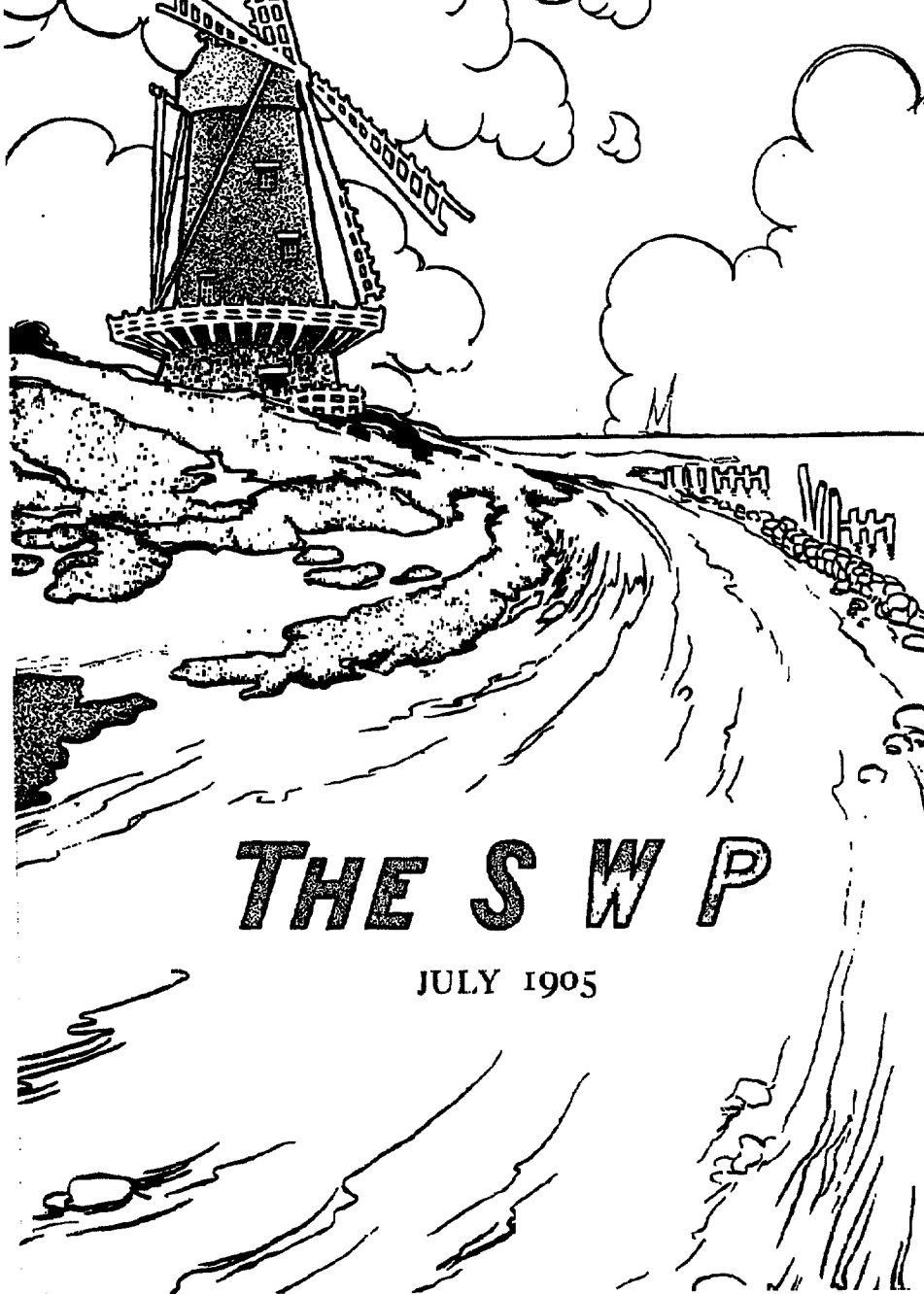




THE S W P

JULY 1905

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Edited and printed in the Department of Publicity at 105 Canal St., Cleveland, where all communications to the Editor should be sent.

Vol. VII.

JULY, 1905.

No. 7

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LAY PLANS FOR FALL BUSINESS.



HERE'S a big advantage in planning ahead and starting early. We are doing both earlier than ever this year in the campaign for fall business.

Our former campaigns have shown us that a big fall paint business can be created. They have also shown that the earlier we commence to push, the more business we can obtain.

Spring painting is largely a matter of habit and in our efforts to sell more paints and varnishes in the fall, we have had to educate both the painter and property owner. We have accomplished much in this direction and our agents will find it easier than before to make paint and varnish sales at this season.

In the coming campaign we are going to make an aggressive fight on all our lines. Shelf goods, however, will receive particular attention. They include floor finishes, household paints and specialties that are used about the home. The field for their use is exceptionally large and offers splendid opportunity for more business and more profit.

