
THE
S.W.P
FALL CAMPAIGN
NUMBER
September 1902

THE S. W. P.

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VOL. IV. SEPTEMBER, 1902. No. 9

THE FALL AS A PAINT SEASON.

How to Make It a Big One.



WE believe in the fall.

We believe it's a good painting season, and a good season to work hard for paint orders.

We intend to do all we can in every department of our organization to make this fall the biggest fall in our history—the biggest for our agents and for ourselves. We'll put all the "push" and energy at our command into the campaign, and, with the co-operation of our agents, have no doubt of our ability to succeed. The business is to be had if we go after it as we should. Will *you* help in your locality?

The fall is a short painting season. For the greater part of North America it starts about the middle of September and doesn't run very far into November. There are not two full months of it, but it is filled with opportunities that will bring money to your till if you work hard and fast enough.

We'll have to crowd a great deal of effort into the first week of September—get an early start. There'll not be a moment up to the first of November that we can relax. It must be a steady fight from beginning to end.

Every possible paint buyer should be rounded up and not a single order allowed to escape. We must get after the property owners earlier and keep after them faster than in the spring. They can't take as long to make up their minds, and if we're slow the "other fellow" will get ahead of us.

The Company has made extensive plans for the fall campaign, and everything is now ready for the start.

We have special fall letters for the property owners' names you send us, and we'll follow them up at shorter intervals than in the spring.

Every painter's name our agents have sent us will receive a series of strong advertisements, mailed between the 10th of September and the 1st of October.

We have prepared an unusually large stock of our regular advertising features—the display cards, posters, color cards, &c.—to meet all needs of the agents.

Our representatives are all determined to make this season a record breaker and are ready to give the best of help to those they call on.

This number of THE S.W.P. is full of fall ideas that we urge you to read and put into use. Our entire organization is ready to help you carry them out. You can depend on our co-operation. We are keyed up to a high pitch of enthusiasm for the campaign, and if you don't call on us to help fight it out in your locality we'll be greatly disappointed.

There's money to be made in pushing paint this fall, so let's go after it and get it.

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THE PROPERTY OWNER IN THE FALL.

EACH year the fall season is proving to be better and more profitable than the previous year for both our agents and ourselves.

There is every indication that the coming fall season will be one that will bring business to all of us, if we go after it in the right way and with the determination to get it. The phrase that we've often used, *the way to get business is to go after it, and the way to go after it is to get it,* expresses exactly our determination to go after paint orders this fall in a way that's bound to get them and bring more business to every agent who co-operates with us.

Where to Look for the Orders.

The man to look to for fall orders is the property owner. We must go after him with energy, if we expect the fall season to be as good as it ought to be. It pays to do so for many reasons, principal among which is the fact that the crops are all harvested then and the farmer and town property owner are more likely to consider favorably the painting of their property.

We have every argument on our side to convince them that the fall is *the* time to paint, and good reasons to show why S.W.P. is *the* paint to use.

Why Fall is the Best Painting Season.

In the fall the weather is settled; there is less likelihood of rain, and one doesn't have to contend with the moisture that is usually in a building after the spring rains. Then, too, if a house needs painting, it certainly ought to be painted before the winter sets in, in order to protect it against the racking storms and snows, and the inclement winter weather.

Again, if the painting is done in the fall, the great annoyance of gnats and flies sticking to the surface is entirely obviated.

It pays to paint just as soon as a building needs it, for the longer it is put off, the more it will cost to get the right sort of job. This is particularly true in the fall season.

These are arguments it's hard to get away from. They are logical and if presented to the property owner in the right way, they are bound to impress him.

How We'll Help Land the Orders.

We are ready to help you drive these points home, and to bring them before every possible paint user in your locality, if you will but work with us.

We have prepared a series of special letters for property owners who think of painting this fall, and another series for those house owners who ought to paint their property. These letters dwell on the fall as a good painting time. They point out the

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advantages of painting now. They contain convincing arguments in favor of using S.W.P.

As the fall season is necessarily shorter than the spring season, the "personal letters" will be written at closer intervals and the campaign will be carried along with much zeal and energy.

We want to send many of these letters into your territory. We want to go after every property owner who is at all likely to do any painting or who you think could be induced to paint. We are ready for a vigorous, successful campaign and are depending upon you to help us.

How to Work up the "P.O." List.

If you haven't yet made a list of all the houses in your section that are going to be painted, or that need painting, please do so at once. Start your clerks out now, before the fall season opens, and have them thoroughly canvas your territory for prospective customers. Make your list as large as you like—the larger the better—as long as it is composed of the right sort of names.

Make it a point to return promptly the blank you will find enclosed with this number of THE S.W.P., and see that it is well filled. Then write us for more blanks and keep us busy hustling for orders for you.

