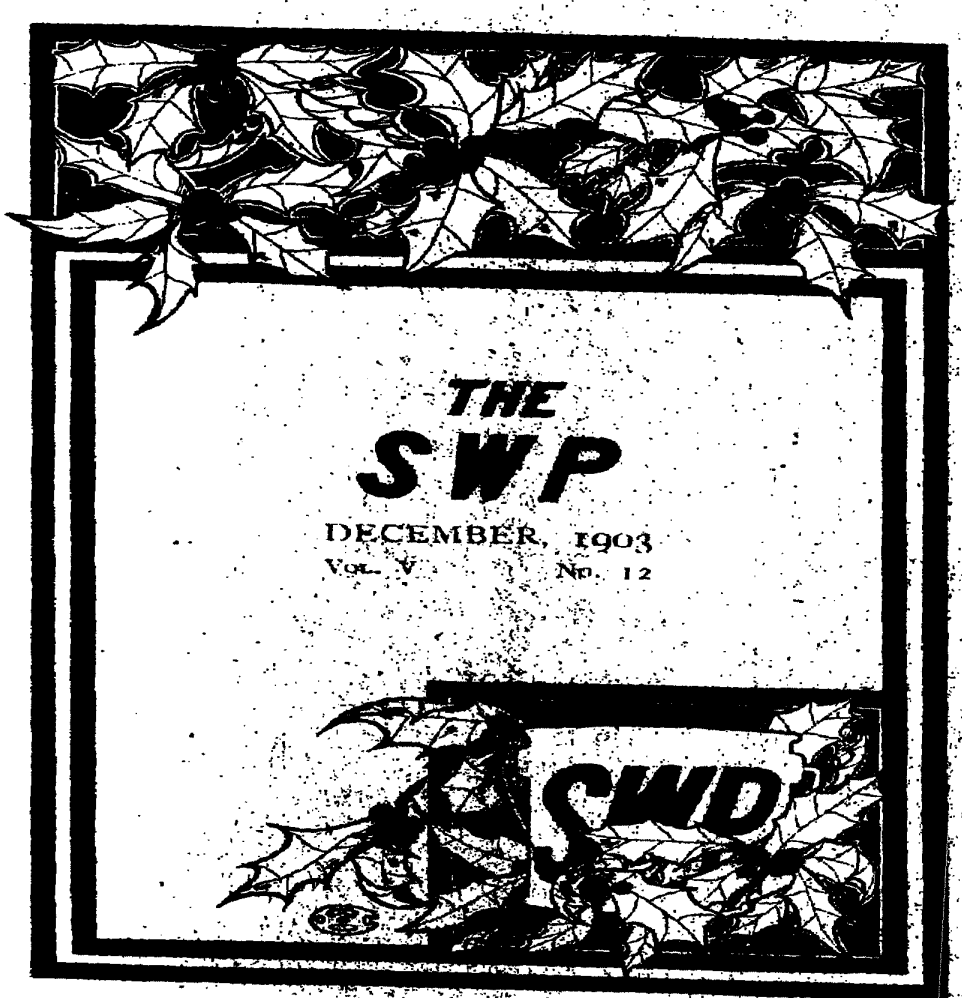
THE
SWP
DECEMBER, 1903
VOL. V. NO. 12
SWD

THE S. W. P.

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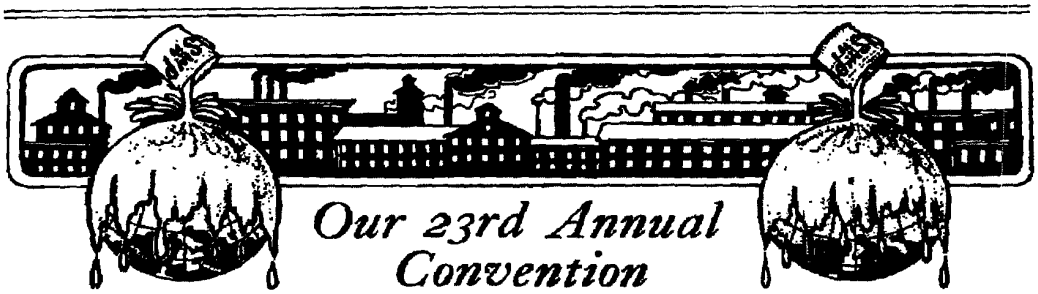

Our 23rd Annual Convention

REPRESENTATIVES from every territory in Canada and the United States and managers of the various departments and divisions of the Company met in annual convention at the General Offices, Cleveland, during the week beginning November 9. The convention, which was the 23rd the Company has held, was most successful in every way.

Plans and methods for the conduct of business during the coming year were considered and approved. The conditions that exist in the different territories were reviewed and the requirements of the trade and the results of our efforts discussed. The one aim of every session of the convention is to devise means of improving our business—making it broader and better.

Hard practical business—a striving to get at the heart of each proposition—was the order of every meeting. But underlying the discussions was a spirit of enthusiasm—a feeling that we were bound to win—that raised them above the commonplace. Every man was deeply interested and every man did his part to give the Company a broader view of the trade conditions and a closer grasp of the paint and varnish situation—to place us in a still better position to go out after business.