We shall outline our plans in the August issue of THE S. W. P. It is a little early to give them now in detail. We will say that they are more forceful and will be more productive of results than those of past years.

We suggest you make the month of July a month of preparation for fall work.

Look over your stock.

Look up prospective paint buyers. We will want a list of them for our special advertising and personal letters.

Think of all the possible sources of trade.

Intelligent planning and hustling *now* will get business in the months to come.

We will vouch for the results of our campaign if we receive your earnest co-operation.

Plan now.

FIGURES TELL THE STORY.



WHEN a man has to have a house painted, gets an estimate of \$75.00 on the whole work, and then goes and buys S.W.P. and hires a painter to do the work for just about half this amount, he is apt to be convinced of two things. First, that it is far better to insist on the use of a first class spreading and covering paint that you *know* is right; and second, that it is a wise precaution to buy your own paint, so that you know all about it, and hire your own painter at a fair return for the necessary time.

The following letter speaks for itself:

Trenton, N. J., April 17, 1905.
The Sherwin-Williams Co.,
Newark, N. J.

Gentlemen:—I take pleasure in advising you that I have put into effect the color scheme you sent me some short time ago for the property, 519 Perry Street, and I enclose herewith a memorandum of the materials purchased from your agent with which the work was done.

I am also sending you a comparison showing the saving effected over the estimate for the same job given me by a local painter.

Of course eight gallons is a small

order and like a drop in the bucket of the volume of your business. But as you were so good as to advise me, it is no more than proper to thank you as I do.

I want to say the job looks fine!

With best wishes for your continued success, I am very truly yours.

WILLIAM S. DARCY.

My original painter's estimate was \$75.00

My actual bill:

Trenton, N. J., April 3, '05.
Mr. Wm. S. Darcy, 514 Perry St.

To F. S. Katzenbach & Co., Dr.

5 gallons S.W.P., 499.	\$ 7.75
2 " " 486.	3.10
1 " " 484.	1.55
1 " Raw Linseed Oil.	.50
12 1/2 lbs Putty.	.38
1 Can,	10
	\$13.48

Paid my painter 7 days' work	
(@ \$3.50.	24.50
	37 98

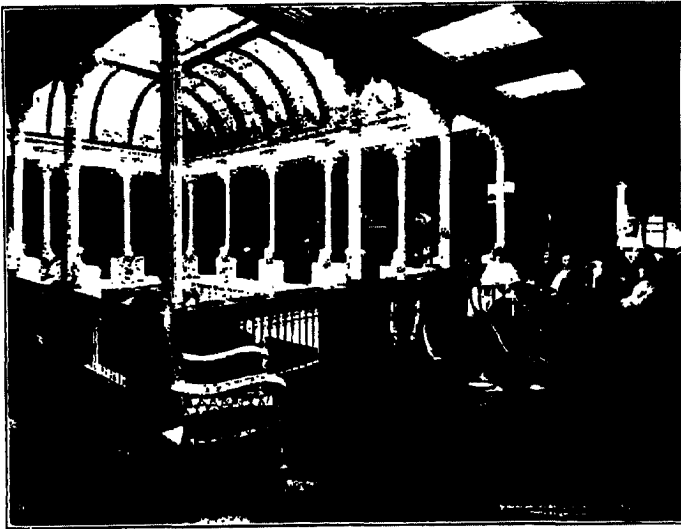
I saved by using S.W.P. . . . \$37.02

NOTE.—Of course \$1.55 per gallon is much too low for an ordinary consumer's price on regular shades S.W.P. There may have been special considerations in this case with which we are not familiar—but even at an advance of 15 or 20 cents a gallon over this, the difference in favor of S.W.P. is emphasized as strongly.

HONESTY—COURAGE—BRAINS.

A MAN must be honest in the first place, but that by itself is not enough. No matter how good a man is, if he is timid, he cannot accomplish much in the world. There is only a very circumscribed sphere of usefulness for the timid good man. So, besides being honest, a man has got to have courage, too. And these two together are not enough. No matter how brave and honest he is, if he is a natural born fool, you can do little with him. Remember the order in which I name them. Honesty first; then courage; then brains, AND ALL ARE INDISPENSABLE. We have no room in a healthy community for either the knave, the fool, the weakling, or the coward.—THEODORE ROOSEVELT.

THE ALBANY HOTEL, DENVER, COL.

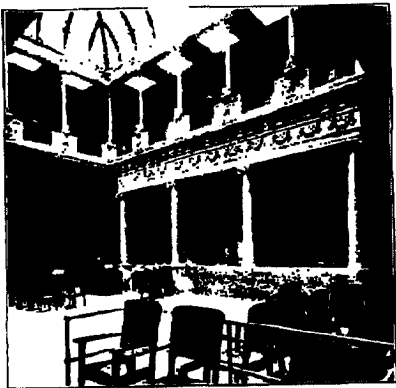


Parlor painted throughout with S. W. P., S. I. C., and White Enamel.



