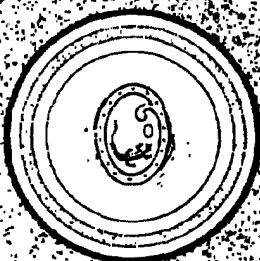
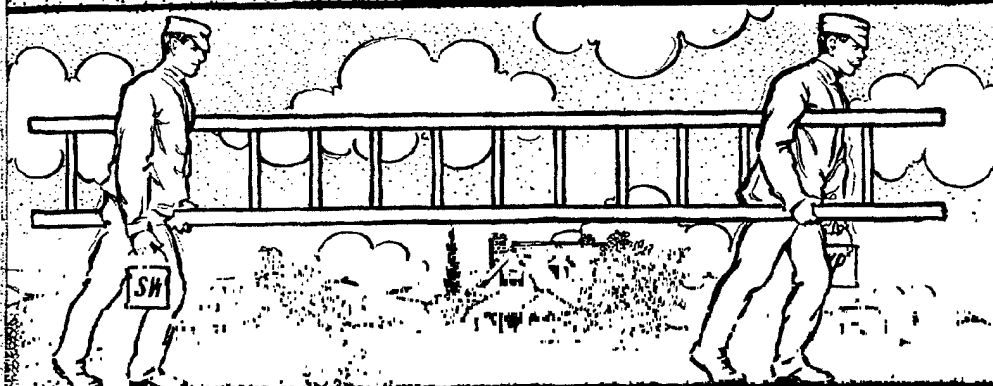


# THE S W P

APRIL 1904



*Newspaper publicity will help your spring trade—start the people thinking about paint and painting. Hand this news notice to your local paper—the editor will be glad to use it.*

## READY-TO-USE PAINT.

### It's Merits and Value.

Prepared or Ready-to-Use Paint has slowly but steadily won its place and become the generally used paint of today. Its status in this locality is well proved by its wide use in the last five years.

"Its success" said a prominent paint dealer yesterday, "is due mainly to two causes: first, to the inherent difficulties and disadvantages in buying paint materials and mixing them by hand; and second, to the raising of the standard of prepared paints by most manufacturers.

"The old crude hand-mixing of paint" he continued, "was bound sooner or later to be displaced by modern scientific processes—the wonder is that the old methods were persisted in so long in view of the economy and better results obtained by good prepared paint.

"The man buying the raw materials is not in position to test the various ingredients to make sure that he is securing the best quality. The large manufacturer is forced to make careful tests in order to protect himself against being loaded up with inferior goods. Then the materials cannot possibly be combined in so accurate proportions, the pigment and oil so thoroughly incorporated, nor the colors made so uniform and true when the quantities used are largely guessed at and then mixed with a stick in a tub or pail as when each ingredient is weighed and measured, and mixed by exact formulas and ground in mills specially built for the purpose. It is hand work against machinery; guessing compared with scientific exactness."

The dealer further stated that the convenience of buying and using prepared paint appealed to every property owner. All he had to do was to decide on the colors he wanted and then get the paints ready to go on his buildings without the worry or expense of buying the various ingredients and the risk of not getting the desired colors.

Asked as to the position painters took towards prepared paints, the paint man said: "They take the same stand I do, they oppose 'cheap dope' brands of ready-mixed paints and endorse good prepared paint. Several of the boss painters in this vicinity give me strong support in pushing the paint I sell. They find it easier to apply than lead and oil and that it helps them do a better job."

In reply to a query regarding the outlook in the paint trade for this spring, he replied, "Never better. We shall see more painting this spring than in any previous year."

# THE S. W. P.

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

VOL. VI.

APRIL, 1904.

No. 4

## THE SPRING CAMPAIGN OPENS.



HIS number of THE S. W. P. is designed to be of practical help to every S. W. P. agent in waging the Spring Campaign.

The time has come to move forward. The time has come to do battle. The season of preparation is past, and the time for *action* is here.

The love of victory is in every man's heart. To gain the day is the great aim and reward of effort.

Give free rein to your ambition. Go into the fight this spring with a determination to overcome every obstacle, to vanquish every difficulty. Go in to *win*, and let the prize of success be your goal. It is open to you, and why should you not possess it?