Concentration in thought, in speech, in action was the keynote of the convention, and *concentration* will be the guiding principle of the business of the ensuing year—concentration along the lines that have built up the Company's business and made each year greater than the one before. The selling organization will further concentrate their efforts, will work more closely than ever before with S. W. P. agents. The territories covered by representatives have been further cut down and about twenty new men added to the force, so that more personal assistance can be given to each agent in placing The S-W. products into use.

The tone of every discussion was optimistic. The representatives, who come in contact with conditions in all parts of the North American continent, had no premonition of hard times ahead. Everyone was confident that the successes of the past are to continue.

And the growth of the Company during the last few years would surely

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Platform and Partial View of Club Room Where the Business Sessions of the Convention Were Held. The Decorations Were Very Attractive.

inspire confidence. Since 1898 the average increase in all departments of the business has been 200 per cent.

In no previous year was greater advancement made than in 1903. New paint and varnish plants, offices and warehouses, and a dry color works, the largest in the world, were built at Chicago; the plant at Newark was extended so as to double its capacity; a new varnish plant was completed and a paint plant, the largest of its kind in Canada, is now being erected at Montreal: new general offices are under construction at Cleveland; and offices and warehouses were established at San Diego, Cal., Winnipeg, Man., and London, Eng.

The campaign of 1904, which begun at the moment of the adjournment of the convention, will be an aggressive one from start to finish. There is no doubt that The S-W. products offer the consumer the best proposition in the field, and we purpose during 1904 to make that proposition more widely known—to drive it home harder, with your assistance, than ever before. Our plans are bound to win. Our promoting and advertising features are very complete. A few more good selling specialties have been added to our list of products.

The record of 1903 is an inspiration to ourselves and S. W. P. agents for a still greater future, the convention of 1903 gives confidence of its attainment.

Sessions were held daily, morning and afternoon, during convention week. With so many interests to consider it is only by conducting each meeting with business-like despatch that the work of each department could be fully taken up. And not a single feature of any department was overlooked—everything was appreciatively considered. The full line of products was taken up in detail and the character and uses of each article explained. Many practical tests and comparisons with products of other manufacturers were made by the representatives in the convention hall. In this way each man learns more about his goods, has more confidence in them and is in position to give you better help in placing goods with the consumer.

The smoker has become one of the "events" of the convention. At

it business cares are laid aside and the officials, managers, and representatives get together in a jolly reunion. This year the smoker was held in the Club Room, Tuesday evening, November 10. A clever informal program was given and a happy time enjoyed.



Total Sales in 1898.

The annual banquet brought the convention to a successful close, Friday evening, November 13. Officials, representatives and all connected with the general offices and the Cleveland plant were in attendance. Over 700 covers were laid, filling the large auditorium of the Cleveland Chamber of Commerce to its capacity. Each banquet is a memorable event of the year. The best of good fellowship and enthusiasm are marked features. Everyone enters heartily into the spirit of the occasion, which makes it a big, happy family reunion.

The banquet hall was tastefully decorated, an orchestra furnished a program during the dinner and played for the informal dance that followed. The after dinner speeches were excellent.



Total Sales in 1903.

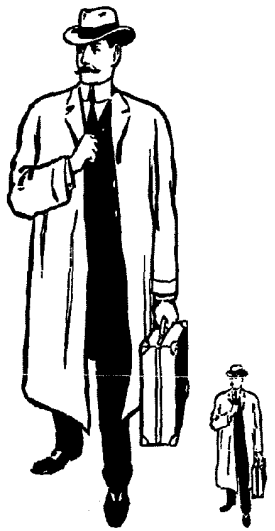
Many of the addresses delivered during the week would prove most interesting and it is regretable that limited space makes it necessary to select but two.

The address made by Mr. J. C. Beardslee, the General Superintendent of the Manufacturing Department, on the methods employed in the factories to insure highest quality products will be of value.

Mr. Beardslee said:

It gives me great pleasure to say just a few words this morning, because it gives me a chance to speak for the department which I represent as being a part and being entitled to at least some of the credit for the business as it now stands today. Aside from what the policy of the Company may have represented, the people connected with the manufacturing department have always stood for good goods; they have stood for the best goods that could be made, and they have stood for honest goods and honest dealing in manufacturing. Therefore I cannot help but feel that in so far as we have stood for that, we are entitled to a measure of the credit that we see in the results of today.

I want to speak just briefly this morning about a phase of our work that perhaps has not been called to your attention in the past. We have in times gone by talked with reference to the manufacture of the goods—how they are



The Selling Force of 1903 Compared With that of 1898.