We reproduce in this issue two one-third more to be used before the work is finished. interiors of this hotel, one of the old stand-bys in the Western country. It is a large house and a very popular one and elegantly refinished with S-W. Paints, Varnishes, Enamels, etc.

Over \$3,000 worth of our goods show on the building at this writing, with



Rotunda finished with S. W. P., S. I. C., and White Enamel.

work is finished.

The proprietor and manager express themselves delighted with the effects of the improvement and are enthusiastic in commending S-W. Products to their guests.

Hotels, large and small, everywhere use paints and varnishes.

Don't forget this source of trade.

SUCCESSFUL S. W. P. AGENTS.

C. P. Allen, Pasadena, Cal.



It is a common axiom among progressive merchants that goods well displayed are half sold, and this applies not only to window showing, but to interior arrangement of stock and store.

How often it happens that an extra neat and striking appearance will attract the attention of a casual looker on, so that he must perforce stop and admire the disposition of the goods, even if he has no idea of buying that particular article.

The attention once gained, the goods, well shown, and in clean, bright, attractive condition, will appeal to him with equal or we believe in many cases stronger force than a man would from behind the counter.

It is true that a paint stock does not offer the greatest latitude or variety for striking or novel displays, and yet a little thought and trouble will suggest many useful and original ideas.

It is of course essential that the goods themselves should be clean, sound and shapely as to package, spick and span and bright with labels fresh and spotless.

A handsome pile of assorted lines can be made in the shape of a column, a pyramid, a cabin, a fort or any simple structure which would surely be noticed and labels read.

Packages should always be elevated above the floor, not directly on it, so as to be clear from the broom and the sprinkler.

The most important display is of course in the careful arrangement and neat methodical appearance of the stock on the shelves—packages well cleaned and dusted, labels to the front in plain sight, ragged piles or vacancies readjusted every day as an evidence of good care taking.

This means watching and working by the stock boy, but pays handsomely in its effect on the trade.



Interior of Store of C. P. Allen, S. W. P. Agent, Pasadena, Cal.

We are showing in this issue illustrations presenting the interior and exterior of our agency at Pasadena, Cal.

Our enterprising S.W.P. agent at this point, Mr. C. P. Allen, was from Boston, Mass., went to Pasadena some seven years ago and took the Sherwin-Williams agency in January, 1904. He has always been careful and painstaking in his stock arrangements, entered heartily into S.W. helps and methods and has met right along with a marked success.

Being asked what he thought of the agency he replied: "What can I say

better than that my business has trebled since handling this line."

In his first eleven months he bought nearly \$5000 worth of S.W. Products. As may be imagined, he leads the paint trade of his locality and carries the

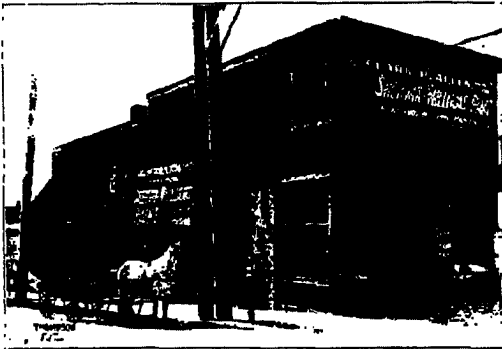
only exclusive line of paints in the city.

His success is due to honest dealing, persistent, earnest methods, handling only the best goods and selling at fair prices.

The consuming public is always

ready to patronize such a merchant.

His trade this year will be larger than ever and we congratulate him on the increase he deserves so well.



Store of C. P. Allen, Pasadena, Cal.

PATENTS ON PAINT AND VARNISH REMOVERS.

FOR several months past some manufacturers of paint and varnish removers have been circularizing other manufacturers, jobbers, dealers and consumers in the United States and Canada, calling their attention to the patents they hold, which are claimed to be basic and valid. They state that all other paint and varnish removers made are an infringement on such patents, and that makers, handlers and consumers of the same lay themselves liable to prosecution and recovery of damages.

We desire to advise our representatives, agents and all others interested, that we have had all patents granted

on paint and varnish removers carefully looked up by very competent patent attorneys, and wish to state as a result of their search and advice, that in the manufacture and sale of Taxite we positively do not infringe on the patents of any one whomsoever, and we are prepared to protect our sale on these goods to the utmost.

We want to urge any handlers of Taxite to entirely disregard the circulars referred to, which have been issued for advertising purposes, and can assure them that in the purchase and sale of The Sherwin-Williams Taxite, they will be handling the best all 'round paint and varnish remover on the market.

QUICK DRYING COLORS.

No. 2.—Some of the Advantages of The S-W Line.

NEXT in importance to blacks is the group of reds, and that is more particularly so since such a wide variety of these colors has been demanded for gear work.

