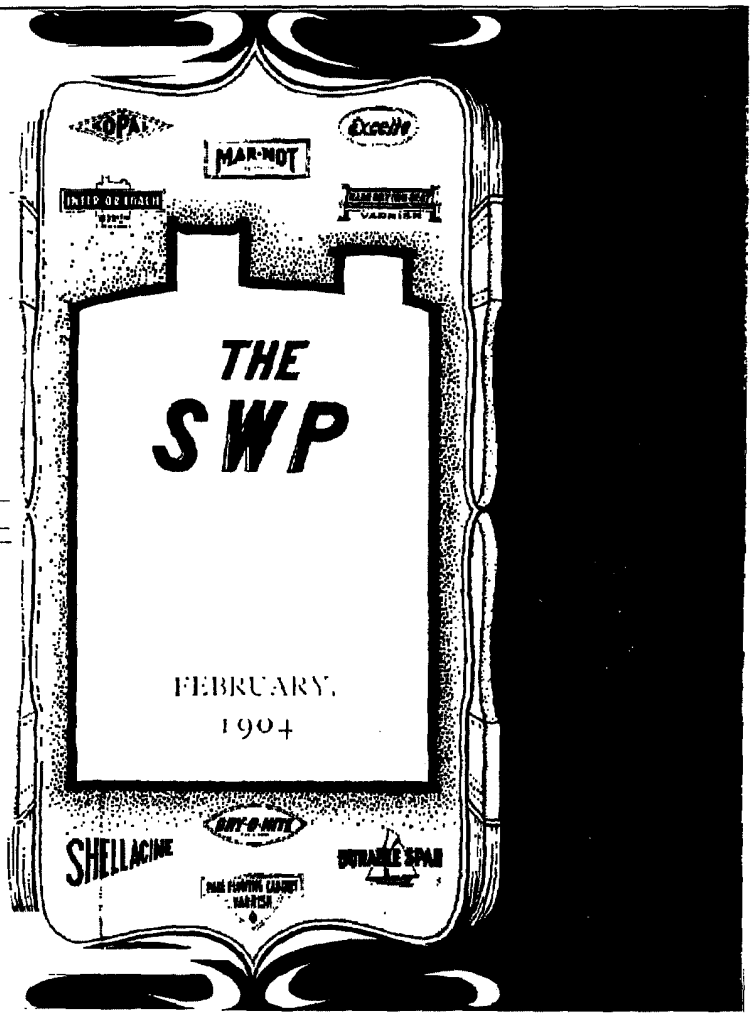
KOPAL
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FEBRUARY,
1964
SHELLACINE

THE S. W. P.

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

VOL. VI. FEBRUARY, 1904. No. 2

AN EARLY START.

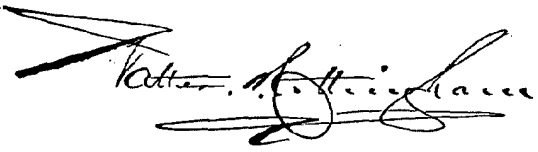
SPRING time—the harvest season of the paint trade—will soon be here, and it is important that every S. W. P. agent make early preparations for it.

It's time now to get your stock in order, your advertising matter displayed, and your staff talking and pushing S. W. P. Many a man who is in doubt about painting can be induced to do so by going after him *early* and presenting the S. W. P. proposition attractively and forcibly to him. "Paint up" yourself, set your neighbors a good example. Paint is the cheapest advertising you can use; a clean, bright store is a sign of enterprise and prosperity, and people like to trade in such a place.

The painting habit is contagious. Start it going and see how it will spread. *Start it early.*

Another important feature of a successful spring campaign is to *have a good stock.* Don't be short of staple lines. Nothing annoys and discourages a customer more when he decides to paint than to find that his dealer is short of stock and has to send for his order.

Don't be afraid to stock up. A good, liberal stock is one of the important and necessary factors in developing a large and successful business. I have always believed in large stocks for ourselves as well as for our agents. If we've got the goods on hand *we'll move them.* Stock piled up in front of you is a great incentive to push business. Your money is in it and you must get it out, and so it *spurs* your effort, and increases the turn over. It takes a little nerve and some confidence to stock up. You take some chances too, but it is just these sort of things that mark the enterprising man. No man ever accomplished anything of importance in business without a little daring—a little risk. The man who plays *safe* all the time will never amount to much. Don't be afraid to take some risk—stock up, paint up, and go after trade this spring as if you meant to get it. The season is short. You must make every minute of it *count* while it lasts. Get after the business early, and stay with it late.



Vice President and Gen'l Mgr.

0007-SWP-000118852

AN EVIDENCE OF PROSPERITY.

PROBABLY no line of business is more susceptible to the influence of good or bad times than the carriage and wagon industry. Nor is any other business more truly indicative of the condition of farming communities. When times are good, the farmers as a rule are keen on good rigs—they are careful to maintain their equipment at its highest standard, buying freely when required. The reverse is true on the advent of dull times.

The following extracts from letters written by Studebaker Bros. Mfg. Co. and The Milburn Wagon Co. will therefore be of more than ordinary interest at this time:

South Bend, Ind., Jan. 16, 1904.