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Total Floor Space occupied by the Company in 1898.

made. We have told you about the great care that we exercise in the selection of the materials, great care that we exercise in putting them together and in checking, to have the output of our factories uniform and standard in quality; but I want to speak this morning about a feature of our work that perhaps you do not know so much about, and that is the work which we are doing along the lines of original research and experiment. I wonder if you ever stop to think what it means to a manufacturing department of a company to put upon the market as many new lines, as many additions as this Company has made within the last year or two, and have them all or practically all with very few exceptions, step immediately into the front rank with goods of other manufacture, and like S.W.P., like Quick Drying Colors, become the standard of quality for the country.

I wonder if you have ever stopped to think about the conditions which made a result of that kind possible. I can give you perhaps an idea of what makes that possible when I tell you that last year we spent a very large sum of money in work that gave no immediate result, in investigation, in experimenting, and in research. Now then all we get out of that is a better knowledge of the materials with which we have to deal, a better knowledge of how they are going to act when used with each other, and a better knowledge of the kind of results that we can get, and in general, a better knowledge of our business.



Comparison of Total Number of Employees in 1898 and 1903.

I want to say this morning that it is the willingness to spend money in such a way that is one of the things that places The S-W. Co. where it is. We are constantly putting ourselves in position to take up new problems, we are not satisfied; we spend just as much money as ever in keeping in touch with the old things, we do the same work in the way of testing, analysis, etc. — that's a matter of course — but this work that I speak of is largely extra work along new lines. This work is progressive, this work is all looking to the future, and it is that kind of work which enables each succeeding new product that we put on the market to fit in exactly



Total Floor Space occupied by the Company in 1903.

right with the rest of the line, and that is the reason that the full line of The S-W. Co. always represents just as good as the best.

The after dinner address of Mr. Walter H. Cottingham, the Vice President and General Manager, at the annual banquet dwelt upon the spirit that is characteristic of The S-W. organization.

This spirit is found in everyone connected with the organization, the agents, the representatives, the men in the factories, the men in the offices, and the executive.

Mr. Cottingham said:

Our esteemed President certainly struck the keynote of our success when he referred to the spirit of our organization, and the words that we have heard here tonight and the sentiments that have been expressed, certainly show that this spirit is in no way diminishing.

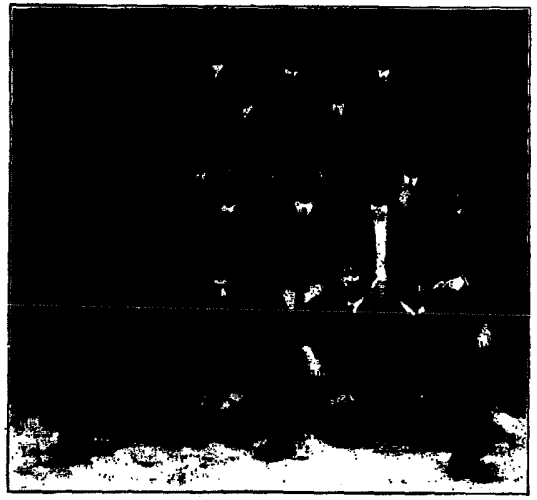
I had a striking illustration a short time ago of the impression outsiders get of our Company. We had a visit recently from a prominent English manufacturer. I made his acquaintance while in England and we became interested in each other. This summer he crossed to this side, and as he was a man interested in up-to-date methods, I invited him to visit our plant here in Cleveland. He came and spent two days with us.

When he had completed his inspection of our plant, I said to him, "Mr. Brooks (for that is his name), I am very anxious to know what has impressed you most about our business." The reply came very promptly: "I think that your organization is very thorough and very complete, and that your system is excellent in every way, but what has interested me most and what I have admired most about your business, is the magnificent spirit of your staff. Every man with whom I have come in contact seems to be imbued with the interest of the Company, and to have unlimited faith in it and its future."

My friends, I cannot tell you how pleased I was with that reply; not that it was anything new to me, for I long ago discovered that the secret of our success lies in the spirit of our staff—the spirit of co-operation and progress, the spirit of enthusiasm and good fellowship; these are the things that have enabled us to win the magnificent success which we enjoy, and if we persist in them, they are bound to keep us in the lead.

Any business in order to be truly successful must possess such a spirit. Unless a man believes in what he is doing, unless he has his heart in it, he cannot do his best; he cannot do justice either to himself or to his employer. The spirit in which we do work is more important than the work itself. We are certainly proud of our organization and our system, and the quality of our product. They are potent factors in our success, but more important than the system and the goods are the men who make the goods and carry out the system.

In asking you to work hard and to do your best for this Company, I have one little bit of satisfaction, it is this: I have never



New Members of the Propelling Force. Many of them will go on new Territories.

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The Graphic Illustration of The Full Line in the Club Room. A sample package of each of the lines manufactured by the Company was fastened on to a clothes line with regulation clothes pins and strung clear across the room. A card was attached reading "The Full Line".

yet asked anybody to work harder for the Company than I have been willing to do myself. I believe in hard work, I like it. I believe it is the key to success.

