but in combination with other material its defects are overcome and its weaknesses are eliminated.

Careful study has made S. W. P. a paint that can be depended upon. When using lead, an ordinary linseed oil, either raw or boiled, of commerce, must be used. These are days of doctored oils and bung-hole boiling. The oil for S. W. P. is carefully tested for purity and then carefully prepared for the different colors. The purchaser of S. W. P. gets not only carefully combined and carefully tested pigments, designed to give the best possible results, but what is fully as important, gets the best, purest, and most carefully prepared linseed oil.



Cut loose, and with the help of S. W. P. get to the front.

This combination must be and is the superior of white lead in all the essential points of a good paint.

THE DISPLAY OF SHOW CARDS.

The question of giving prominence to the store display cards which we furnish dealers is capable of various solutions. They are attractively made and present a means of advertising that every agent ought to make the most of. Any way of displaying them, so long as the customers can see them, is good. On the counters, on the shelves, in the windows, on the gas fixtures—these are all good ways to display them, and each agent should choose the one best adapted to his store. Some of our dealers, however, have adopted methods that are rather unique and especially effective. We offer them as suggestions.

One method is to stretch two parallel wires across the store from the top of the shelving, one fairly near the front and the other farther back. From these wires the display cards can be suspended, leaving considerable space between them so that they will stand out distinctly. They can be so arranged as to present a uni-

form and "catchy" appearance that will well repay the little trouble taken. The same idea can be carried out by stretching the wire above the shelving along the side of the store, on one or both sides. This has the advantage of placing the cards so they may be read easily by the customer as he stands in front of the counter.

Still another method can be used to advantage with certain of our display cards, as, for instance, with our Special Floor Paint, Buggy Paint, and Varnish Stain cards. Fasten the edges of the cards together so as to form a three cornered or prism shaped box, each face presenting a display card. It can be suspended from the ceiling by cords fastened to the upper corners. A weight placed inside serves to steady it.

If any of our agents have been using other methods of displaying the cards that are novel or specially effective, we would like to hear from them. Pass your good idea along.

THE STORE AND STOCK AS ADVERTISERS.

The Story They Tell, How They Tell It, and the Good or Evil Results that Follow.

HERE is there a store in any line of business that does not get some results from advertising, either good or bad—good results, if properly done, bad results, if improperly done?

Many of us have a strange idea as to what advertising really is. Some think it is all included in newspaper work, posters, sign boards and sample

cards, but these are only a part. What the dealer and his clerks say and do to their customers may do more to advertise the store favorably or otherwise than all the so-called outside advertising put together. A pleasant word with this one, a little extra attention to that one, a little more than he expected, will set the customer talking about you and your store, and that is the best advertising that can be done; its cost is nothing and its results are impossible to estimate.

The way the store is kept, the arrangement of stock so as to get good displays for seasonable goods, all attract the attention of the visitor and advertise the articles displayed. You may have the best paint in the world, but if people do not know it, do not see it when they enter your store, you might as well not have it at all, as your sales

will amount to almost nothing. In many cases people do not think of the things they may need without special attention being called to them by the dealer, but he can't mention every line of goods to a prospective buyer while he is in the store, it would take a week, and by the time he got through the customer would probably reach for the door and thank his stars he had escaped. But if the goods are attractively shown his eyes will tell him more in two minutes than he could be told in ten times the time.

Stock neatly arranged in plain sight will attract attention to itself unconsciously. The goods are advertising themselves, helping to make sales and aiding in making a favorable impression of your ways of doing business.

It is not the large faults that stand out most prominently, that give a bad impression and advertise unfavorably. Sometimes it is such things as slowness in waiting on customers, an unwillingness to get what your customer wants if you don't have it in stock, inaccuracies in filling orders, floor not carefully swept, untidy windows, disarranged stock, etc.—things that a clerk may generally look over, but sometimes overlooks.

People like to trade with successful merchants, and there is nothing that gives an air of success so much as prompt attention to customers and a neat, clean store with stock carefully arranged, and wide-awake clerks.

Keeping stock well arranged is more a matter of habit

than anything else. If we become accustomed to put things back in their places after we are done with them, it is just as easy as to leave them lying around, looking as if a Western cyclone had just paid a visit. It would be found easier to know how the stock stands, and a much better impression would be created upon the next customer who visits the store.