All our "personal letter" work will begin the first week in September. The names that were sent us in response to the August issue of THE S. W. P. will be written at the same time. As advised, we held them over, because best results from work of this sort could not be obtained during the hot months.

The fall season is a short season, but let us work with all our might to make it a busy one. We couldn't do it in any better way than by going after the property owner.

THE CLERK IN THE FALL.

By an Old Retailer.



Every clerk, every man and woman, in the employ of The Sherwin-Williams Company is going into this fall campaign fully determined that if his or her share will make the fall season a success, it *will* be a success.

It's just that spirit, which is always found in every one of our employees, that has done much to make us successful. And that same spirit if displayed by you will make your employer more successful and therefore add to your success.

You have an important part in this campaign. You are the "man behind the gun," and if you don't do your share, the battle cannot be won.

What can you do? Many things; and here are a few of them:

Carefully prepare the list of property owner's names, and mail it to us promptly.

Keep your eyes and ears open and when you see a piece of property that ought to be painted or hear of one that is going to be painted, let us know.

If the stock isn't in good condition, rearrange it now before the busy season begins.

Have you plenty of color cards? If not let us replenish your supply now.

Marshall the display cards on the counters and show cases so they'll strike the eye the moment a customer enters the store.

Are you sure you know all the talking points of S. W. P. and our other lines? If not, write us for booklets and full information. Read the color cards.

Get your employer's permission to send for the newspaper electrotypes mentioned on page 136 of this issue.

If he's too busy, see if he won't let you send for prices, etc., of Enameloid, and The S-W. Commonwealth Barn Paint.

And, finally, work, work hard, to sell every inquirer.

0007-SWP-000118748

SUCCESSFUL S. W. P. AGENCIES.

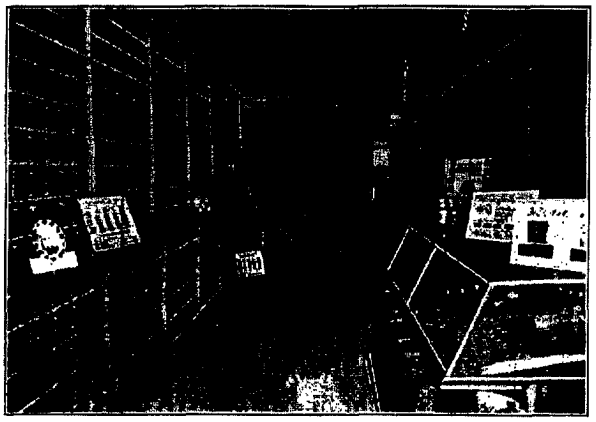
The Ryder Hardware Co., Harrisburg and Steelton, Pa.

IT is always best to secure your order just as soon as you can, for as long as your customer has not bought his paint, the "other fellow" has a chance at him.

That's the principle that underlies the success The Ryder Hardware Company, of Harrisburg and Steelton, Pa., have made with S. W. P. It's the principle that has brought them business and is bringing them business every day in their other lines. And it's a principle that is bound to bring success to any man, granted of course that he's selling the right goods.



Snively Ryder



Interior of The Ryder Hardware Co's Harrisburg Store.



W. A. Maginnis

"Procrastination is the thief of time", it is also the thief of business, and many a good order has been lost by not going after it at the proper time. And it is a noteworthy fact that the men who make the most of their S. W. P. agencies are the ones who have adopted as their motto, "Do it now," and who, when there's an order in sight, are tireless in their efforts to secure it, and who believe thoroughly in the good old maxim brought up-to-date, *what's worth having is worth going after hard.*

The Ryder Hardware Company first began selling S.W.P. a little over six years ago. Mr. Snively Ryder, the proprietor, says: "It took a good deal of nerve to tackle S.W.P. at the time, for there was not a good high-grade paint sold in Harrisburg. But I have made a reputation for myself and S.W.P. that is constantly spreading and that is more than repaying me

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for my early struggles."

There is a spirit of aggressiveness in everything that Mr. Ryder does that brooks no opposition and that carries everything before it. He believes thoroughly that best goods sell best, and also that good goods will stand good advertising. And what is of most importance. he "practices what he preaches."