A young man once asked Senator Chauncey Depew, the great railroad executive, if he would not tell him the secret of success. He replied, "Young man, there is no secret to it; it is simply dig, dig, dig." And when Edison, that man of marvelous capacity for work, was asked if he did not believe that genius was inspiration, he replied, "No, sir! genius is perspiration." And so you will find it the world over, the men who have accomplished great things are workers.

I have counted it a fortunate day in my life when I connected myself with this Company. There is certainly something in the atmosphere of our organization that is bound to improve us, bound to elevate us. We cannot help but catch it, and we cannot do anything that will help us more, than to develop the best that is in us.

Business is an empire, and its dominion is world wide. In it there are many divisions and many departments, and all the positions from the lowest to the highest are open to the courageous and the industrious. Let us determine more resolutely than ever that we will be rulers, not subjects, in this great empire.

Convention songs enlivened the proceedings of the week and made evident the rousing enthusiasm of Sherwin-Williams men.

The convention song of 1903 was entitled "The Rambler" and was sung to the tune of "O Didn't He Ramble". The words are:

THE RAMBLER.

Tune, "O Didn't He Ramble."

There was a man who had to paint
A house and barn or two;
He looked around to buy the goods,
The cheapest thing in view.
The stores were full of dollar stuff,
With hot air guarantee,
But he said I can't find the one
That's good enough for me.

CHORUS.

O didn't he ramble, ramble,
He rambled up and down, as far as he could see,
O didn't he ramble, ramble,
He rambled till he found S. W. P.

He bought the paint and spread it well,
And used it all just right;
You should have heard his neighbors tell
About the glorious sight.
There never was a house so fair,
Or clear and rich and clean;
He says he always will declare
It's the best was ever seen.

CHORUS.

Now don't he ramble, ramble,
He rambles up and down, as far as he can see,
O don't he ramble, ramble,
To tell his friends about S. W. P.

Meantime S-W. grew and grew,
Increasing more and more;

Their factories were multiplied,
And good men by the score.
The boys were of the chosen few,
And worked with heart to heart;
And I can tell you what is true,
They always get their part.

CHORUS.

O don't we ramble, ramble,
We ramble up and down to tell the world its worth,
O don't we ramble, ramble,
We ramble far and cover all the earth.

Each year the representatives from Canada have a special song of their own. This year they introduced "Three Cheers for S.W.P." It was sung to the tune "Under the Bamboo Tree" and was enthusiastically received. The words are:

Away in Cleveland dwells a firm,
Whose name you'll see where'er you turn,
S. W. P., as you will learn,
Stands for perfection,
Needs no correction.

No matter where you chance to be,
S. W. P. you're sure to see;
Their fame has spread from sea to sea
And this is what they say.

CHORUS.

S. W. P.
Has no equal today
And that is the reason why
All nations say, from this very day,
We'll use it until we die;
Cause it will wear
And will not impair,
Cause it has come to stay;
One coat or two
Makes old look new,
Three cheers for S. W. P.

Now, we, in Canada, lead the trade,
All other paints are in the shade,
S. W. P. has firmly made
A reputation
Throughout the nation.
And every year our sales increase,
Our fame shall surely never cease,
S. W. P. is sure to please,
And so we proudly say.

CHORUS

EPITAPHS IN THE CEMETERY OF FAILURE.

He lacked tact.

Worry killed him.

He was too sensitive.

He couldn't say "No".

He did not find his place.

A little success paralyzed him.

He did not care how he looked.

He did not guard his weak point.

He was too proud to take advice.

He got into a rut and couldn't get out.

He did not fall in love with his work.

He lacked the fire that kindles power.

He did not learn to do things to a finish.

He was the victim of the last man's advice.

He loved ease; he didn't like to struggle.

He was loaded down with useless baggage.

He tried to pick the flowers out of his occupation.

He lacked the faculty of getting along with others.

He could not transmute his knowledge into power.

He knew a good deal, but could not make it practical.—*Success.*

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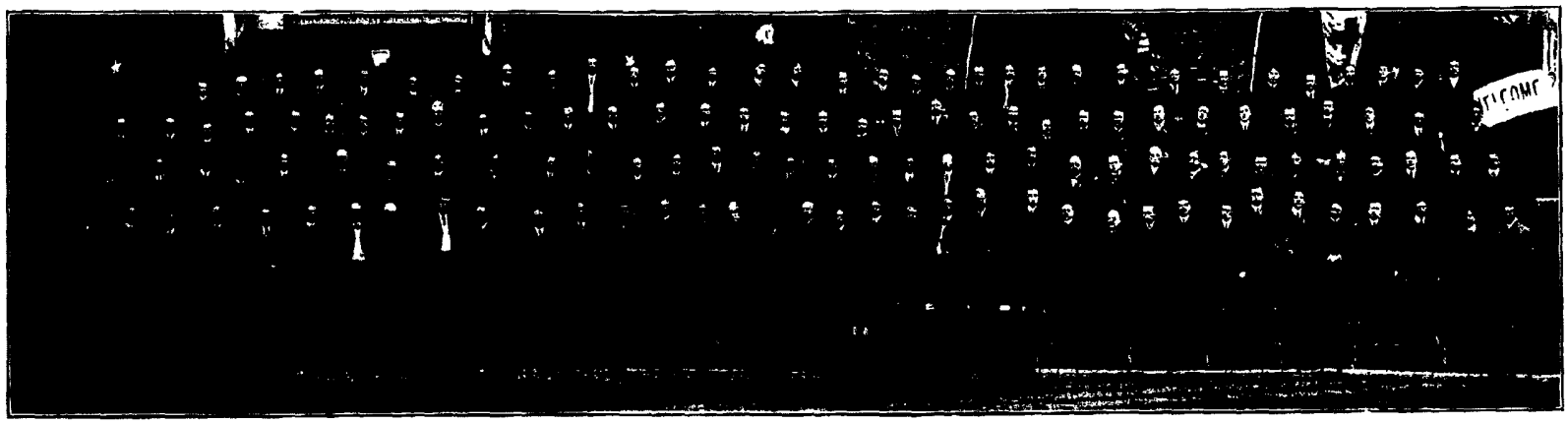