A good arrangement of stock is not all, the most seasonable goods should have most prominence. When it is time to paint don't have skates, sleds and mufflers take up any of the valuable space on your floors, crowd them out of the way, for they don't sell. Treat your customers with the sight of articles they should use "now". If they see them they'll want them, but they might not think to ask for them.

Some store keepers put to the front the goods upon which they make the most profit. How many store keepers know accurately what percentage they are making on any certain line of goods, and can arrange their stock accordingly? If you have never figured it out, do so, it may make a big difference with your balance at the end of the year.

It will pay us all to look at this end of the business carefully, for after all the financial end is the one we are all working for. If that does not pay, the business can't last, and it will soon advertise *itself* as bankrupt.

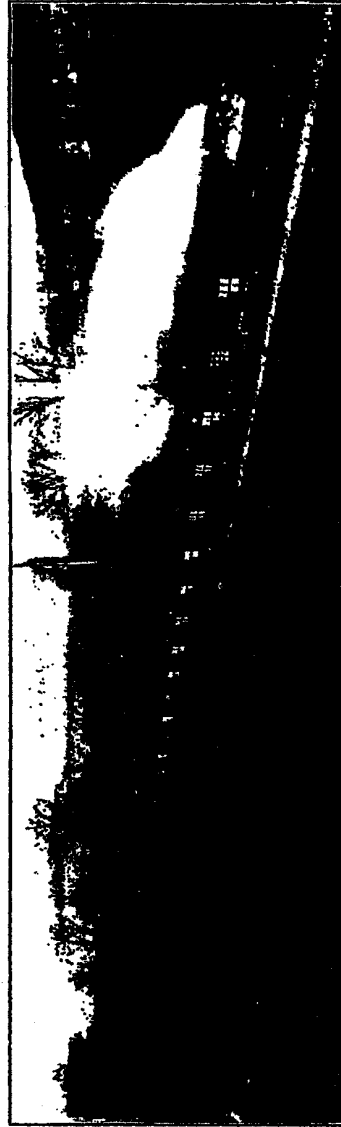
A SPLENDID EXHIBIT OF THE SHERWIN-WILLIAMS PAINTS.

THE accompanying illustration represents a 6,458,100 pound display of The Sherwin-Williams Standard Freight Car Paint, P. M. 3. It also represents the heaviest train ever hauled over the Baltimore and Ohio tracks.

The train is composed of fifty 50-ton Schoen pressed steel cars, each one painted with The S-W. Products. It makes a uniform display over a quarter of a mile long.

The train was made up last March to demonstrate the efficiency of the new B. & O. equipment. The fifty cars,

fresh from the manufacturer and bright with P. M. 3, were loaded with an average of 98,000 pounds of coal. They were then pulled by a 168,700 pound consolidated engine from Cumberland to Brunswick, Md. It was an entirely satisfactory and successful trip and demonstrates that heavy power and modern equipment mean more revenue tons per mile and a decreased cost of transportation. Wherever great strides are made you are pretty sure to find The S-W. Co. shares the glory.



Heaviest train ever hauled over the B. & O. Painted with The Sherwin-Williams Standard Freight Car Paint, P. M. 3.

GOING OUT AFTER BUSINESS.

There's a Grand Opportunity in Paint Selling for Personal Solicitation on the Part of the Agent.

COMPETITION at the present day makes it necessary for the business man to get out of old ruts in order to get his share of the trade.

There is more business to be had in all lines today than ever before, and there are more men after it; still the man with push and a good business system will get the lion's share, and lead the procession.

The day is past when the merchant can sit in his store with his feet on the stove or soap-box and expect to have business come in without any effort on his part. Even the day of depending upon advertising alone to get business is past. It is still a part, of course, but to be at the head of the procession now a man must *go out* to the consumer to get business.

There was a time when country merchants would go to the wholesale men and manufacturers to buy their goods, now the business is done by salesmen, and today neither of them would go back to the old way. If this is the best business method in the wholesale trade, why not in the retail trade?

The man, in any business, who will realize that this is so and will go out himself or send out a good assistant as his representative, will distance his competitors just as sure as the sun shines. There is no business in which this kind of work will bring so good results as the paint business.