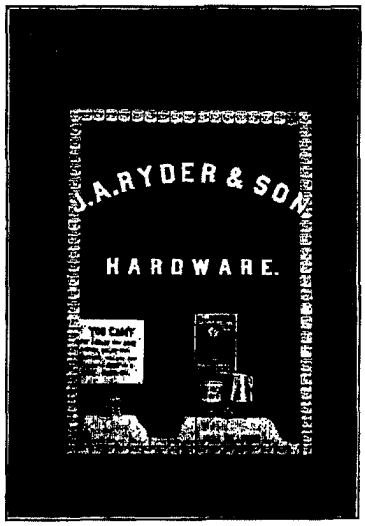
Beginning with the inside of his stores, Mr. Ryder lays his plans and so arrays his advertising that even the most casual observer cannot fail to be impressed by the splendid display of S.W.P. that greets him the moment he sets his foot inside the door. S.W.P. on the shelves—S.W.P. on the floor—S.W.P. on the counters—S.W.P. right up in the front of the store—S. W. P. everywhere you turn. There's no vantage point overlooked. S. W. P. has the place of honor, and by the way it is covering the towns of Harrisburg and Steelton it is proving that it is well worthy of the place, and does credit to Mr. Ryder's sagacity in putting the energy into its sale that he does.

But the best article that ever was made can't sell itself, and even though thousands and thousands of dollars were spent in advertising it, if it is not handled by the right sort of salesmen, no great sale can be worked up on it. Mr. Ryder is fortunate in having an energetic, loyal corps of competent salesmen—men he can depend on, and who ably second all his efforts. "Without them," he says, "I couldn't have hoped to have made the success I have made, and I attribute a good share of my prosperity to their loyalty and hard work."



The Ryder Bill-head

Wherever you go almost invariably you can pick out the best and most aggressive store by choosing the one with the best windows, and the windows of The Ryder Hardware Company are no exceptions to the rule. They are always in good taste, well dressed, and the goods, particularly S. W.P., displayed in a way that is sure to attract more than passing attention. One of their recent windows is reproduced on this page, and a glance at it is sufficient to show that someone in the company is making a careful study of the proper way of displaying goods to advantage.



A Characteristic Ryder Window

This window was designed by placing on one side a gallon can of a competing brand of paint, which by the way was short measure, inside a gallon can of S. W. P., with the card: *You can't put a gallon can inside another gallon can; neither can you*

put a gallon of paint in a three quart can. On the other side of the window were a pair of scales with a gallon can of S. W. P. and a gallon measure balanced, the sign "Full Measure" was used here.

Historical cards also add interest to the everyday windows of The Ryder Hardware Co. These are made by placing a card in the window each day, telling of some event in the history of the country that happened on that day. Here are a few samples:

March 19.
Battle of Bentonville, 1865.
Every can of S. W. P. lives up to its reputation.

March 20.
Columbus returned to Palos, Spain, 1493, after discovering America.
S. W. P. has crossed the ocean after covering the greater part of America.

April 9.
Gen. Lee surrendered to Gen. Grant, 1865.
Cheap mixtures are surrendering the earth to S. W. P., 1902.

General outside advertising also forms an important part of the Ryder S.W.P. campaign. One of their best paying outside ads for the cost was secured by having signs made out of packing boxes and lettered by the clerks during the dull season. Several hundred of these signs were used.

The Steelton store is under the management of Mr. W. A. Maginnis, who has exactly the same ideas as Mr. Ryder in regard to S. W. P. and who also believes in the power of good advertising.

One of Mr. Maginnis' most effective S.W.P. helps is a hectograph—a home made affair. With it he reproduces some very clever hand written advertisements, which are placed in the hands of every property owner in Steelton and vicinity who has the slightest idea of painting or whose property ought to be painted.

These ads are splendidly written and are the kind that gets orders.

Mr. Maginnis, we are sure, will be glad to tell any S. W. P. agent who writes him how he works the hectograph.

Although the Steelton store was opened only the first of this year, it already has established itself on a firm footing, and under Mr. Maginnis' able management is forging ahead rapidly.

GOOD FALL WINDOWS.

GOOD windows are a very necessary part of every advertising campaign. If they are lacking in attractiveness or are not up-to-date in every respect, the business they can bring into your store may pass by and go to the other fellow.

The window we have illustrated on the opposite page is in all respects an admirable one for the fall. Its chief charm lies in its simplicity. Every detail can be taken in at a glance and a good impression left on the mind of the onlooker.

It's very easily made. Drape the back of the window with white cheese cloth. Procure a quantity of large maple and oak leaves—get those that are beginning to change color, and that show the signs of fall. Fasten a number of them onto the cheese cloth in a careless manner to represent as nearly as possible the natural falling of the leaves, with some full branches at the top. Scatter leaves and small branches over the bottom of the window around a small, well arranged display of S.W.P.

On the front window pane paste a

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A Window All Ablaze with the Colors of Fall.

border of leaves, alternating with the pail "cut outs" or Cover the Earth enclosing slips. Use this sign: "*Nature and the wise house owner are both putting on new colors.*"

Another effective display can be made by draping the window in about the same manner as above, placing a sheaf of wheat in one side and a nicely arranged pyramid of S.W. P. cans in the other. On the sheaf of wheat place the card: *The sign of a good harvest;* in the front of the S.W. P. pyramid lay the card: *The sign of good paint.*

In addition to these windows, there are many more equally attractive shown in our booklet, "Window Dressing." If you haven't a copy write for it to-day.