Surely no S. W. P. agent is content to stand still—progress is the very essence of our organization, and on the day we stop growing we want to cease to live. Even in these times when conditions are less favorable than formerly we move forward with increased speed.

We are ready and out for the biggest spring business in our history. We must have your help and co-operation in our plans. We must work and progress together. We cannot do it alone. We cannot do it with new agents only. *We need the old guard*—the agents who have stood by us and have grown with us from the beginning.

It is a campaign in which *all* are needed to make sure the victory, and in which all who share the burden will share the reward.

Vice President and Gen'l Mgr.

## USE THE PERSONAL LETTERS.

THE  
WISEST  
AGENT  
IS  
HE



WHO  
MAILS  
HIS  
PROPERTY  
OWNERS  
LISTS



TO  
THE  
SHERWIN  
WILLIAMS  
CO  
AND



WE want an opportunity to demonstrate to you the order-getting value of the "personal letters" we write to property owners.

Will you please fill out one of the blank postal cards, enclosed in this magazine, with the names of property owners whom you know are going to paint or ought to paint this spring, and return the card to us today?

If you have the names of more property owners tomorrow whom you want us to write to, send in the other card. The next week or the next day if you have learned of more trade you want us to promote, send us the names—you don't need a special card or blank to send them in on, just send the names in anyway so long as we can read them.

The "personal letters" are a common-sense business-like way of going after business. It is a very plausible assumption that when a property owner receives a personal letter under a two-cent stamp, calling attention to the merits of S. W. P. and referring him to a paint dealer in his town, he is interested; when that letter is followed up in a few days by an attractive mailing card, and then again in a few days more by another card, that property owner is likely, very likely, before buying another paint, to call at the S. W. P. agency.

We want to sell all the S. W. P. we can this spring—naturally, the more you sell to property owners the more we shall sell to you. The "personal letters" will bring more business to each of us.

We can prove this to you—and it is surely worth while putting their efficiency to the test—if you will send us a list of property owners.

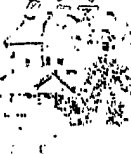
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PAU





S. W. P. House.

Residence of Mr. J. W. Steiger, Newton, Kansas. Body, 372; Trimmer, 460; Sash, 382; Roof, 367.

### PAINT YOUR STORE FRONT.

**N**OTHING gives a store such a prosperous and inviting appearance as a tastefully painted front. As an advertising feature it is the most effective, for the expenditure, that you could hit upon, as it shows the improved appearance of painted buildings, gives an effective color combination and is the best evidence that you have faith in the paint you sell. A well painted store front always attracts attention and frequently suggests to the minds of the passing public the value of painting, and the consideration of your paint.

Set a good example to your spring trade by painting your store front now. One of these combinations may be found helpful:

Premier Non-Fading Red, Dark,

(Q.D.), trim with Black or Gold.

Buggy Paint Carmine, trim with Black or Gold.

Buggy Paint Black, trim with Gold or Chrome Yellow.

Buggy Paint Wine, trim with Gold or Chrome Yellow.

Buggy Paint Dark Green, trim with Gold or Chrome Yellow.

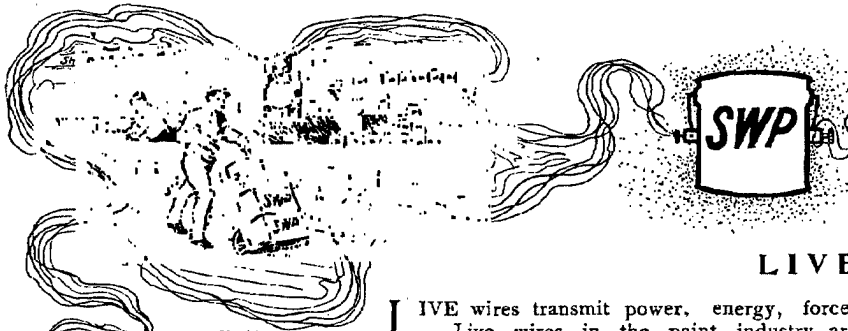
S. W. P. 498, trim with Gold or Chrome Yellow.

S. W. P. 374, trim with Black or Gold.

Boston Green, trim with Gold or Chrome Yellow.

Aluminum Paint, touch up chamfers with Premier Non-Fading Red.

Use Kopal and Durable Spar over Gold or Black for best results.