There are very few house owners that cannot be convinced that it pays to keep a house well painted, and that S. W. P. is the best paint to use, but to do this the salesman must understand the difference between white

lead and S. W. P., he must have confidence in the goods and know what he is talking about. We know that any man that sells S. W. P. can get the best end of the paint business in his district by going out after it to the consumers, for our advertising representatives have sold hundreds of gallons in this way for our agents in Canada and the United States.

The direct sales made in this way pay well, but that is not all—they bring in many indirect sales, for the direct sales start the ball a-rolling. And if you give S. W. P. a good start, there will be no finish.

Just think of the number of articles that are sold today by going to the consumer! There are, for instance, furnaces, ranges, binder twine, wire fencing, sewing machines, pianos, organs, wagons, buggies, in fact there is no limit to the goods that are sold in this way successfully. And why not paint?

Do you go out to sell S. W. P.? If not, why not? If you are in business for the money there is in it, try it; it will pay you. When you are talking S. W. P. to a consumer there is no reason why you should not tell him about the other lines you have to sell.

If all the paint business in your town doesn't come to you, go out after it. Don't let any building go up without trying to sell the paint to be used on it. Go out after it hard enough and you'll win.

Go out to the house owner.

Go out to the architect.

Go out to the contractor.

Go out to the painter.

PUSHING S. W. P.

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

UNDER this head we shall be pleased to describe, from time to time, any of the special means our agents are using to push S. W. P. We want to keep posted on all you are doing, and to pass the good ideas along to the others.

Send us copies of your special circulars and announcements, copies of newspaper advertisements that have proven specially effective, samples of your novelty advertising and, in fact, anything and everything that represents a special effort on your part to push S. W. P. farther forward. Send them direct to the Editor, THE S.W.P., 31 Michigan St., Cleveland.

Some of our agents have favored us the past month in the manner just spoken of. From Lyon & Matthews, Lumber Dealers, Bowie, Texas, we have received a lead pencil which they are distributing. One end is printed with their card, containing a line for S. W. P. It makes a useful and effective novelty that, given out with discrimination, ought to tell. Lyon & Matthews seem wide-awake to the benefits of advertising, and are working along many good lines.

Our agents in Washington, D. C., J. T. Walker Sons, are sending out a very neat celluloid pocket memorandum that gives special prominence to S. W. P. It is about two by three inches in size, consisting of celluloid covers and pages held at the corners with a rivet. The front cover contains their

card, printed in good taste; the back cover contains only the words "Agents The Sherwin-Williams Paints." It is very effective.

A. Rittigstein & Company, Oakland, Cal., send us a removal announcement that impresses one favorably. It is printed on one side only of a four-page folder, and contains one of our "XV" electrotypes displayed with good taste. One paragraph of the well-worded notice is as follows:

"Among leading manufacturers represented, especially worthy of mention, is The Sherwin-Williams Company, the largest concern of its kind, and certainly the most favorably known for excellence of its products, in the whole country."

Study carefully the advertising matter we send you and you'll often find something you can adopt as your own. C. W. Watson, our agent at Greenville, Ill., used the wording on our "On the Wave of Prosperity" enclosing slip for a newspaper ad, illustrated with a striking cut, and it made one of the best advertisements we have seen in a long time. Follow his example.

A. H. Pendleton, Vernon, Texas, sends us a page S. W. P. ad. that was a trade-winner. It contains a number of very good phrases, which we would recommend to our other agents: "Every bucket true to color card." — "Can show you houses painted with S. W. P. in 1888, '89, '90, '91, etc., that look well today." — "You are willing to protect your house with paint, but are you willing to protect yourself against cheap paint?" — "Your house is just as old as it looks, and everybody wants their home to look as new as possible."

GET THE ARCHITECTS IN LINE.

LARGE orders for paint are often secured through vigorous work with architects. They are a class of men open to argument, and if convinced that S. W. P. is the very best paint it is possible to make, they will specify its use.

How can you convince any architect

that that is a fact? In the first place you must call upon him. That's an important step. If you wait until he calls upon you for information on the subject of paint, you will generally find that some energetic competitor has made that unnecessary. It is almost always possible to keep fully

posted about any new buildings to be constructed, and you can make the next one the occasion for your call on the architect.