It would be impossible within the limits of our article to describe or even refer to a large majority of the reds, wines and lakes we regularly make and carry in stock and we will therefore confine our comments to a few of the most popular and largely sold colors and shades.

Before doing so, however, we desire to fix in the dealer's mind that there are really three distinct classes or characters of reds, speaking from the standpoint of their use, and into these the entire group should be separated.

First are the entirely transparent or *glaze* colors, including such as the Carmines No. 40, No. 140, and French Carmine, I.. These colors depend for their finished effect not only on a suitable ground work but also on a proper mixing of the color with varnish to make the color and varnish or glaze coat, and on a proper application of the same.

Strictly glaze colors (and this includes nearly all of the lakes with the exception of carriage lake and a few others of similar character) must be very skillfully handled or the finished effects will appear clouded.

The second class may be referred to as semi-opaque colors, or those which when used as a color and varnish coat over a suitable ground, appear to cover solidly and not simply glaze over the surface as do the first class already referred to. To this section belong such reds as Mohawk, Iroquois, Carriage Painters, Automobile, etc.

Third, we have the opaque or solid colors that will cover solidly over any fair under-surface without the necessity of a special ground work. To this class belong such as Indian, Tuscan and Royal Reds, English and Orinoco Vermilions, Royal Darbar Red, etc.

It should be borne in mind, however, that regardless of what character of red is to be used, best results can only be obtained by having the under-surface or ground of uniform shade throughout and free from spots, otherwise the finished result will be marred.

To insure greater freedom from putty spots showing, the putty used in re-puttying should always be stained as near as possible to the color of the work it is used upon.

Returning now to individual colors, the entire group of French Carmines is used almost entirely either for glaze striping and ornamenting or for glazing gears and panels on finer grades of work. When used for striping or ornamenting it is nearly always glazed over Chrome Yellow Orange, though English Vermilion is sometimes used instead.

For gear and panel work the ground color to be used is controlled by the depth of finish demanded.

If a dark carmine is wanted, our Carmine Ground No. 4028 or a ground work made from Indian Red and Drop Black is used. If a light, bright carmine is desired, a lighter, brighter ground should be prepared, or frequently in very fine work the gear is painted with a very light, bright red, varying in color all the way from English Vermilion to a red, like Automobile, I.. and then given one, or to get greater richness, two light glaze coats of Carmine.

No. 40 French Carmine being used almost entirely for fine work, we early decided to place on the market only the purest, choicest toned goods, and for many years have paid a premium to insure getting the choice of importations.

Much No. 40 French Carmine, dry on the market while pure, is frequently sold at \$1.00 per pound less than top grades, on account of being off color and incapable of producing the bright, rich, blood red effects which are so much sought for by the critical carmine buyer, and it is the quality in our carmine which has enabled us for years to outclass all of our competitors.

We want to call especial attention to our No. 140 French Carmine as being a color worthy of more than ordinary attention. The color and tone can scarcely be distinguished from the finest No. 40, even by an expert, and in addition to working fully as satisfactory in every way, the color is non-fading, whereas all No. 40 French Carmine fades more or less, oftentimes to a pink, within a short time after exposure.

There is no other non-fading French Carmine on the market that we know of and dealer can do well to talk the merits of No. 140.

Our French Carmine, L., while not an entirely pure No. 40 Carmine, will be found fully equal in every way to the best that is offered by many manufacturers and claimed or even guaranteed to be pure No. 40.

For fine general purpose reds of semi-opaque character we especially recommend Iroquois, D., Carriage Painters, Automobile, L. and D., and Aztec, and for a medium priced general purpose red there is none on the market so largely sold or so satisfactory as Mohawk Red, D.

It is rich and bright in shade, covers splendidly as a color and varnish coat over Red Ground, D., or Hercules Ground, D., and is very durable.

For cheaper general purpose reds, Century, Carmola and Special Red 4578 are splendid value.

Right here and before passing semi-opaque reds, we want to impress on the selling staff that the best and most economical way to use that class of reds is as a coat of color and varnish over a suitable ground and not over a flat coat of the color itself. Therefore always include a proper ground work when selling semi-opaque colors.

The demand for opaque reds for painting purposes is not so large, except along the line of vermilions, and the recent productions of intensely strong non-fading reds like Royal Durbar.

The latter red has come into very general favor and is destined to displace largely many Eosine or lake reds formerly employed but which lack stability of color and covering body when compared with Royal Durbar.

Royal Durbar is very light in gravity, nearly as light and bulky as lamp black, and on account of its extraordinary body will cover solidly over almost any surface. The beauty and brilliancy of the color is, however, enhanced by making the Q. D. color into a color and varnish coat and applying it over a suitable deep pink or red ground.

Owing also to its extremely light gravity, painters find it much easier to handle as a color and varnish coat, than as a flat color.