## LIVE

**L**IVE wires transmit power, energy, force. Live wires in the paint industry are methods that put life into trade—that bring customers to the store—that sell paint.

The wires from the battery of S. W. P. and S. W. V. that made the trade of S. W. P. agents *live* in past years and that will carry a current of success through business this spring are

Full stocks, well displayed: Personal letters: Newspaper advertising: Window displays: Fence signs: Personal solicitation.

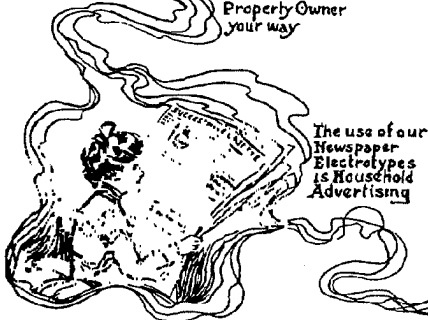
The power, energy and force transmitted by these wires put S. W. P. on the house and turn over handsome profits to the S. W. P. agent.

*Full stocks, well displayed.* The power of a full stock is two fold—it gives impetus to the dealer to get after business and it favorably impresses the prospective buyer; it enables the dealer to meet all the demands of his customers, and people are disposed to buy where they can get at once the special product that meets their requirements. Keep your stock full and well displayed.

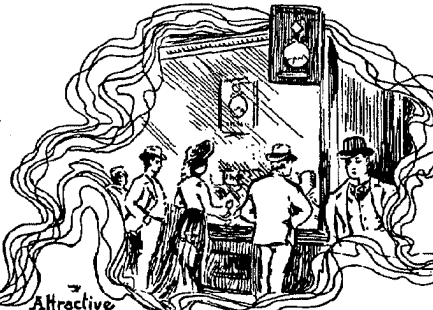
A Full Stock  
Well Displayed  
is the beginning of a  
Successful  
Season



Personal Letters  
Start the  
Property Owner  
your way



The use of our  
Newspaper  
Electrotypes  
is Household  
Advertising



Attractive  
Windows  
Sell  
Paint



## WIRES.

*Personal letters to property owners.* "Personal letters" are direct wires to prospective paint buyers. They tell the message of the good, economical paints you sell to the man who is going to paint or who ought to paint. Operate the "personal letters" wires.

*Newspaper advertising.* Newspapers are the wires that place the merits of your paints before the members of the households. The more convincingly you tell of your stock—the more force you send over the wires—the greater and the quicker the returns.

*Wire the households of your locality with strong newspaper ads.* Use the special newspaper electrotypes.

*Window displays.* Well trimmed paint windows connect your paint stock with the passer-by. They are wires that should ever be kept in good order. Your store windows will sell paint. Trim them.

*Fence signs.* The fences along roads leading to your town can be made live wires, spreading intelligence of your paint stock. Place fence signs. Let the general public know you have good paints to sell.

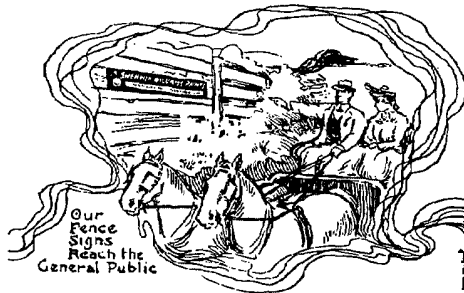
*Personal solicitation.* The personal element is a live wire in business. The successful S. W. P. agent follows up all his general advertising by personally going after business. Interview your trade. Call on the property owner. Make the painter your friend.



Well directed  
Efforts bring  
Their own  
Reward



Good Work  
all along the line  
puts S.W.P.  
on the house



Our  
Fence  
Signs  
Reach the  
General Public



The Personal Element  
is a strong factor  
in business

## WHAT THE FULL LINE MEANS TO THE AGENT.

By Mr. C. S. Wheeler; written in the Store of S. W. P. Agent at Rockford, Ill., while the Agent was making up his Order for the Full Line.

Mr. C. S. Wheeler, one of the oldest traveling representatives, in point of service, connected with the Company, recently presented our "full line" proposition so clearly and so forcefully in the pages of our magazine, "The Chameleon," which circulates among our employees, and he so well described the close relations which should at all times exist between S. W. P. agents and the Company, that we are reprinting the article here, feeling that it will be of more than ordinary interest to the agents. It should strike a responsive chord in the hearts of the agents at this time, when they are starting out on the Spring Campaign, and when they are looking for ways and means to increase their business, as it illustrates most strongly the value of the full line in creating business for the paint department.