In your discussion of the paint subject with him you will find that a box of sample cards (which you can leave with him) will be of use. A sample folder will also enable you to point out what we have to say about S. W. P.

Secure his permission to let you hang up in his office a framed sample card, which includes also an exact reproduction of the label used on every S. W. P. can. We'll send this framed card to you if you write for it. Call the architect's particular attention to the guarantee on the label.

You will find him interested in this offer of ours:

On receipt by us of a plan, drawing or photograph of a house or other building, our artist will carefully prepare a special set of specifications, giving a choice selection of combinations for painting it. This work we do without charge, and it has very materially assisted many a one of our S. W. P. agents.

The architect would also find many questions "About Prepared Paint" answered in a forceful way in our booklet issued under that title.

In the first place, we repeat, call upon him. In the next, call again. It pays.

THE GREATEST MONTH IN OUR HISTORY.

S. W. P. is nothing if not progressive.

It's simply wonderful the way the sales for it go on increasing year after year and month after month. It keeps climbing higher and higher. And the higher it gets the more easily and swiftly does it seem to make still further advances.

The reason for this must be that

the trade it gets it holds, and so each time we stretch out a little further it means increased volume, as the old trade stays and gains, while the new makes fresh advances.

The month of May was the greatest in our history. We sold many, many thousands of gallons more of S. W. P. than we ever sold in any one month before, and there is no sign of any let up yet in the large increases we have had this spring.

We wish to thank our agents most heartily for their share of the work in achieving these grand results. Keep it up, and we will do all possible at our end to make your efforts successful and profitable.

KEEPING PACE WITH THE INCREASE.

The extra demands on our factories this year, and the way in which they have been met, forcibly illustrate the full value of our constant effort to reach perfection in organization.

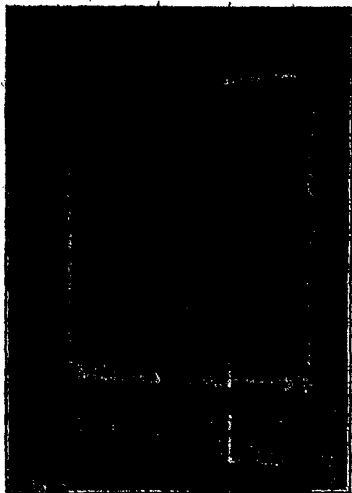
The record breaking days of this year in the sales department were anticipated by the factory management. Our promptness in filling orders did not "just happen," but was the result of careful, thoughtful preparation.

Fully recognizing that delayed shipment often means the absolute loss of sales by the S. W. P. agents, we have always striven to ship promptly. The largely increased sales this year have called for extraordinary efforts on the part of our manufacturing department, and their success has been shared by every one of our valued customers.

We are growing, growing, and are bound to continue to grow. Plans are made for still further increasing our facilities for manufacturing. Our record for prompt service in handling orders will be maintained.

SMALL WINDOWS MADE EFFECTIVE.

SOME dealers think because their windows are small that it does not pay to give them much attention. They believe any hit or miss trim will do.



Display of C. L. Webber.

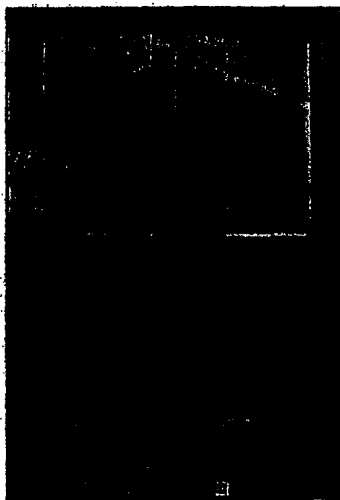
The opposite is the truth, however. Small windows can be made exceptionally effective and repay any amount of work you put on them.

It very often happens that the store window is narrow and shallow—not over two feet deep. In such a window lie boundless possibilities. A few goods can be attractively displayed so quickly in a small window that you can afford two or three changes a week. Put only a few things in the window to get the best effect. Try something like this: A few cans of S. W. P. at one side—a stack of a few brushes at the other—a sign in the center reading, "Bring these together for best results in painting."

Almost any of the displays in our "Store Windows" booklet is easily carried out in a small window.