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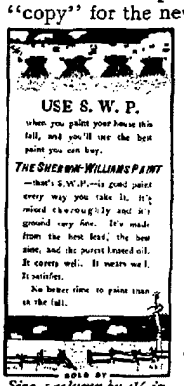
THE NEWSPAPER IN THE FALL CAMPAIGN.

THE fall campaign wouldn't be complete and the best results couldn't be expected without good forceful newspaper advertising to back up the rest of the work, to strengthen the "personal letters", and to bring home more closely to the house owner the general advantages that are to be found in painting his property now.



Size, 2 columns by 3⅛ in. Order by No. 165.

But in the hurry that is incidental to a "rush" season, as this fall is bound to be, it is likely that some of the agents cannot give proper attention to the preparation of good "copy" for the newspaper work.

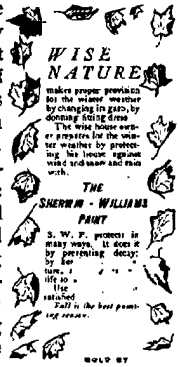


Size, 1 column by 4½ in. Order by No. 167.

Good "copy" is absolutely necessary if one expects to make the most of the newspaper space. Without it the money used for newspaper advertising will not be as good an investment as it would be were careful thought and attention given to the filling of the space.

The electrotypes reproduced on this page are good "copy" for you to turn into your printer. They have been carefully prepared with the express purpose of making them dovetail into the fall campaign, and with the view of bringing more clearly to the property owner's mind the true value of the fall as a painting season.

We strongly urge each and every agent to order at least one or two of these electrotypes —all of them if you can use them. They will be furnished free for the asking, and will save the bother and worry of writing your paint ads, giving you more time to devote to pushing the campaign more strongly in your store and in your direct work with the property owner.



Size, 1 column by 5¼ in. Order by No. 166.

Pick out the electrotypes you want, order them by number on a postal card, and we'll see that they are sent you without delay. If you don't want the electros, use the wording in them. They contain good fall arguments.



Size, 2 columns by 3⅛ in. Order by No. 164.

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SIX BIG VARNISH SPECIALTIES.



ROM our list of varnishes [illegible] the house painter and [illegible] orator we have chosen [illegible] specialties that we mean to push harder than all the rest. We call them *"Six Big Varnish Specialties,"* and shall begin this fall to get the painters more thoroughly acquainted with them.

These are the Big Six:

KOPAL The varnish for general use—outside or inside. Every painter who uses it likes it. Every dealer who handles it *sells* it. It's hard Kauri Gum, pure linseed oil, turpentine, and a little dryer—nothing else, but the skill of the varnish maker.

Excello An inside rubbing and polishing varnish. It gives much better satisfaction than hard oil finish and varnishes of a similar nature. It's a specialty that can be pushed with confidence.

DURABLE SPAR—For severe outside exposure there's not a more durable varnish made. Salt and fresh water have no effect whatever on it. For use on ships, yachts, boats, and other severely exposed surfaces it has no equal.

DURABLE FLOOR VARNISH A tough, elastic finish that not only holds its gloss well, but is not easily scratched or marred. In durability tests with other floor varnishes it has always come out best. Its working and drying qualities are right.

EXTRA JAPAN DRYER—Strong and reliable. It mixes perfectly with oil without curdling or [illegible] d can easily be made the [illegible] dryer used in your locality.

SHELLACINE A liquid wood sealer for first coating on interior wood work. It holds out the varnish well; works easily and sands to a smooth, hard surface without gumming the paper. You'll find it a winner with the painters.

We chose them for many reasons. They are splendid representatives of our full line; they have proved to be big sellers ever since we put them on the market; they are goods for which the painter has frequent use—if he gets a line that suits him he sticks to it; these are the kind that suits him; they are right in quality, right in price, and will pay well when pushed as leaders.



We have great faith in the possibilities of these specialties when pushed in combination as we intend to push them. Our first step in the campaign comes during September, when we shall start mailing a series of attractive advertisements to our entire list of painters' names sent us by the agents and our representatives. It's a big list and reaches all parts of the continent. This work should pretty generally introduce the *Six Big Varnish Specialties* to the best painters in the United States and Canada. But it will be only an introduction, and we intend following it up to the best possible advantage.



If you have not recently sent us a list of painters in your locality, do it at once, so as to take advantage of our fall mailing.