Dealers should push this red to their trade on account of its surprising merit and economy, as it will surely prove a wedge for other business. We

furnish it also in Solid Rubbing and Free Flowing Color Varnish, ready for application.

Owing to the extremely heavy gravity of English Vermilion (made from quicksilver) and its expense in use, as well as its tendency to blacken upon exposure, artificial vermilions are more generally demanded instead, except for special work.

Our Orinoco, Brilliant and Permanent Vermilions will be found more than ordinarily satisfactory substitutes for English.

It should be borne in mind, however, that much of the satisfaction to be had from artificial vermilions depends on the manner of application and their protection with a sufficient quantity of good quality varnish.

Owing to its natural character, English Vermilion should never come in contact with lead coats.

The use of other opaque reds, like Indian and Tuscan, are too well understood to require extended comment here. They are mostly confined to use as railway body colors, or for ground work or tinting purposes.

Before leaving reds, we desire to add

a word about wine colors and lakes.

The former are in quite general demand, especially among custom shops, painters, etc., and our Wine Color B, the original wine color placed on the market, still enjoys a leading sale.

It is unusually strong and vastly more stable in color than others. Special Wine 4209, when painted out, makes a very close approach to Carriage Lake.

Fine lake colors are again coming into vogue and our Chatimuc, on account of its rich and brilliant tone, has proven especially popular for finer grades of work and should be offered for such use.

Our English Purple Lake is also very choice and would be found especially satisfactory for gears and panels on fine coach and fancy work.

Carriage Lake (called by some makers Carriage Part Lake) is a rich staple lake of moderate price, mainly used on gears of moderate priced buggy and surrey work. For fine work it has, however, been largely displaced by Chatimuc, English Purple and other higher priced colors.

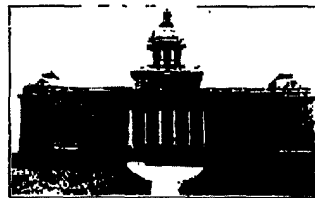
OUTREMONT CONVENT, MONTREAL.



HIS fine building has recently been refinished and used among other materials three hundred gallons of S-W. Hard Oil and four barrels of S-W. Surfacer. The work was fine and satisfactory under the direction of Architects Messrs. J. B. Resther & Son of Montreal.

We are also supplying material for the Montreal General Hospital, The Royal Victoria, Notre Dame and Hotel Dieu Hospitals and the Longue Pointe and Verdun Asylums.

There are many chances for securing business of this character during the summer months.



Outremont Convent, Montreal.

FIRST QUALITY COLOR TESTS.



VERY interesting report of tests with oil colors was made before the Seventeenth Annual Convention of the Pennsylvania Association of Master House Painters and Decorators, held at York, Pa., January 17-19, 1905.

The colors tested were black and yellow, and three well known makes of each were selected and labels exchanged for numbers before the colors were given for testing. The tests were made in the fall of 1904.

The chemist's report on analysis was as follows:

Yellows.	Percent of Pigment.	Percent of Oil.
No. 1	83.90	16.10
No. 2	88.52	11.48
No. 3	81.12	18.88

No adulterants or foreign substance present. Oils were also pure.

Blacks.	Percent of Oil.	Percent of Carbon.	Percent of Ash.
No. 1	62.28	36.96	0.76
No. 2	53.67	44.95	1.38
No. 3	50.47	32.80	16.73

No. 1 shows the largest percentage of oil with the smallest ash residue.

The oils from the blacks were carefully tested and showed as follows, by the words of the report:

No. 1—Pure linseed oil.

No. 2—Not a pure oil, as shown by chemical tests and specific gravity. There is a possibility that an inferior grade of black was used.

No. 3—A very thin limpid oil, too light in specific gravity for a pure linseed oil.

In each case No. 1 gives the best results.

Signed: H. C. STUEFFEL.

Eighteen boards were prepared for exposure tests, three for each color of each make—boards as near alike as possible—same amount of oil and drier used for each.

On each first board the color was applied full strength; on each second board, half an ounce of color to one pound of lead; on the third board, one ounce of color to one pound of lead. The colors were carefully weighed and applied over one coat of priming. Date of painting, October 29, 1904. Exposed November 3, 1904. Time of exposure, 74 days.

F. J. GREENWALT, Chairman,
WM. H. WHOLEY.

The appearance of the boards substantiated the results of the chemical analysis and was an emphatic endorsement as to the high quality of the No. 1 samples.

There was much discussion pro and con as to the desirability of making known the names of the manufacturers, but a motion to publish the names finally prevailed. We are not surprised that No. 1 proved to be of the sample of The Sherwin-Williams First Quality Colors, and it is only added testimony to the purity and value of our First Quality Blacks and Yellows. The other names are published fully in the printed report, but are immaterial to our present purpose.

"A man of action doesn't dream of the morrow; he gets down to work the day before."