The display of C. L. Webber, Neenah, Wis., shown on this page, is a very good example of this, and many of the displays would be more easily adapted.

The window of Carter Bros., our agents at Picton, Ont., by reason of its size and style would have been neglected by many dealers. They, however, have more than taken advantage



Carter Bros' Trade Winner.

of the opportunity it offers. The display shown here attracted great attention and Carter Bros. received lasting benefit from it.

If you want the ripest fruits you must climb up where they're found—

You can't paint the second story with the scaffold on the ground.

S. W. P. A TIE THAT BINDS.

Not long ago a gentleman from Texas stepped into our branch house at Toronto, Can., and introduced himself by saying: "I could not pass that familiar sign—The Sherwin-Williams Co. No stars and stripes over here, but where one sees that sign he feels all right! I sold S.W.P. in Texas for several years and I got very much attached to the old company. I shall always remember them, and have a high regard for them." This shows that S. W. P. is "a tie that binds" and that it keeps the friends it once makes.

A SOUTHERN AGENT'S GOOD ADVERTISING SCHEME.

In gathering the cotton crop it is the custom to transport it to the nearest gin, loose, in a wagon bed. In order to make the ordinary wagon bed hold the required amount for a bale, it is necessary to have additional sides to the wagon of about 24 to 30 inches, and we lumber dealers sell a great deal of material for this purpose every season. I stumbled on the idea a few years ago of making these frames at the yard, putting sign-work on each side, and selling them ready-made to the farmers. As all wagon beds are made by the same standard, it is easy to make these signs fit. I got permission from the manager of the yard, on which I was employed, to try the experiment on a small scale. The idea was to sell them at just a little above the cost of the material, and of course the farmers jumped at the proposition. Well, I made that season, with the help of the yard man, thirty-six sets, complete, consisting of two side boards and two end gates of the previously mentioned depth. They sold readily, we could not make

them fast enough to fill the orders. You see that made about 72 traveling signs for us, and they are still traveling, and will be for years, as they last on an average of four or five years.

Last season I was running a branch yard by myself, also a pair of public scales and was buying grain etc., and did not have much time to devote to this part of the business, however I made, painted and sold about thirty sets. I kept track of the material that I put into this lot just to see how I would come out. I made, over and above the selling price of the lumber and the cost of paint, brushes and nails, about \$6.00. Do you know of any advertising scheme, that is as good as this, that will pay for itself?

There are a great many good features about this plan. The main ones are, it is entirely new; it is moving all the time; it goes from the field to the gin, from the gin to the market, on the streets, on the roads, everywhere. The man that has a set on his wagon will naturally talk for your business. It excites more comment than anything I ever saw on that line. It has many good points, as well, for the lumber business in particular. Your competitor's customers will come to your yard to buy a pair, and then you have a chance to "put a bug in his ear." I seldom ever struck a man that will not give 25 to 30 cents more for a nice frame, nicely painted, than he would give for the plain material. If he wont, you sell him the material anyway.

L. LANGFORD,
with Lyon & Matthews,
Bowie, Texas.

[Mr. Langford's scheme presents a splendid chance for our Southern agents, whether in the lumber business or not, to advertise S. W. P. and their other lines of goods. It will pay well. Try it.—Editor.]

WORK WITH PAINTERS.

HOW to reach those men on the scaffold is a question worth study.

You often find that they get up very high on the scaffold of prejudice and you have to talk pretty strong to reach them.

There is no better way for you to "get a cinch" on the very strongest arguments to use in pushing S. W. P. than by learning every sentence in our booklet "About Prepared Paint."

If you will get perfectly familiar with every thing in that booklet you will be surprised as you notice how much easier it is for you to make your work with painters count.

We sent you "About Prepared Paint" some time ago, and will send you another copy if we know you've mislaid it. Every man in the store should study it.

The work with painters resulting from a trip through the Cleveland plant is forcibly illustrated by the experience of Mr. R. M. Walker, of the firm of Walker & Paterson, Niagara Falls, N. Y. Mr. Walker visited the plant in May. After reaching home he wrote as follows:

"Upon arriving home I immediately set out to push The Sherwin-Williams Paints. I sat down this morning with a painter who has been accustomed for the past fifteen or twenty years to use nothing but lead and oil. We had a long talk, about an hour. I showed him the cuts of the factory; how they make the paint; the grinding machines, etc.; and could see that he was gradually becoming interested; and he

said that the next job of painting he had to do, he would try The Sherwin-Williams Paint."