**W**HILE I am sitting here in a customer's store waiting for him to make up his order for the Full Line, I am inspired to write something of its importance to the customer. The agent I am calling on now, Mr. Porter, is one of my best, and largely so on account of always pushing the Full Line. He said to me a few minutes ago, "Wheeler, I never sold a product of The S. W. Co. that did not give entire satisfaction. This fact has always given me confidence and backed up my efforts to sell S. W. P., and that is what I am trying most to do. The Full Line has helped me sell S. W. P.—the sale of one product helps every other."

I said to him as a matter of argument, "Don't you think that having exclusive sale of The S-W. Co.'s products and the benefit of the liberal amount of advertising, progressive helps, and assistance they give you, including exclusive sale of their products in your market, make them, not only eligible for your entire paint business, but places a customer in a position where he is obligated from a business standpoint to give (so far as the line goes) his entire purchases to The S-W. Co.?"

In all of these points he heartily agreed with me.

Besides these forceful advantages

are the following ones I should like to emphasize. We are living today in an era of close competition and of constant struggle for supremacy in business, and to succeed one must gain every point of advantage possible. One of these is the concentrating of purchasing power, buying as many goods as possible in one channel, giving the purchaser at all times the advantage of a recognized loyalty to the one he buys from, and securing for him certain advantages that are always of value in fighting competition, namely, the best possible business relations and assistance.

The progressive manufacturer today is constantly on the alert to secure for his customer the best possible methods of obtaining the largest amount of business he can for him, in his market, be it large or small. The manufacturer's success must come through his customer's success. The Full Line will get it, and secure confidence for the dealer from his customers. It will also secure the same for him from The S. W. Co. Confidence applied to any effort means success, and that is what we are all striving for.

*Our list of products includes paints and varnishes for all kinds of work. With the "full line" in stock there is no paint need an S. W. P. agent cannot supply.*

# USE THE MAIL

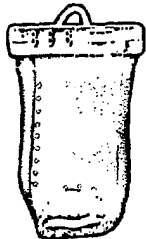


## USE THE MAIL.

Use the mail to advise us of all your needs. Use the mail so that we can use the mail to help you.

Keep us in touch with the conditions in your locality so that we can give you any and every special help to swing all the possible business your way.

The mails will bring us together and enable us to co-operate fully. We can surely get the biggest spring trade if we get together and work hard.



## Use the Mail.

*For sending in, up to April 10, your Calendar-circular mailing lists. See page 63.*

*For sending in your "personal letters" list—the names of all property owners who are going to paint or should paint.*

*For sending us names of painters, architects, contractors, and builders. We'll promote them for you.*

*For ordering newspaper electrotypes—for your newspaper advertising this spring.*

*For requesting the Window Dressing Booklet—illustrating over seventy paint and varnish windows.*

*For ordering advertising features, such as counter cards, etc.*

*For ordering color cards.*

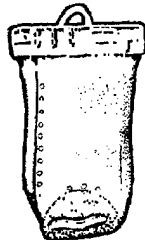
*For sending in fill-in orders to keep your stock complete.*