Six Big Varnish Specialties should be on the shelves of every S. W. P. agent. There are no better goods of the kind that could be placed there. They are wonderful value, pay a good profit, and satisfy the painters in every respect. They will back up the reputation of S.W.P., and for that reason should sell more readily on your shelves than goods under any other maker's label. They are the logical specialties for the S. W. P. agency to handle.



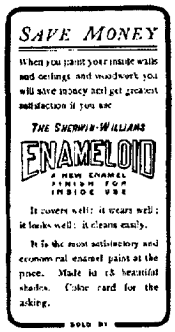
ENAMELOID

ENAMELOID is a new enamel finish that we have just put on the market for painting inside walls and ceilings and wood work. It is put up in gallon, half gallon, quart, pint, half pint, and quarter pint tin cans, and is made in eighteen handsome shades.



Enameloid will be found to be vastly superior to many of the supposedly similar products that are on the market today. It works very freely, spreads out evenly and smoothly, does not pull or drag, and is in all ways a pleasant and easy material to apply. The colors are exceptionally bright and clean.

Before we decided to put Enameloid on the market, we determined that it should be so good that it would far outclass any other similar product at anywhere near the price. We went about its preparation in a careful, systematic manner. We made many tests before we were satisfied, and Enameloid as a result is without any question the most satisfactory and economical paint for the purpose at the price.



Size, 1 column by 4⅝ in. Order by No. 166.

We are going to push it with all the force at our command. It is an article that's bound to go to the front in a short time and we are prepared to give good help to every agent who places it on his shelves.

In addition to well printed and forcefully worded color cards, and a handsome counter display card, we have designed some very strong newspaper electrotypes like the samples shown. These electrotypes are made to fit different sized spaces and will be furnished liberally in the quantity desired.

But undoubtedly the greatest help that any agent could have to push Enameloid with success is the splendid reputation of The Sherwin-Williams Company for making only thoroughly good and reliable products, and the reputation that S.W.P. holds in every locality for giving satisfaction and economy. Then again, the general advertising we are doing all the time will be a big help to boom the goods. And it is a fact that the sale of one Sherwin-Williams line helps the sale of every other Sherwin-Williams line. So with these aids, it surely ought to be much easier and much more profitable for S.W.P. agents to sell Enameloid than a product bearing the label of any other maker.

The fall is a particularly good time to stock up on Enameloid. It wont be long before people



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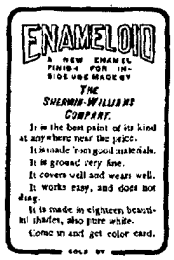
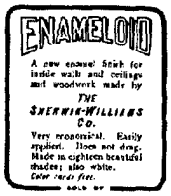


Size, 1 column by 3⅜ in. Order by No. 163.

will be compelled to live more indoors, and consequently the condition of their rooms will be forcefully brought to their attention. They like to have them looking well, so with a little judicious hustling a good sale can be worked up on Enameloid in a very short time.

We strongly urge each and every agent to write us at once for prices and further information about Enameloid. Use the postal card we have enclosed for the purpose with this issue of THE S. W. P.



Size 1 column by 2½ in. Order by No. 162.

We know that there's no other similar product that is so meritorious as Enamcloid and are prepared to begin a selling campaign that will make it a profitable article for every agent to sell. Write to-day for prices.

PORTRAITS OF S. W. P. MAKERS.

E. M. Richardson, Manager Marine Sales Department.

IT has often been said that the opportunities for young men are not so great to day as they were in years gone by, but if we stop to analyze the reasons for the success of any man who stands at the head of his business we almost invariably find that it's not opportunity, but good hard work, backed by common sense and steadiness of purpose, that have placed him where he is.

This is particularly true of Mr. E. M. Richardson, the Manager of our Marine Sales Department. From drug clerk in a small country store to manager of a very important department of our business and a Director of the Company in a comparatively short space of time is the good record that hard work has made for him. No part of the way was smooth and easy; steady, persistent effort was required continuously to win him his present position.

Mr. Richardson, like so many other Sherwin-Williams men, began life in a modest way. After leaving school he started in as a drug clerk in a small store in New Castle, Pa. He had the right sort of stuff in him, however, and 1876 found him in the drug business for himself. He is a born salesman, and his peculiar ability in that respect soon won for him a business of which any man might well be proud.

But indoor life did not agree with him, and in 1884 he sold out his business on the physician's advice and formed a connection as traveling representative with McKesson & Robbins of New York City, one of the largest wholesale drug houses in the United States.

Here again his wonderful salesmanship soon won him merited recognition. In a short time he was assigned to the important duty of looking after the interests of his house in all the large cities from Pittsburgh, Pa. west to Kansas City, Mo.

It was while he was in this position that he attracted the attention of The Sherwin-Williams Company, by his ability, and in 1888 he was engaged by us, to travel in Western Pa., East-

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E. M. RICHARDSON

ern Ohio, and West Virginia.