Next to a visit to our factories, there is no better way to find out how S. W. P. is made than by a study of "About Prepared Paint."

Your work with the painter should not be solely with a view to securing his trade, but what is often more important, to induce him to recommend its use to the property owner.

If you want to get the painter to help you push the sale of S. W. P. *go after him.* If you want to go after him to *get him*, study thoroughly our booklet "About Prepared Paint."

The arguments in it will convince any fair minded man that he at least ought not to let his prejudice and doubts stand in the way of giving S. W. P. a fair trial. And once given a trial the paint argues for itself.

"Our doubts are traitors,
And make us lose the good we oft might win,
By fearing to attempt,"

said Shakespeare, and he might have been speaking to painters regarding S. W. P. so well does it fit their case.

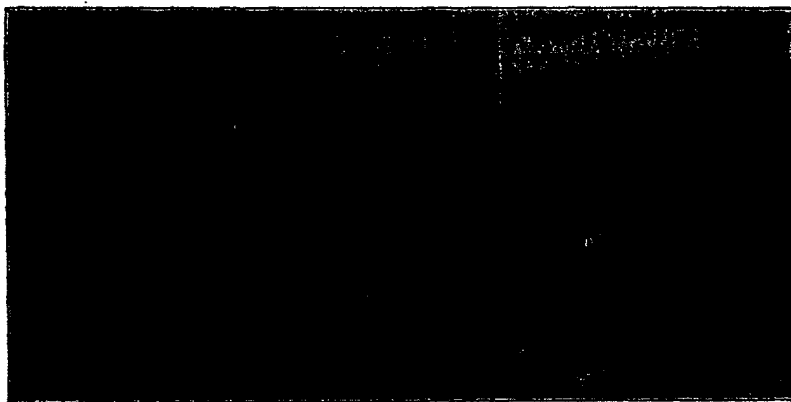
Your opportunity is to remove his fear "to attempt."

"COVERS MOST."

We recently sold our agent, D. J. Humphrey, at Napoleon, O., 13 gallons of No. 379 (S. W. P. Vermilion) and have the following report from him:

"The parties that used the Vermilion have four gallons left. I tell him we can not use it and he expects to keep it, but it shows him the covering capacity of S. W. P. The painter figured on 13 gallons and it took 8 1-2."

PAINT YOUR SIGNS UP.



The photograph reproduced above teaches a lesson in sign painting.

It is a portion, less than one-half, of a general panoramic view of Los Angeles, Cal. The entire photograph was reproduced across two pages of the official souvenir program of the Los Angeles Jubilee and Masonic Festival, held in April. It made a 19 by 5½ illustration and the most prominent feature in it was the sign of our agents, The Orange Belt Paint

Co., just as you can see is true in the portion shown here.

It was a splendid free ad. and the publishers couldn't help giving it to them. Other people were paying big money for space in the program but none got so good a position. The moral is, paint your sign up, paint it well and plainly, make it a prominent feature of the landscape, and the returns will be many fold.

TESTIMONIALS WANTED.

During the past month we have written our agents, asking them to obtain S. W. P. testimonials from painters and other consumers in their vicinity. We wish to emphasize that request here.

Our object in asking for these testimonials is one from which you will receive direct and individual benefit. It means the increase of *your* trade. We want to use them to make new customers for *you*.

In connection with their "Town Reports" our salesmen are continually

sending us the names of painters, architects, house owners, contractors, etc., who would be possible customers of our agents. To the names thus reported we send personal letters, sample cards and advertising literature, giving the name of our agent to whom they are tributary. We have often found it would be advantageous to send also a testimonial letter from some user of our paints, in the man's own immediate vicinity. The value of such testimonials is very apparent. To the man living in Vernon, Texas, a testimonial from some one in

the same town would mean ten times as much as one from Solon, Maine.

In order to carry out this personal, "hand to hand" work as it should be, we'll need testimonials from *your* locality. Don't let this opportunity slip by you for the lack of a little effort on your part. Get the testimonials and send them to the headquarters in your Division. Do it Now!