A TWO DOLLAR PROSPECTIVE ORDER FILE.

SYSTEM is the key stone which binds together in one great unit the component parts of every successful business. The man who gets the largest returns from his business is he who has directed his efforts systematically.

There is no end to the part system plays in selling paint. It begins with the choice and arrangement of the stocks and does not end even after the customer has been sold.

The man who means to put his paint business on a money-making basis must stick to the determination of a perfect system of going after it. It has been said, "The way to get business is to go after it;" but with many paint men it is not a question of simply "going after it," but rather of "how to go after it, and how to hold it after it has been secured".

Previously we have called attention to an important medium in helping paint dealers obtain these results. We refer to the Prospective Order File. This plan has been worked out with a

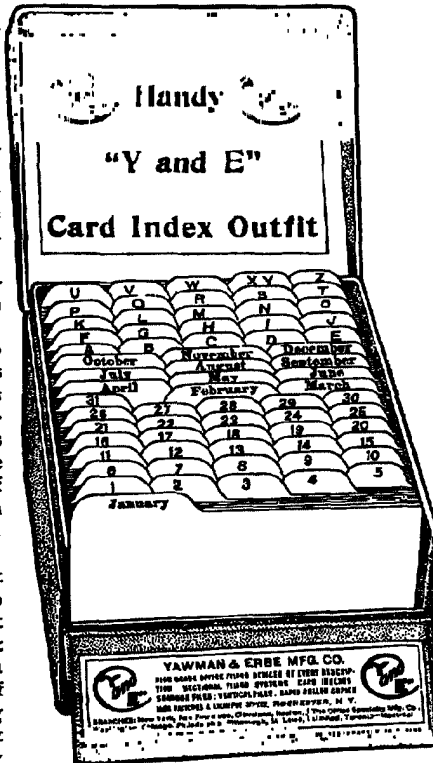
view of having it particularly adapted to the paint business. In a former issue the details of this system of property owners' letters was explained: but that a more comprehensive idea may be obtained, we illustrate here-

with the complete outfit. The dividing cards are so arranged as to provide a special place for every day in every month, thus allowing the record cards to be placed ahead where they will be found at the required time.

Our sole idea in bringing this before you a second time is to impress upon you the importance of this medium in helping you secure an increased paint trade, thereby bringing greater returns not only to yourself but also to us.

The Record Card Outfit can be procured direct from The Yawman & Erbe

Mfg. Co., Rochester, N. Y., at a special price of \$2.00 each, delivered to any railway station in the United States. This outfit includes 500 record cards, alphabet, daily and monthly guides, inclosed in an attractive red cloth box with hinged cover and drop front.



THE FORCE OF THE P. O. LETTERS.

Write the Names Plainly.



HE directness and value of the direct letters to property owners whose names are sent us by our agents is appreciated more and more every season—and all the more by those agents who make the largest and most careful use of the scheme.

Enthusiastic words along this line reach us nearly every day. Note the following from our Southwestern Division:

We received a letter last week from The Foster Hardware Co., S.W.P. agents at Little Rock, Ark., saying that Governor Davis was about to paint his house with lead and oil, and asked our assistance. We were glad to write Mr. Davis at some length on the fallacy of old time notions. The following correspondence resulted:

Executive Chamber, State of Arkansas,
Little Rock, June, 1905.
Foster Hardware Co., City.

The bearer has been employed by me to paint my residence. I want to use The Sherwin-Williams Prepared Paint. He wants some brushes and other material. Please fill his order and charge same to me.

Respectfully,

JEFF DAVIS.

Little Rock, Ark., June 3, 1905.
The S-W. Co., Kansas City, Mo.

Find enclosed an order from Gov. Jeff Davis for S.W.P. I feel that your letters were the means of this. I gave him a good strong talk, but he seemed bent on using lead and oil. I think it is the greatest help I ever knew of. Please go after the two others, names enclosed.

We thank you in advance for immediate attention to these matters, and remain

Yours very truly,

FOSTER HARDWARE CO.,

J. F. Jarrett.

It has been our uniform experience for years that our most successful

agencies take the greatest practical interest in this method of trade building, and when you really give time and thought and a very little trouble to the matter, it is surprising to see in how many cases the returns come in.

This is one important and effective way in which we can meet the keen competition of the present day. It goes not only to show your customer that you want his trade, but gives him good sound substantial reasons why you should have it.

By following this up in a general and persistent way there are many opportunities to increase your trade and reach a better success than others around you.

So thoroughly do we appreciate the value of these letters, we have extended our facilities and perfected our system more than ever this season, and it will be our pleasure to place the force of this department at work for any agency who will supply us with the names.

With care in sending names good results are sure. The names should be of good property owners about to paint or who ought to paint, and they should be plainly written, spelled correctly and with as definite a post office address as possible, unless they are in the habit of getting mail at the general delivery.