His usual success attended his early work for the Company, and he was soon known as one of our "star" men. He traveled in many parts of the country, developing our business at an unusually rapid rate.

In 1890 at the death of one of our most prominent Railway representatives, Mr. Richardson was appointed to care for our railway business in Canada and some roads in the United States.

It was the same old story, success after success crowned his efforts in this department. While holding this position, he was attracted by the immense possibilities the marine business offered to the paint maker and he determined to go after it as no other house had ever done before. He had almost immediate success and in 1898 was appointed manager of the Marine Department—with the entire world as his field. The largest accounts among ship owners, ship building companies, etc., on the Great Lakes, on the Atlantic and Pacific coasts and even in England and on the Continent are on our books as the direct result of his efforts.

Mr. Richardson has a very wide acquaintance among men in marine and railway circles.

His personality, both in business and social life, wins him many fast friends. He is known and liked by all, from the crews of the boats to the high officials of the companies with which he does business.

He is always fair and square in his dealings with every man. He believes that right service and proper treatment are inseparable from good quality paint, and that you can't get and hold business without them.

He is one of the Company's most enterprising and progressive men, and has backed up his belief, that S.W.P. can sell *anywhere* in the world just as

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successfully as on this continent, by making several trips abroad in our interests and returning with big orders. He has laid the foundation of much of our best trade in England, Ireland, Scotland, France and other continental countries.

He's the sort of man that never fails.

S. W. P. ADVERTISERS.

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

WE strongly urge upon all the agents not to fail to send us copies of their special newspaper and other advertising. There's no better way of keeping in touch with the general selling conditions of S. W. P. and of knowing what is being done in other parts of the country to increase its popularity than to learn what other agents are doing in the way of special work, and in turn tell what you are doing.

Now that the busy season is coming on again, we hope that the month of September will bring a large number of good contributions for this page.

It's a noteworthy fact that the most successful S.W.P. agents are the ones who believe in steady persistent newspaper advertising; who advertise the year 'round, instead of making a big display during the busy season, and then dropping out of the papers for the rest of the year.

During the past month we have received copies of strong, forceful newspaper ads from the S.W.P. agents mentioned below. They are to be congratulated on the originality displayed, and the enthusiastic interest taken in pushing S.W.P.. Now that the fall season is here we hope they will continue the work so well begun. We are sure that such strong advertising continued through the autumn will bring big returns.

The following are the agents who sent us samples of their newspaper ads:

F. H. Bascom Co., Las Cruces, N. M.; Owen Raymo, Wayne Mich.; E. E. Kohler, Byron, Mich.; Nye's Drug Store, Zanesville, O.; Apple Plumbing and Heating Co., West Chester, Pa.; J. T. Dew & Son, Summerfield, O.; Hoover & Hoover, Croton, O.; W. F. Pauly, Apollo, Pa.; Hickox-Crampton Paint Co., Tacoma, Wash.; Chas. E. Mortimer, Lockport, N. Y.; J. W. Dysle & Co., Marietta, O.; Reuben Tuplin & Co., Kensington, P. E. I., Canada; Jas. S. Neill, Fredericton, N. B., Canada; and Lamson & Trowbridge, Marlboro, Mass.

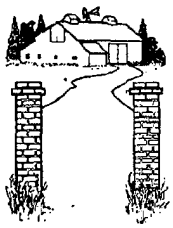
Business envelopes offer an opportunity for good advertising that is often overlooked. As the business card must, of a necessity, be printed on the envelope, it costs practically nothing to turn it into a good ad for S. W. P. Many of the agents are fully alive to this fact and are making good use of their envelopes for increasing the sale of S. W. P. and the other S-W. Products.

Splendid samples of effective envelope advertising have been recently received from Messrs. M. D. Shedd, Wincherdon, Mass.; F. A. Bogart, Vallejo, Cal.; A. J. Walker & Sons, Truro, Nova Scotia, and G. A. Benns, Newmarket, Ont., Canada.

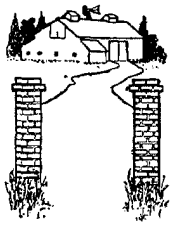
A. M. Hitchcock & Co., Redwood Falls, Minn., firmly believe that the best way to get business is to go after it, and they just as firmly believe that one of the best ways to go after it is to appeal directly to the property owner.

Among the methods they employ to push S.W.P. to the front is a forceful hand written letter telling the advantages of S.W.P. in a convincing manner. This letter they have mimeographed on their letter head and mailed to those property owners who contemplate painting or whose property ought to be painted. We understand the letter is bringing good returns. We hope Hitchcock & Co. will continue the work during the fall season. They also make it a point to enclose an S. W. P. circular in every package that leaves their store. That's the sort of "push" that pays.