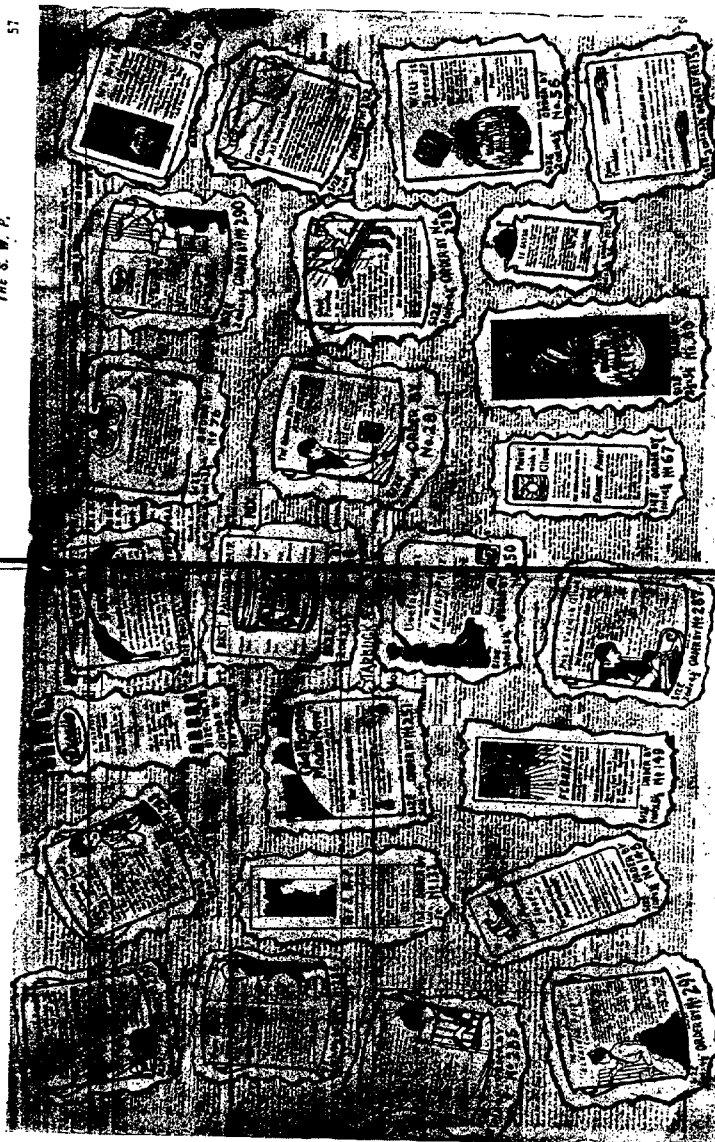
*For personally following up your trade.*

## USE THE MAIL.

You can always reach a man through his mail.

The mail is the great business getting medium of the decade. Use it. It will bring you close to your trade, it will help you to outstrip your local competitors, and it will enable you to shut out the mail-order houses. Use the mails to introduce your business; use the mails to follow-up your personal work.





*These electrotypes will help make your newspaper advertising more effective. They will give your advertisements strength and individuality—make them stand out distinctly on the newspaper page. They were expressly selected for spring advertising—most of them are new, new designs and new copy. We shall gladly send any quantity of them to you upon request. We suggest that you order some today. Order by number.*

*Special Newspaper Electrotypes for Spring Advertising.*

## PUT "LOCALS" IN THE NEWSPAPERS.



ERY often a pithy "local" in the news columns will awaken the interest of a prospective customer who will pass over your regular advertisements. Their position in the paper insures attention and they invariably add to the effectiveness of your newspaper campaign.

S. W. P. agents can make use of this form of advertising to good purpose during the spring months. The following are submitted as suggestions that may prove of value in writing locals:

Job cost, not gallon cost, is the true index to paint economy. S. W. P. is always lowest in job cost. It wears longest, too. Let Hustle & Push figure on your paint supplies.

What colors are you going to paint your house? If you want suggestions from experts, take a photograph or drawing of the building to Hustle & Push, agents for S. W. P., and they will send it to the art department of The Sherwin-Williams Co. who will submit three correct combinations for you to choose from.

If you want a paint for cupboards, baseboards, flower boxes, chairs and the many little things about the house, get a can of The S-W. Family Paint from Hustle & Push. It gives a handsome finish and stands plenty of soap and water.

Painted floors are cleaner and healthier than carpets. The S-W. Inside Floor Paint is made for floors and nothing else. Easy to put on and wears well. Ask Hustle & Push about it.

"Use S. W. P. when you paint your house this spring," says Mr. Hustle, of the firm of Hustle & Push, "and you'll use the best paint you can buy."

Wax over a varnished floor, if it's the right kind of wax, protects the varnish and makes it wear longer. Sherwin-Williams Floor Wax is the right kind of wax—it gives the right kind of results. It takes a high polish, wears well, and does not show heel marks. It is easy to apply and easy to polish. Call on Hustle & Push for a can.

Excello is a varnish made by The Sherwin-Williams Co. for general housework use. It can be used on the finest wood, as

it is pale in color and very transparent. Talk with Hustle & Push about it.