TWENTY-THIRD ANNUAL CONVENTION GROUP.

From a photograph taken in front of General Office Building, Cleveland, during Convention week.

THE HOLIDAY TRADE.

A Few Suggestions for Christmas Advertising.

CHRISTMAS shoppers are abroad in the land and the wise merchant is making every effort to secure his rightful share of the holiday trade.

To get this rightful share, the merchant must have the goods; he must display them; he must advertise them; he must sell them.

The hardware merchant, the druggist, and the general merchant carry in their regular stock many lines that are always called for in the holiday season. The hardware store has skates, sleds, guns; the drug store, toilet articles; the general store, crockery silverware, etc. These old familiar lines should be complete and well displayed.

Each store carries also many of the new Christmas lines—the hundred and one novelties of the season. They are good lines, well worth carrying—and well worth selling.

Store Windows.

The merchant who is going to sell many holiday goods has to feature them in his store windows. From now on, it would be well to devote the windows entirely to Christmas goods and push the Christmas idea for all it's worth.

Placard the goods as Christmas novelties and use plenty of cards suggesting the idea of the season, and naming *the price*. Many people will buy an article when they know its price, who would never go into your store to inquire the cost.

Decorations and winter scenes are always attractive. The passerby, the shopper, is in sympathy with the sentiment of the season and anything that features that sentiment will gain his approval.

Change the window display frequently, and always put in a card extending an invitation to visit the store—that the display inside is just as free and just as good as the one in the window.

Store Display.

Give the inside of the store a holiday appearance. Invest a few dollars in Christmas decorating. Put up some holly, evergreens, etc. Display the Christmas articles, and mark the prices plainly.

Some leading city stores follow the plan of placing Christmas goods of the same price together. Following out this idea tables are put up in the store, with 25-cent goods on one table, 50-cent goods on another, etc. The tables can also carry cards reading "Christmas Table A", etc. These tables are sure to get the attention of the large number of shoppers who are not quite decided on the purchases they wish to make. They know about the price they wish to pay and the displays on the tables give them many suggestions.

It is always a good idea to picture a Santa Claus in some way. It never fails to interest the children and when the children are interested their parents are not indifferent. Many successful plans have been worked. One merchant last year placed a letter box in his store with a card that letters mailed there to Santa Claus would be delivered immediately. Many scores of letters were mailed, and the merchant forwarded each letter to the parents of the children. The idea was a novel one and was generally appreciated by the parents.

Advertising.

Make your newspaper ads Christmas ads. Tell the people all about your Christmas goods. Take the reader into your confidence, let him know the suitableness of the goods for presents, the prices, etc.

The story of your goods can be well and profitably told in a letter or a circular to the trade. Put forward attractively it will interest the receiver, and bring him to your store.

A NOTE OF EXPLANATION.

The December issue of THE S. W. P. is late, owing to our desire to give a full report of our twenty-third annual convention, an account of which will be found on other pages.

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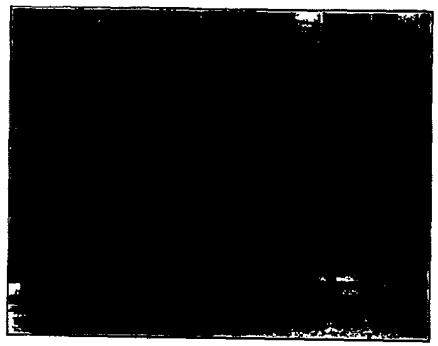
S. W. P. ADVERTISERS.

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

ADVERTISING will create a market for good goods every time. And it is necessary to advertise good goods in order to introduce them to the buying public. Advertising is the foundation of trade.

Many S. W. P. agents have remembered this department and sent in samples of special advertising during the last month. Many features of many lines of advertising are covered and live work is surely being done.

Let us know of some of the special features that you have found satisfactory.



Store of Mr. R. J. Walkem, S. W. P. Agent at Tottenham, Ont., with an express delivery in front bearing an S-W. ad.