We often have considerable difficulty in deciphering the writing and making out the name, and envelopes are returned to us unclaimed or for better address.

It is a case where hearty co-operation cannot fail to win out in the best possible way.

A FEW SPECIALTIES

to Push Right Now.

DON'T imagine that the paint season closes up with the advent of hot weather.

In many localities the weather has been backward this year and work should hold on longer than usual. Besides the summer brings comparative leisure to most people and there are many opportunities that can be improved in the renovating and refinishing of stores, rooms, buildings, furniture and fixtures, implements, etc.

We hope every agent will keep up advertising and push seasonable specialties. Keep sending on the P.O. names and let us help all we can.

Especially look over your stock for goods of this class. Take for instance such lines as The S-W. Aluminum Paint and Buggy *Aluminum Paint Display Carton* Paint. Their uses are wide and many sales should be effected with a little effort. The business could be pushed to last through the fall, and if you stock early and keep the facts before your trade, you should find it most profitable. We give a few selling helps.

The S-W. Aluminum Paint—This is one of the largest and most rapid selling specialties in our entire line. The talking points behind it are numerous and convincing.

It opens with a fresh, clean, painty smell, so different from the nauseating odor of similar goods.

It is easily stirred to a perfect mixture and does not settle quickly as others.

It is very easy in working, covers perfectly with one coat even over black iron and the spreading capacity is enormous.

It has a peculiarly rich velvety lustre most handsome and permanent.

It will not blister, scale or crack, as many similar paints do under slightest conditions.

It stands wonderful extremes of heat and cold.

It is exceedingly durable.

Its numerous advantages over all others have pushed it to the very largest sale, and it is peculiarly fitted for many classes of summer work.

It is showy, conspicuous and serviceable for store fronts, decorative work, outside or inside, gas stoves, ranges, water boilers, radia-



Buggy Paint Display Card.

tors, gas, steam and water pipes, and fixtures, machinery, implements, novelties, mail boxes, etc.

You can push it hard with perfect confidence and your customers will thank you and come again.

Another good specialty is:

The Sherwin - Williams Buggy Paint—This paint was originally made for re-painting and re-finishing old buggies, but is also particularly well suited for porch and lawn furniture. It combines all the toughness, durability, and strength of color necessary to withstand the hard wear a buggy gets during the changeable seasons through which it is used. This paint has proved itself exceptionally adaptable for surfaces where good, strong colors and a gloss paint

to stand severe outside exposure are wanted. S-W. Buggy Paint spreads out easily under the brush and is easy to apply. It wears longest, is most economical, and gives best appearance.

During the next few weeks buggy owners will be thinking of preparing their vehicles for the wear and tear of the severe fall season, and now is the time to get this line of goods before them. Place paint and advertising signs where they will be seen and have the most prominent display. Refer to this line of goods in your local papers. the result will be most effective.

The present season is timely for the use of these paints on porch and lawn furniture. The vacation time has just begun, and much of this kind of paint will be used for this purpose.

AN S. W. P. BAND.



HIS illustration shows a good method of advertising, originated by our loyal S-W. agents, Messrs. R. C. Park

& Son, of Woodhull, N. Y., for their Decoration Day parade.

Nearly all the members of the band are users of S. W. P., and the bass drummer

is a member of our agency firm. The house behind them had recently been

painted with the goods. It was a simple but effective way of securing publicity, and as may be well imagined the Cover the Earth posters

were noticed as a conspicuous feature of the procession.

We are always glad to be advised of efforts like this and to pass the ideas along for the aid

and encouragement of others. They take a little thinking and planning.



GOOD WORDS FROM THE TRADE.

Century Red and P. M. System.

The following letter explains itself:

"Like other high grade carriage manufacturers, we have felt that caution should be exercised in allowing any change of make in colors which seem to fill present requirements.

"We departed from this almost inflexible rule a little more than a year ago in favor of your New Century Red in Japan, with results which abundantly repaid us.

"Every carriage manufacturer whose aim is for results as well as economy should be induced to understand the merits of this red as compared with American and English Vermillions which we have found fugitive and very unsatisfactory.

"We can say no less for our experience in your Perfect Method System through and through, not excepting your unequalled line of carriage varnishes.

"We believe sincerely that many other manufacturers would discover economy in the use of your system. The finish and appearance of a buggy has a great deal to do with the sale and popularity of the vehicle. These words being unsolicited, we trust you will appreciate them in this light—if at any time you should desire a testimonial from us you have only to write us."

Yours truly,

J. H. NEEDLES & SON,

May 18, 1905.

Atlantic, Ia.

Harmless Sheep Marking Liquid.

"In reply to yours of 13th, I have been using your Harmless Sheep Marking Liquid in marking my pure-bred Cheriot lambs when they are born, and I find it admirably adapted to the purpose. It works equally well on wet or dry lambs."