Whenever you want good, honest varnishing, use Kopal, made by The Sherwin-Williams Co. It is suitable for inside or outside use. Finish your bathroom and kitchen with it—it won't turn white when water strikes it. Sold by Hustle & Push.

The old bath tub is unsightly. You have thought of painting it but do not know what to use. Sherwin-Williams Bath Enamel makes the zinc tub look like porcelain. It wears well. See Hustle & Push about it.

Rugs and painted floors are all the style now. Sherwin-Williams Floor Finishes are the choice of the stylish. Get color cards from Hustle & Push, agents for S. W. P.

Have you seen the S.W.P. window at the store of Hustle & Push?

There's a whole lot of satisfaction in knowing your house looks right. S. W. P. makes good looking homes because its colors are cleanest and clearest, because it holds its gloss longest and does not powder, crack or 'flake. Ask Hustle & Push about it.

If you're figuring on saving money in painting don't buy "cheap", low-quality paint. The greatest saving comes through S. W. P. Hustle & Push can prove it to you in black and white.

When you paint your inside walls, ceilings and workwork, you will save money and get the most handsome finish if you use Enameloid, the new enamel finish sold by Hustle & Push. Call for a color card.

## PAINT SPECIALTIES FOR HOUSE CLEANING DAYS.

**T**HE S. W. P. agent who neglects the opportunities of selling Household Paint Specialties during house cleaning days overlooks an especially profitable end of his business.

In every home at house cleaning time paints are used; floors are refinished; woodwork, tables, chairs, and many "little things" are repainted; picture frames and bric-a-brac are regilded, and the piano and a dozen pieces of furniture are polished.

Who sold the biggest share of the paints, the varnishes, the stains, and the furniture polish for this work in your locality last year? If you didn't some of your competitors were getting trade that should have gone to you. *The S. W. P. agent ought to get the biggest share of every branch*

*of the paint trade in his locality.*

Plan right now to make a *specialty* this spring of the paint specialties that are used in house cleaning days. The S-W. Paints and Varnishes include a special product for every article in the household that will satisfy and please the housewife. If their merits are made known they will be sold—sold wherever they are known.

Stock up with The S-W. Floor Finishes, The S-W. Family Paint, The S-W. Varnish Stain, The S-W. Furniture Polish—stock up with a *full line* of The S-W. Household Paint Specialties—and advertise and talk them to your customers. You will find it a profitable trade and you will find it a trade that will greatly strengthen your position in the paint business.

## TRIM A PAINT WINDOW EVERY WEEK THIS SPRING.

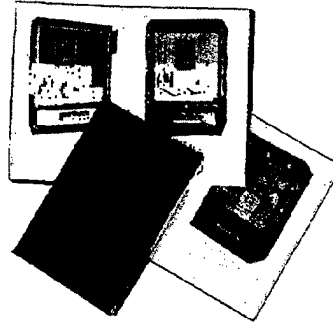
**N**O S. W. P. agent is doing all he can do to land paint orders, is taking advantage of all the trade-getting opportunities unless he makes a window display of paint during the spring months. A paint display should be made each week.

A new Window Dressing Booklet containing over seventy engravings of paint and varnish windows has recently been published by the Company. It was issued for the purpose of offering suggestions to agents for making window displays. We shall send it to you upon request.

Every argument of good business favors window dressing; all the arguments for window dressing in cities and large towns are applicable in the small country village. Any town that is large enough for an S. W. P. agent

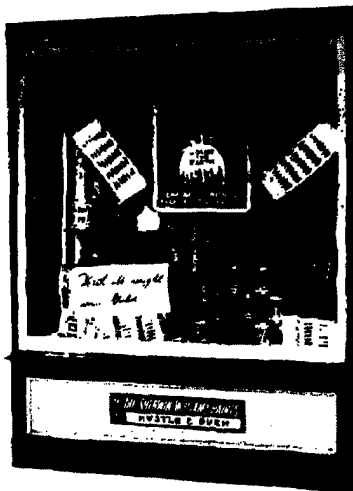
to sell paint in is large enough to have good window displays.

Don't neglect your windows. They will make money for you.



*Attractive new Window Dressing Booklet containing over seventy paint and varnish windows.*

## TWO GOOD SPRING WINDOWS.



**D**RAPED window with cheese cloth as suggested in illustration, hanging "Cover the Earth" poster and S. W. P. color cards in back.