Mr. R. J. Walkem, S. W. P. agent at Tottenham, Ontario, hit upon a good scheme to help make S. W. P. "the talk of the town" when he secured the privilege of painting advertisements on the express delivery wagons. The accompanying illustration shows an express delivery wagon in front of Mr. Walkem's store. Incidently, the illustation also shows that Mr. Walkem makes good use of his store windows.

"Silent Salesman" were the words used to designate the private mailing cards sent out by Mr. N. D. Rougvie, S. W. P. agent at Goderich, Ontario, to boom the fall paint trade. On the back of the card appeared one of The S-W. Co.'s special fall electrotypes with Mr. Rougvie's signature. The card was an attractive one.

Photos of buildings painted with S.W.P. are convincing evidence of the quality and popularity of the paint. Whenever a residence in your territory is painted with S. W. P. it will pay you well to secure a photograph of it. Keep these photographs for store display; place on them the colors used and they will become a reference for color combinations.

Mr. H. C. Hubbard, of Humboldt, Ind. who does a large amount of live advertising, placed an exhibit of photographs of S.W.P. houses in the post office in his town last fall. The exhibit proved very satisfactory, received much attention and was favorably "written up" in the local newspapers.

The W. A. Karr Lumber Co., S. W. P. agents at Flora, Ill., are making use of the poster sign illustrated on this page, to very good advantage. A poster is tacked on each wagon loaded with lumber that leaves the firm's yards and the customer is requested to place it in some prominent position near his home. The posters have also been widely distributed on telephone poles along the roads leading into the town.

Wm. Cameron & Co., of Quanah, Texas, have put an S. W. P. ad on "the water wagon", as the accompanying engraving will show. It is a position that should help bring the firm's name prominently before the people of the town. It offers a good suggestion as a means of advertising in many towns.



Poster distributed by W. R. Karr Lumber Co.

Good Phrases Used by Agents in S. W. P. Ads.

By Mr. L. R. Brush, Ashland, Neb.

Poor paint makes the labor cost more, first, because it takes longer to apply it; second, because you have to repaint oftener. Cost of paint and cost of labor are both lower with S. W. P.

By Ashman & Cullom, Frankfort, Ind.

Are you going to paint? If so, it will pay you to use the best material money will buy, and we havn't any deception, we can recommend S. W. P. as the best.

By Mr. J. E. Nickerson, Malden, Mass.

Say! if you are painting your house with anything but S. W. P. you are not getting the best. There is no best but S.W.P.



One of the ways Wm. Cameron & Co., Quanah, Texas let the town know they sell S. W. P.

WHAT IS GOING ON IN YOUR TOWN?

An Extract from an Article that Appeared in "The Corbin," a Monthly Publication Issued by P. & F. Corbin, Manufacturers of Everything in Builders' Hardware, New Britain, Conn.

DO you know to whom building permits have recently been granted? Are you in touch with the work upon the architects' draughting boards? Do you know how nearly finished the various buildings are which are being erected, and how soon the hardware will be needed? Have you a list of the architects and building contractors in your city with records showing how many are called upon and when last visited—in short, are you occupying your field thoroughly after the most modern methods?

In the present stage of business affairs the man who wants business must go after it. There is continually less bought at the seller's desk and more at the buyer's, and the dealer who fully covers his territory must inaugurate a drag-net system that keeps him in touch with all the business done, and gives him a chance to try for it. Such a system is not hard to devise and is not difficult to carry out in a well regulated establishment.

Like all salesmen, the builders' hardware man must guard against confining his efforts to an established clientele, and neglecting opportunities to widen his influence. One hears occasionally of "unfair" people who are wedded to one line of goods and will not consider another. Oftener than not, the fact is that the line favored has given satisfaction, and the only reason for ignoring other goods is that their good qualities are not known. It does not pay to neglect such an opportunity to give information and make a business connection which will be of value.

Owners should not be passed over. If the dealer will look through the printed circulars furnished for distribution by the manufacturers of the goods he handles, he can easily lay out a series of from a dozen to twenty circulars which will cover his line of

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building materials from foundation grates to skylight lifters. If he has not what he wants, the makers of the goods he sells will cheerfully furnish it. He can have his office boy or telephone clerk mail to the owner of the new building one circular each week until the series is completed, and the chances are more than even that he will hit the spot with at least one of his specialties."

There's a whole lot of good, sound business advice in the above quotation for S. W. P. agents. Not only does it apply to hardware in particular—it applies strongly, very strongly, to paint. It is the man who gets out and mows—who goes out after the trade—who reaps the largest harvest of orders. Competition is too keen now-a-days to permit of any merchant's waiting for the trade to come to him.

What is going on in your town in the painting line? Are you fully in touch with the situation? Are you using your best endeavors to interview each prospective buyer? Are you using our *personal* letters? Are you calling upon us to help you?

It may seem rather early to think of spring orders—but it's the man who hustles while others rest who gets the business.

SUCCESSFUL S. W. P. AGENCIES.

Mr. O. J. Wangen, Ludington, Mich.