0007-SWP-000118758



ANOTHER NEW ONE.



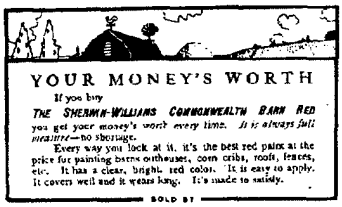
THE Sherwin-Williams Commonwealth Barn Red is another new product we are introducing to the agents this fall. It is intended particularly for painting barns, corn cribs, roofs, fences and all structures built of rough lumber. As the name indicates it comes only in one color—a bright, handsome, clear-toned red—the best red of its kind in the market today.



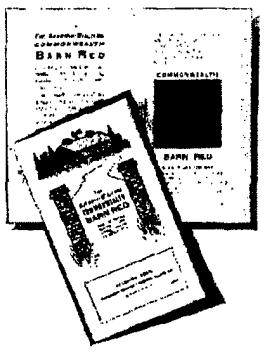
It is a product that is sure to make a way for itself in every farming community, in fact in every locality. It has the merit of being truly economical in first cost as well as in the length of time it wears; and it is a paint that gives infinite satisfaction for the money.

Briefly, its main points of superiority are these: It is very thoroughly mixed and very finely ground; it covers exceptionally well and is free working; it is easy to apply; *it is put up always full measure*—no shortage—you get exactly what you pay for, and can in turn give your customers what they pay for.

The S-W. Commonwealth Barn Red will be pushed to the front with our usual aggressiveness. The advertising that goes with it is of a kind that wont be long in making it known to the public. Besides a most attractive and out of the ordinary color card, we shall have a striking poster. This poster is printed in harmonizing colors and is the sort that's sure to attract attention. But we are not depending upon these alone to help sell the goods, we are going after barn owners hard—going right to their homes with "personal letters" and a strong mailing card telling them how good the paint is and what economy it will give them. These letters and the mailing card are every bit as forceful as those we use to push S. W. P. so you may be certain that they will bring results. And in addition we have prepared the splendid newspaper electrotypes re-

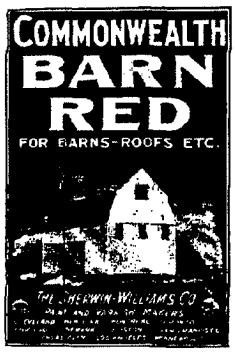


Size, 2 columns by 2½ in. Order by No 170.



The Barn Red Color Card.

0007-SWP-000118759



The One Sheet Poster.

produced on this page.

So you see we haven't neglected anything that would add to the force of the campaign we have planned for this splendid selling speciality. The S-W. Commonwealth Barn Red is put up in gallon and five gallon tin cans, and in fifty gallon barrels.

We hope every agent will do us the courtesy at least to look into the merits of this product, and send for prices and color cards on the postal enclosed with this number of THE S. W. P.



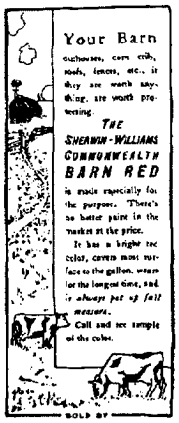
Size, 1 column by 15⅝ in. Order by No. 171

Put The S-W. Commonwealth Barn Red on your shelves and you'll make money—that's sure.

PRIZE WINNERS.

The agents who have the good fortune to be located in towns where the county fair is to be held, have an opportunity for window displays that can be made unusually effective.

While the fair is in progress, secure if possible the prize winning pumpkins, cabbages, potatoes, melons, etc., and place them in the window together with a few cans of S.W.P. nicely arranged. Place a card at the top of the window reading *Prize Winners;* then to each prize winning article attach a card giving the name of the owner and other interesting information. The card to be placed on the cans of S.W.P. ought to be changed every day. Here are enough changes for a week:



1 column by 7¼ in. Order by No. 169

S. W. P. is winning prizes every day, all over the land.

S. W. P. first, last, and always.

S. W. P. is always ahead.

S. W. P. is best by every test.

S. W. P. leads every paint in the land.

S. W. P. wins through merit.



Size, 2 columns by 4⅞ in. Order by No. 168.

0007-SWP-000118760

PLAIN FACTS.

Hustle and think,
And you'll bring in the "chink."

There's nothing like fall hustling to keep the fall orders hustling.

Neatness in the store is an almost certain sign of the good business man.

Any varnish is not "good enough" to sell. If you're looking for good varnish try Kopal.

When you buy The Sherwin-Williams Paint you take the first step to secure good results in painting.

A cheap price brings a cheap paint every time. It's the law of business that as you pay so shall you receive.