Take about half dozen gallon cans of S. W. P. and pyramid in one corner. In other corner set a balance scales, in one side of which place a gallon can of S. W. P., and in the other a stone gilded with Sherwin-Williams Empress Gold Paint to represent a nugget of gold.

Sign to be used:—*Worth its weight in gold.*

We shall be glad to furnish any of our advertising required to dress either one of these windows.

**I**N a window draped gracefully with white cheese cloth hang a "Cover the Earth" poster and a number of S. W. P. color cards, with S. W. P. pail cut outs for decorative border around window.

Pyramid a number of gallon cans of S. W. P. and arrange a framed S. W. P. color card as suggested. Take a "royal flush" hand of cards, paste on cardboard at top with letters S. W. P. on three cards at bottom, using sign—*No bluff. S. W. P. is the best house paint made.*



## MAKE YOUR SALES ADVERTISE S. W. P.

Everybody likes to see results. "Seeing is believing" so the old saw runs, and there is no better way of convincing a probable buyer that S.W.P. will show good results than by pointing out a house painted with it.

S.W.P. will stand lots of such advertising and it's a moral certainty that an S. W. P. house will prove every good thing you claim for the paint to the complete satisfaction of your customer.

By bringing before possible paint buyers the names of persons who have used S. W. P., you lend their added influence and weight to your statements.

It gives the advertising a personal touch that invariably wins the confidence of the intending purchaser. It's backing up your words with the acts of many others and is a direct challenge to contradiction.

All these good reasons apply equally well in store selling. When a customer comes in to talk paint have handy a list of names of

persons about town who have used S. W. P. The list should be complete including dates of sales, number of gallons, colors, etc. It takes but little time to keep such a list, which, while being a help to possible customers in

selecting colors and quantity, is a convincing argument and a valuable reference in going after orders.

The Bertsch-Boal Drug Co., S.W. P. agents at Oskaloosa, Ia., have long used this "personal reference" idea with telling effect. They recently sent us a very strong advertisement containing some eighteen or twenty names of S. W. P. users, the body of which we substantially reproduce on

### What Your Neighbors Say

about

#### THE SHERWIN-WILLIAMS PAINT

The reputation of a paint in a locality is the best guarantee of its quality. The most enthusiastic friends of S.W.P. are the people who have used it.

Below we give the names of persons who have bought S.W.P. within a year or so. They found it cheaper and better than any other paint they ever used. What they say about S.W.P. is our best advertisement; their houses are the best evidences of the quality of the paint.

Ask them about it—go see the houses—investigate S.W.P. in every way—and then come to us for it.

These persons used S.W.P. Get their opinion of it.

*The above is excellent copy for your next newspaper ad. Fill in the names at the bottom of the ad.*

this page.

It's a good idea well carried out—one that is worthy of imitation by other S.W.P. agents especially at this time of the year. Use it persistently in talking and advertising S.W.P. Fill in the names and hand the copy to your publisher for the next issue of your paper.

#### USE NEWSPAPER SPACE.

Keep your local newspapers supplied with every item of interest concerning your paint stock and paint trade. When you sell S. W. P. to go on a house in town let the reporter or editor know about it. When you

trim a good paint window, call the papers' attention to it. Apprise the editor of the trade situation.

Inserted in this number of THE S. W. P. is a news notice on prepared paint that your paper will probably be glad to use. See the editor about it.

## WINDOW CARD SUGGESTIONS.



A NUMBER of the foremost retail advertisers on the continent find hand-written window cards a most effective method of pushing a line of goods to the front. Good cards liven up a window and tell their story forcefully.

Anyone who writes legibly can make up the cards, writing on cardboard or wrapping paper with a blue or black pencil.

Try some paint cards.



**STILL TIME TO  
SEND IN YOUR  
CALENDAR-  
CIRCULAR  
MAILING LIST**

IF time for sending in the Calendar-circular mailing list has extended to April 10. The un-ly late opening of the painting has made it possible to get the Calendar-circular into the field in good until that date and our facilities such this year that we can handle list as soon as it is received. April 10 will be too late—our arguments for handling the lists perfected to that date only. you have not sent in your mail-ist we hope we need only tell you the time in which you can do so been extended. Getting a good, list to us is of importance to you; as a direct money value in the ns it is certain to bring. We be- this year's Calendar-circular is

the best presentation of the paint question we have ever made to the property owner. We are convinced that it is the most effective, and every day this is being confirmed by the evidences of the good work it is doing for those agents who have sent in their lists.