AN AGENCY SIGN SUGGESTION.

We learn that some of our agents have found it difficult to fasten our iron trade mark agency sign to their store fronts, in cases where the front is of brick or iron. This difficulty is obviated by lengthening the arm of the sign with a block of wood, fastened to the window casing or the wood work of the door. This will bring the sign out entirely beyond the line of the wall, or of the large pillars that are so common in many store fronts. The agency sign is so novel and attractive that it pays to get it out where people can see it.

NOVEL POSTER USES.

Our oil cloth "Covers the Earth" hanger makes an excellent curtain for door windows, and has been so used by some of our agents. It can be easily fastened to the roller after detaching the original curtain, wherever the width of the window will permit, and can be lowered and raised as needed.

The ingenious dealer can always find striking ways to use the advertising matter we stand ready to furnish, and it's the man that makes the best use of it that gets the best returns. Have you ever tried to do something unusual in displaying our advertising features or are you content to do the common thing? Someday try this—

paste a "Covers the Earth" poster in the center of each window curtain. It will make your windows the most prominent in town when the curtains are down on Sunday. Don't put anything else on the curtain. It's effect will be best when it stands alone.

VOL. I—No. 1.

Have you read the first number of THE S. W. P. yet? Or did you mislay it? If by any chance you failed to get all the good you could out of it, and need another, send to us for it. We have a limited supply on hand and want to put them where they'll do the most good.

Empty houses make slim bank accounts; but a well painted house is soon filled. In the landlords lies many an agent's opportunity.

A QUESTION BOX ?

Is it not possible that our 30 years of paint making experience can be of use to you in solving knotty problems that arise in your paint selling?

Cannot our experts in paint clear up some point that is bothering you?

Do not conditions sometimes arise in which we can be a help?

Are there not times when you could use advice on advertising affairs from experts in paint advertising?

Have you any questions, of any sort, on any subject in connection with your paint business that we could answer?

If so, we'll be only too glad to inaugurate a Question Box department in THE S. W. P. for that purpose. Send your questions to the Editor and he'll get the best experts in the country to answer them for you.

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LETTER HEAD SUGGESTIONS.

Some Pointers that the Progressive Agent Will Find Useful.

LETTER heads and bill heads usually indicate the general tone of the house that sends them out. If their appearance expresses neatness, order, good taste and a business-like carefulness to detail you may expect to find that the house carries the same qualities into all its business affairs. If on the other hand they show carelessness, bad taste, disregard of details, out-of-date arrangement, etc., it is the natural inference that the general business of the house is on the same order.

Wideawake,
Push & Co.
Dealers in
General
Merchandise,
Paints, Oils, &c.



Agents for
THE
SHERWIN-WILLIAMS
PAINTS

Successville, O.

STYLE A

a well ordered whole are overlooked, and it is with a view to suggesting a correction of these errors and aiding those who have not been in the habit of using our name on their letter heads that we present here a few suggestions and examples that combine the merit of simplicity with effectiveness.

There are certain details regarding our Company name and the names of our goods, that we try to observe carefully in all our own business documents and advertising. They are all important for one reason or another, and

Such an inference would not be right in all cases, but the fact that people do make just such things an index to the whole establishment, makes the right printing of letter heads and statements a matter of much importance.

The letter heads of many of our agents contain some reference to their agency for S. W. P., and in most cases are excellently arranged. Once in a while, however, some of the details that make up

we trust that in bringing them thus before our agents they will do what they can to carry them out in their own printing. In most cases we can



Wideawake, Push & Co.

Dealers in
Hardware, Staves,
Tinware,
Paints, Oils, Etc.

Agents for
THE SHERWIN-WILLIAMS PAINTS

Successville, O.

STYLE B

HARDWARE, PAINTS,
OILS, VARNISHES, &c.

WIDEAWAKE,
PUSH,
AND
COMPANY

TELEPHONE 123

STYLE C

THE SHERWIN WILLIAMS PAINT

Successville, O.

furnish electrotypes that embody the details in their correct form, thus making it a simple matter to get them right.