HOWARD H. KREM, Sec'y.

Indian Wool Growers Ass'n.

May 23, 1905.

S-W. Varnishes Win Out.

"Some few days ago we wrote you in reference to Mr. J. N. Dunham, the architect who has been employed to plan and superintend the construction of our \$20,000 school building and \$8,500 hotel, and stated that Mr. Dunham had specified — varnishes.

"We asked Mr. Dunham to include S-W. Varnishes if he could conscientiously do so, as we were very anxious for them to

at least be included with —, and that we would be very grateful to him if he would. Today he came up from St. Louis with his plans, etc., ready for the contractors, and had in his specifications Sherwin-Williams Varnishes *exclusively*. He stated to the building committee that he had changed the specifications of — varnishes to S. W. V. after thorough investigation with the very best painting contractors of St. Louis and had satisfied himself that they were even superior to any other varnish on the market and that it was upon our suggestion that he took the matter up.

"We just landed a job today for the paints for one of the nicest residences in our city, after a very hard 'encounter' with our competitors." ELLIS BROS. DRUG CO.
Vandalia, Mo., June 3, 1905.

Liquid Wood Filler.

I take great pleasure in saying that I have used your Liquid Wood Filler for the past year and it is without doubt the best filler I have ever used.

It sands down nice and smooth and holds out the varnish finely.

N. H. BARRETT, Painter.

June 21, 1905.

Salina, Kas.

Use Personal Letters.—Maintain Fair Prices.

Our agents at Long Prairie, Minn., are more than pleased at the fine results from our personal letters. Quite a number who did not know at first what they wanted, afterward came and bought the goods.

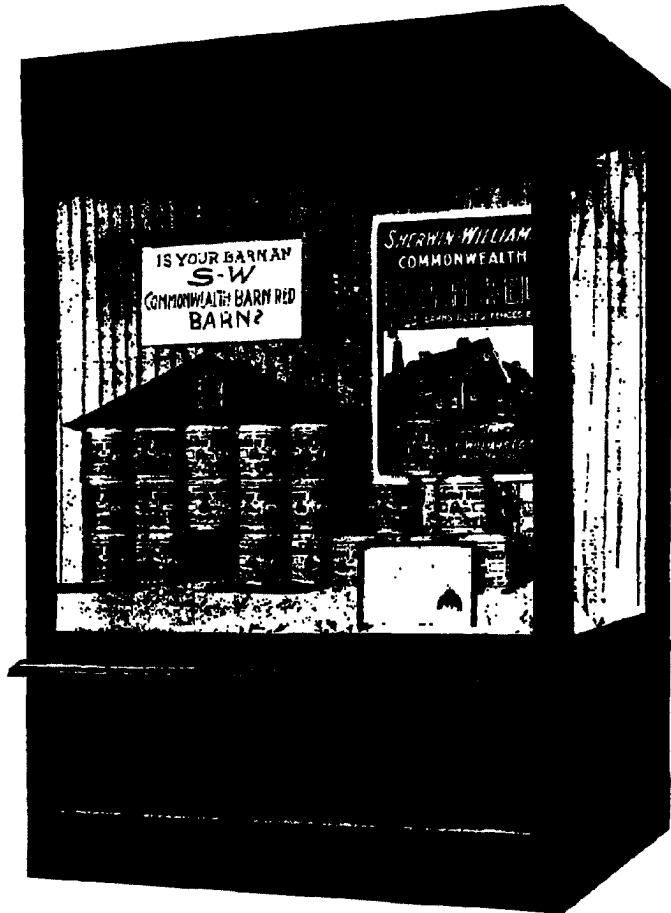
These people are now stronger than ever in maintaining prices. Two years ago I told them that they were not getting enough for our goods, but they were afraid they would have to sell at the same price that neighboring dealers were asking for cheaper lines.

I explained the folly of showing and explaining that our goods were better and more economical and then meeting the cheap price, which would knock the props out of their own argument.

After some bracing they agreed to put their price ahead of others. They are now glad that they took my advice, are selling more than their share of the paint and have no trouble in maintaining a higher price per gallon.

G. E. L. DYSON.

A "COMMONWEALTH BARN RED" WINDOW.



THIS is not a difficult display to arrange. Put a thin board between first and second rows of cans, leaving can out for door. The gable is a piece of card board painted red. The roof two pieces of same material, about six inches wide, held in place with small brads. Color card for window. Window card, cans and window hanger complete the arrangement.

A "BUGGY PAINT" WINDOW.



ON a long strip of ordinary wrapping paper letter the words "Buggy Paint", with its many uses. Arrange cans of S-W. Buggy Paint in pyramids and display Buggy Paint color cards. Hang up a Buggy Paint show card and a window display card.

"All work and no rest takes the spring and bound out of the most vigorous life. Time spent in judicious resting is not time wasted but time gained."