We trust you will not need further urging, but will sit down today, make out a good, live list and see that it is mailed today. Have on the list the names of all persons in your locality who are or will likely be interested in paint.

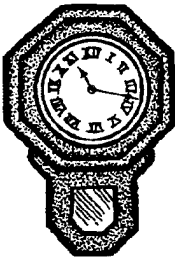
*Remember* the list must be received before April 10. We shall be obliged to hold it for fall addressing if they arrive later.

**YOUR CUSTOMERS ALL THE  
PAINT THEY USE.**

all the efforts of the Spring Cam- should be towards selling paint the *inside* of buildings. A house ted only on the outside is but painted, and a paint dealer who paint only for the outside of the

house is selling but half the paint he should sell—or that he could sell if he went after the trade, all the trade that rightfully belongs to him.

When you have sold a customer S. W. P., go after his order for the special paints and varnishes for the interior finish.



### DO IT NOW.

Make Every Minute Count, Don't Procrastinate in Going After a Bigger Spring Trade Than Ever.

**I**N most sections of the continent the spring painting season opens April 1 and lasts until about the middle of June

or the first of July.

A little over two months—at the outside three—in which to cover your territory, in which to reap the harvest of orders that will come from earnest, enthusiastic tilling of your field.

Three months, thirteen weeks, seventy-six working days, six hundred and eighty-four working hours, may seem a long time, but not an hour of that time can be wasted—every minute of it must be spent in going after the business early and late if you are to sell more paint—make more money than you did last spring.

Plan to spend the hours of the busy season well. Work out today the things you will do to make this season successful in sales, in profits, in new customers, in old trade increased.

Look into your newspaper space; make arrangements now to have it filled with good, forceful, pulling copy throughout the entire season. Do not put it off until you are in midst of the season, when you will be so occupied in the store that you will have neither time nor inclination to change your copy every week as you should. Turn to pages 56 and 57—*do it now*—and order a sufficient number of the good newspaper electrotypes you will find illustrated there, and turn them over to your paper with instructions to use in consecutive order.

Dress your windows—dress one to-

day—keep “the eyes” of your store bright, brimming over, with the good things that are found within.

Change your display every week. You'll find suggestions for attractive windows on page 60.

Be watchful of your stocks. Be sure that they are full, that they are arranged most conveniently, that they are bright and clean—attractive to the eye. Arrange your counter display cards where they will be readily seen; look into your stock of color cards; if short, order a new supply today.

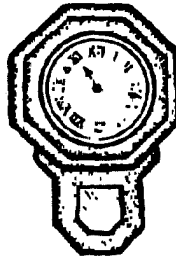
Do not fail to use the “personal letters” freely. They'll back up your own personal work—they'll act as your special representative to the prospective buyer when you can't be present. So send in some names *today*—use the card enclosed with this number; see page 50.

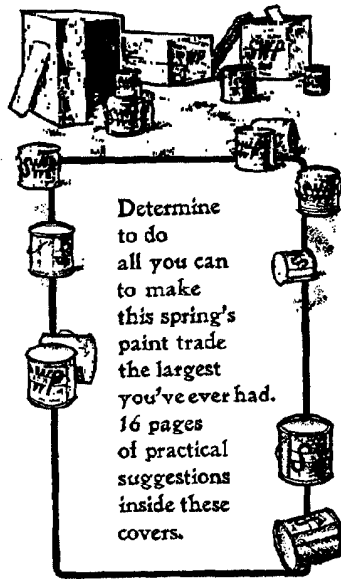
Go see the painters today—get them “lined up,” pledged to support you before the season opens, before your competitor wins them over.

Read every page of this number of THE S. W. P.; then act upon the suggestions it contains.

Cultivate the “do-it-now” habit—follow every clue that might lead to business and you will close the season with a record of sales that will give much profit and satisfaction.

The busy season is a short one—it must be made the most of.





Determine  
to do  
all you can  
to make  
this spring's  
paint trade  
the largest  
you've ever had.  
16 pages  
of practical  
suggestions  
inside these  
covers.