In the first place, the frequency with which we see our firm name misquoted leads us to dwell upon it here. It should read in all cases, The Sherwin-Williams Co., being careful to put the "The" at the beginning with a capital "T." The State laws of Ohio, under which our Company is incorporated, make this necessary. The hyphen (-) between the two names is also essential. We sometimes see the name printed "Sherwin & Williams Co." or "Sherwin, Williams & Co." We feel sure that our agents are sufficiently interested in this matter to want to get the name right.

The second point we wish to mention especially is the style of type in which we endeavor to display the firm name and the name of our paints, wherever possible, on stationery and in advertisements. Some time ago, in order to obtain uniformity and individuality we chose what is known as *GOthic ITALIC* letters. It is the type



STYLE D.

Wideawake,
Push & Company.

Dealers in
Drugs, Medicines,
School Books,
Stationery,
Paints, Oils, Varnishes.

Succesville, O.

used for our name in all the examples in connection with this article. There is much to be gained by always adhering to this one style and we deem it of no little importance. We can furnish electrotypes of the firm name and the names of our paints in any size our agents may desire and would appreciate any effort on their part that would lead to our furnishing them for newspaper, circular, business card and stationery use.

The specimen "letter heads" shown here were made for note size and then reduced. A letter head proper is $8\frac{1}{2} \times 11$ inches, note heads are either $6 \times 9\frac{1}{2}$ or $5\frac{1}{2} \times 8\frac{1}{2}$, but these sizes are all spoken of in general as "letter heads." In ordering any of the electrotypes shown here designate them by the style letter under each cut,

and state which of the three sizes you wish to use them for.

Supplied with these electrotypes your printer can easily follow the style of arrangement and the typographical effect of the suggestions if you show him these pages. Try it next time you get letter heads printed.



WIDEAWAKE, PUSH & CO.

Dealers in
Paints, Oils, Glass and
Painters' Supplies.



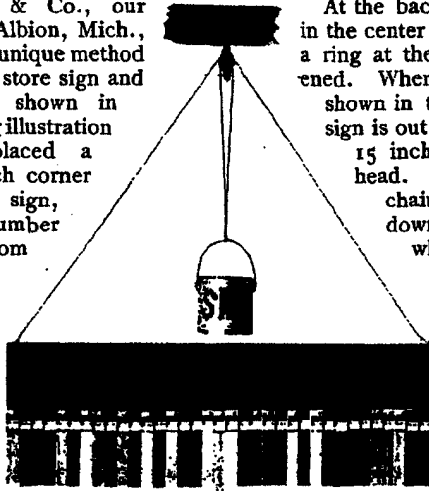
123 Goodnessen St.
Succesville, O.

STYLE E.

AN INGENIOUS STORE SIGN DISPLAY.

A. L. Young & Co., our agents at Albion, Mich., have adopted the unique method of displaying our store sign and painted paddles, shown in the accompanying illustration

They have placed a screw eye at each corner in the top of the sign, and have run number 4 cotton cord from here through a small two-wheel pulley, fastened to the ceiling. To the other ends of the cords a gallon S. W. P. can is hung, weighted to balance the sign exactly. For this purpose an empty can was furnished with a label on each side. To any one else wishing to adopt this method we will gladly send such a can.



At the back of the sign and in the center a small chain with a ring at the bottom was fastened. When in the position shown in the illustration the sign is out of the way, about 15 inches above a man's head. With the aid of the chain it can be brought down within easy reach whenever needed.

In putting it up again it is only necessary to push from the bottom of the board sign to raise it to the desired height, as the perfect balance makes it work freely.

The sign thus arranged has been decidedly convenient besides being very attractive and novel. We congratulate A. L. Young & Co. on their clever scheme.

REACHING AFTER THE LANDLORD

Have you ever made a persistent effort to put S. W. P. forcibly before landlords—the men who have houses to rent? They use lots of paint, or ought to, and it is to their interest to see that that paint is the best. Bring the matter before them, with all the force you can, we'll help you. Recently we published a booklet for that very purpose. It is called "What to

do When Your House Wont Rent."

It's a straight from the shoulder talk with landlords. We'll be glad to mail them to lists of landlords, with houses for rent, supplied by the agents. Send us such a list and then be prepared to follow up the work by personal calls and "hand-to-hand talks" with the men. It's a chance for you to win trade. Get the landlords in line for the next house renting season.

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."*