THE greatest factor in pushing good goods is to transact business with customers in a strictly honest and upright way, that you may gain their confidence and hold it.

These are the words of Mr. O. J. Wangen, S. W. P. agent at Ludington, Mich., and his success is a splendid endorsement of his business policy.

When Mr. Wangen took the agency nine years ago, lead and oil were practically the only paint materials used in Ludington and the surrounding district. Paint buyers and painters had no confidence in prepared paints. The prospects of building up a trade on The S-W. products were not promising, and it was only the reputation Mr. Wangen had established for honesty and reliability that gave him an opportunity to place the first orders for S.W.P. His old customers knew that he would not recommend an article that was not right.



Store of Mr. O. J. Wangen, Ludington, Mich. The photograph was taken after participation in a parade. Mr. Wangen marked with cross.

"From that time on," writes Mr. Wangen in reviewing his experience with the S. W. P. agency, "by strong personal work, well placed newspaper advertising, window and store displays, and the great assistance of the 'personal letters' you wrote for me to property owners, I have more than doubled my sales on S-W. products from year to year."

The paint business of the territory was gone after aggressively from the very beginning. The work of introducing The S-W. products and of educating the trade on their good qualities was carefully planned—and the plans carefully worked. Every detail of a systematic advertising campaign received close attention.



Dinner party given by Mr. Wangen to his employees at the Stearns Hotel, Ludington, September 3.

Mr. Wangen has always made a wide use of the various features of The S-W. advertising, and arranged his own advertising to follow up and supplement it. Every line of advertising that reached the paint buyer—the man interested in paint—was a part of the firm's advertising.

An important factor in the success of this agency has been the close co-operation given Mr. Wangen by all connected with his business. Every one in his employ is an enthusiastic S-W. salesman—each clerk believes in the goods and takes a personal interest in pushing sales. The greatest success of any business depends on this spirit.

A good idea of this spirit—the business relationship that exists in this firm—is obtained from the following extract from a Ludington newspaper, describing a banquet given by Mr. Wangen last fall:

Last Thursday evening, O. J. Wangen gave a banquet at the Stearns hotel for his employees, of whom fourteen of the sixteen were present. The two invited guests were W. F. Gallinger, of Chicago, who represents The Sherwin-Williams Co., and S. C. Marburger, who is the largest consumer of S-W. products in the county.

Several short speeches were made. Mr. Gallinger talked about paints and Mr. Wangen spoke of the relationship between the employer and employee. Sweet strains of music and the fragrance of flowers filled the air, and while the evening was a delightful and entertaining one, it was helpful as well, and will tend more closely to bind Mr. Wangen and his employees in bonds of business friendship.

Many of the business methods Mr. Wangen employs are well worth a detailed description, but limited space has necessitated merely pointing out general principles. Honest dealing with customers, enthusiastic co-operation, *hustle*—going after all the business with all your might—and confidence in winning out are principles that have led to a big paint business at Ludington, Mich., and will lead to a big business on S-W. products anywhere.

Mr. Wangen states his position in these words: "I cannot see how any dealer can fail to take the lead in any locality with S-W. products."

Be what nature intended you for, and you will succeed; be anything else, and you will be ten thousand times worse than nothing.

0007-SWP-000120008

SOME DEFINITIONS OF SALESMANSHIP.

Good Pointers for S. W. P. Clerks.

HERE are five definitions of salesmanship quoted in an address recently delivered before an association of credit men:

"Salesmanship is the quality in a man—partly inherent, partly acquired—whereby he is able to introduce successfully, interest in, and sell a prospective customer any article or commodity."

"The ability to sell goods, or other property, in a straightforward manner, with satisfaction to all concerned and with the least expenditure of time and money, but having always chiefly in view the benefit to be derived by the person for whom the property is sold."

"Salesmanship is that quality in a salesman which enables him, in the shortest space of time, to place in the possession of his customer the greatest amount of satisfactory merchandise, and in the coffers of his employers the greatest amount of profits; while at the same time preserving the lasting good will and respect of his customer."

"Salesmanship is the science of putting into each day's work honesty in speech, loyalty to employer, the hustle of modern civilization, of watching your weak points, of strengthening them, of not only keeping your customers but gaining new ones, of being at all times a gentleman."

"Salesmanship is ability to make sales; its attributes are health, honesty, courtesy, tact, resource, reserve power, facility of expression, a firm and unshakable confidence in one's self, a thorough knowledge of and confidence in the goods one is selling."