Think well before you spend your money and you'll decide on The S-W. Commonwealth Barn Red every time.

"He is a foolish man who believes himself perfect; but he is a wise man who strives to get as near perfection as possible."—*Canadian Hardware and Metal.*

Paint your house now. It's the wisest thing you could do. If you put it off until spring, the winters storms and snows will have a chance to work mischief.

There's no mystery about the manufacture of good paint. It's only "cheap" and inferior paint that surrounds itself with secrecy. S.W.P. is good paint.

It's mighty poor policy for a business man to make false claims for his goods, to claim more for them than they really are, for the truth is sure to be known some day.

Quality is the one thing that distinguishes an article, that makes it better, more desirable, and more satisfactory than other similar articles. There's good quality in Enameloid.

Little effort is required to widen the breach once made; and a small amount of judicious hustling now will land S.W.P. orders where the breach has been made by our "personal letters."

"Spitting on the bait wont catch bass if you don't know how to cast; and spitting on your hands wont make money if you don't know how to use them." Neither will the fall paint orders come to you if you don't go after them.

No, it aint the paint that makes the house; but it's the paint that keeps it from rottin' and the hull blamed thing from fallin' to pieces out o' pure bein' ashamed o' itself.—*Sayings of the Patriarch.*

Good paint like S.W.P. with no ad in the papers will put more money in your pocket than "cheap" paint with a "top-of-column-next-to-reading-matter" ad on the front page of every paper in town.

WHEN YOU HAVE READ *THE S. W. P.* HAND IT OVER TO YOUR ASSISTANTS. IT IS FULL OF SUGGESTIONS AND ENTHUSIASM THAT CANNOT FAIL TO HELP EVERY ONE CONNECTED IN ANY WAY WITH AN S.W.P. AGENCY. "DO IT NOW."

0007-SWP-000118761

THE SHERWIN-WILLIAMS PAINTS

FOR ALL KINDS OF GOOD PAINTING

FOR **BUILDINGS**, OUTSIDE AND INSIDE, AND **ROOFS**.
Use THE SHERWIN-WILLIAMS PAINT (Prepared).
For the priming coat—*Use THE S-W LIQUID PRIMER.*

FOR **INTERIORS, WALLS**, ETC.
For a high enamel gloss finish
Use ENAMELOID.

For an egg shell gloss finish
Use THE S-W SPECIAL INTERIOR COLORS.

For an oil gloss finish
Use THE SHERWIN-WILLIAMS PAINT.

For a white varnish finish
Use S.W.P., INSIDE VARNISH WHITE.

FOR **FLOORS**.
Use THE S-W FLOOR FINISHES.
For Inside Floors—*THE S-W INSIDE FLOOR PAINT.*
Also *FLOORLAC.* (Imitates natural woods.)
For Porch Floors—*THE S-W PORCH FLOOR PAINT.*
For Varnished Floors—*THE S-W DURABLE FLOOR VARNISH.*
For producing a wax finish—*THE S-W FLOOR WAX.*
For unsightly cracks—*THE S-W CRACK & BEAM FILLER.*

FOR **BARNS, ROOFS, FENCES**, ETC.
Use THE S-W COMMONWEALTH BARN RED.
A bright, economica l red.
THE S-W CREOSOTE PAINT.
Made in xs good shades.
THE S-W ROOF AND BRIDGE PAINT.
Red and Brown.

FOR **CUPBOARDS, SHELVES**, ETC.
Use THE S-W FAMILY PAINT.
Durable oil paint. Can be washed.

FOR **BUGGIES, BOATS, PORCH CHAIRS**, ETC.
Use THE S-W BUGGY PAINT.
A varnish paint specially suited for outside exposure.

FOR **CHAIRS, TABLES**, ETC.
Use THE S-W ENAMEL PAINT.
Has high lustre, made in fourteen tints.

FOR **STAINING** AND **VARNISHING** AT **SAME OPERATION** FURNITURE, WOODWORK, &C.
Use THE S-W VARNISH STAIN.

FOR **GUTTERS, RAIN TABLES, TIN ROOFS**, ETC.
Use METALASTIC.
An elastic paint for preserving steel and iron.

THE SHERWIN-WILLIAMS CO. also makes

WAGON AND IMPLEMENT PAINT
BICYCLE ENAMEL
BATH ENAMEL
SCREEN PAINT
GRAPHITE PAINT
ALUMINUM PAINT
STOVE PIPE ENAMEL

THE S-W. VARNISHES
KOPAL a Varnish for general use.
EXCELLO an interior finish.

and Special Paints for every purpose, ready for the brush.

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

Cleveland, Chicago, New York, Newark, Montreal, Boston, Toronto, San Francisco, Kansas City, Los Angeles, Minneapolis.

0007-SWP-000118762