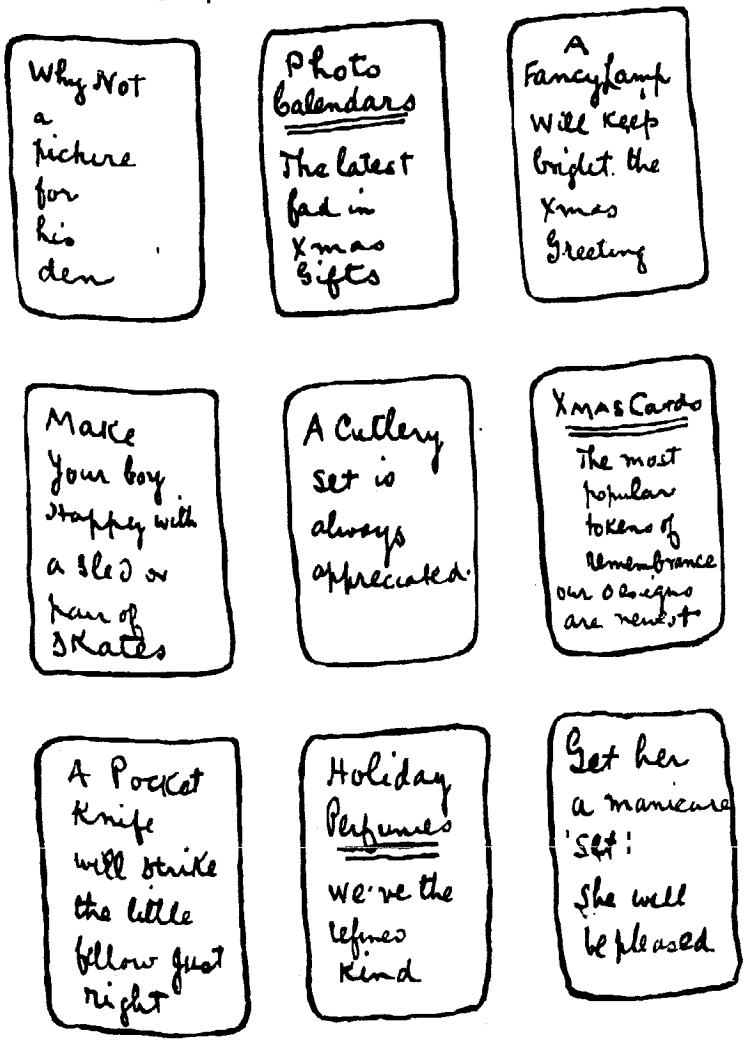
—*Farm Implement News,*



The large electric sign over the entrance to the Hollenden Hotel, the Representatives headquarters during convention week.

CHRISTMAS WINDOW CARDS.

Attractive window display cards can be written on wrapping paper with a blue pencil. Here are some suggestions.



0007-SWP-00012000

A CALL FOR NEW MAILING LISTS.

SOON we shall be asking S. W. P. agents for new mailing lists of property owners for use in sending out our annual spring mailing circular.

We are more anxious than ever before to have these lists representative in every respect. They ought to be strictly up-to-date, containing only names of actual bona-fide property owners—persons who are prospective paint buyers. The lists should not be compiled from poll books, tax books, patent medicine lists, and the like—rather should they be the result of a careful personal canvas on the part of each S.W.P. agent.

The spring mailing circular is one of the most important and most productive advertising features we have on our entire list, and that means much. It represents the expenditure of a great deal of time, thought and money. But we are willing to devote our best efforts to its production if we can have the best co-operation of each individual agent in making the most of the feature.



Calendar Circular for 1904, to be sent to every property owner whose name is on your list.

Our 1904 circular is beyond question the most effective we have yet issued. It is no easy matter to change and improve the circular from year to year—it means much patient endeavor. We believe that we have been successful in making the edition of this year more tasteful, more artistic, and better all around than any of the previous issues. The design has been changed, the new one being an allegorical representation of industrial and art painting—a very pretty design.

We know that you are keen on making your special list as good as can be, and we are sure that we can depend upon you to work hand in hand with us this year in getting best results out of the circular. Begin the preparation of list early—begin it today—so that it will be ready for us when we ask for it. And make it the *best* list you have yet compiled.

Though we have planned a larger edition of the circular for 1904, judging from experience those agents who delay in sending in their lists are liable not to have them filled completely. Every season, we find it necessary to cut down some lists, because of their not being received in time. You will avoid the danger of having your list only partially filled by sending it in early.

Live between extravagance and meanness. Don't save money and starve your mind. The very secret and essence of thrift consists in getting things into higher values. Spend upward, that is for the higher faculties. Spend for the mind rather than for the body, for culture rather than for amusement.

0007-SWP-000120010



THE SHERWIN-WILLIAMS FURNITURE POLISH

is a new product just placed on the market. It is intended for use on all sorts of furniture—household and office—and for polishing pianos and other finely finished surfaces.

Under ordinary circumstances ***Furniture Polish*** will remove all dirt, grease, and finger marks without first using soap and water. It cleans and polishes at one operation. It does not injure the finest finish—on the contrary it brings back the original varnish lustre.

Furniture Polish is a product that we feel will be well received by S.W.P. Agents. It is put up in handsome lithographed half pint packages, packed three dozen in a fancy case for counter display.

Write today for prices and full information.

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

CLEVELAND, CHICAGO, KANSAS CITY, MINNEAPOLIS, NEW YORK, NEWARK, BOSTON, SAN FRANCISCO, LOS ANGELES, SAN DIEGO, MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

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