We are pleased to report that the business of this Company for the past year has been large as to volume of orders; collections excellent; and we think that the promise for the year on which we are entering justifies the expectations that trade will be fairly satisfactory.

Yours truly,
STUDEBAKER BROS. MFG. CO.

Toledo, O., Jan. 19, 1904.

Every indication so far points to 1904 as the largest business we have ever had. Up to the 15th day of January we have received over five thousand jobs, which is more than twice as large as we have ever had before. The farmers, who are the customers whom we look to for business, are certainly in better shape than they have been at any time in twenty years, and this would indicate that business in 1904 ought to be good. There is a further indication from states that have not had a good wagon trade for several years, like Texas, where the prospects for trade this coming year are certainly much brighter than they have been in any of the past three or four years.

Yours truly,
MILBURN WAGON COMPANY.

These letters hold much encouragement for the continuation of our present prosperity in the United States. As to Canada, nothing but the most optimistic views are expressed. Never before in the history of the Dominion were prospects more flattering for a year teeming with the fruits of good business. Manufacturing, commercial and agricultural interests everywhere are on the upward trend.

Altogether the 1904 outlook for S. W. P. agents is bright. The way to keep it bright—to make it brighter and more profitable—is to go out after the trade with greater energy and more determination than ever before.

On page 21 are some suggestions for increasing your sales that will probably prove helpful to you.

ALUMINUM PAINT WILL BE PUT UP HEREAFTER IN PENNY LEVER CANS.

The S-W. Aluminum Paint is now being put up in penny lever packages. The many improvements that we have made in the manufacture of this product and our discovery of means to reduce to a minimum its tendency to gas have made possible the use of the penny lever can.

This improvement will be welcomed by S.W. P. agents and ought to prove a big factor in increasing their sales on this specialty. It gives them another splendid talking point.

The sale on this product has been good and is increasing steadily. It is a paint that is growing in demand every day, and an output can be found for it in every locality. And The S-W. Aluminum Paint has proved again and again to be the most satisfactory —to be *entirely* satisfactory—on the market.

Push The S-W. Aluminum Paint hard. If you don't, you are surely losing some good trade opportunities.

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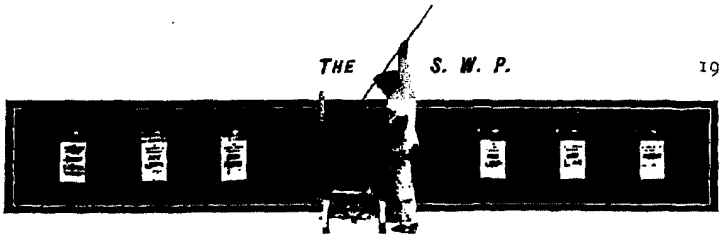

ARE YOU GETTING YOUR SHARE?

By Mr. L. J. Fasquelle, Manager Varnish Sales Department.

IF an S. W. P. agent isn't enthusiastic, he soon gives place to one who is. The S-W. methods breed enthusiasm from the helper in the factory to the President; from the porter in the store to the dealer himself. S-W. methods and S-W. goods make enthusiastic customers, and enthusiasm makes success.

A loyal S. W. P. agent carries the Full Line because he can't afford not to. It's a case of one hand washing the other all the time.

Naturally the line is not full unless it includes The S-W. varnishes. They're made on the same lines as The S-W. Paints. They don't all come out of one tank. There is a different varnish for each class of needs—what's good for a carriage won't do for a chair. The right varnish is picked for the right place.

The architect and the master painter are the two great sources of varnish output.

We are getting closer to these sources every day—we want you to help us by telling us what's happening in your territory. If a new building is in prospect tell us so at once. We'll start the ball rolling, we'll go after the architect and get the goods specified, we'll promote the contractor and painter. Our representatives will help you follow up this work but you must help too. If you haven't time to follow up such work, detail one of your clerks. Let our representative post him—in other words, let us help you "get your share" of the varnish business tributary to you. No other concern has become prominent in the varnish world so quickly as The S-W. Co., because no other concern has such a manufacturing force, such a selling force, or such a reputation to back up the goods.

No agent tastes the full measure of success unless he handles The S-W. varnishes.

Before the year is out we expect every agent on our books to be as enthusiastic over S. W. V. as he is over S. W. P.

S. W. P. AGENT ON PACIFIC SLOPE GOES AFTER *MORE* BUSINESS.

"We sold more Sherwin-Williams Paint this year than in any previous year since we have had the agency. Next year *we expect to put forth greater efforts and confidently hope to increase our business, and therefore will need more goods.*"

This is an extract from a letter received at our San Francisco office from Mr. D. J. Fry, S. W. P. agent at Salem, Oregon, dated December 23, 1903. It rings true and means a bigger business in Salem this year.

It is interesting to note that Mr. Fry has sold about 100 per cent. more S.W.P. each year since he took the agency in 1901.

0007-SWP-000118854



An S. W. P. House Painted in 1888.
Owned by Dr. Tyng, Victoria, Texas. Painted with S. W. P. in July, 1888, and though not repainted since still looks fresh and bright.

S. W. P. HOUSE PAINTED IN 1888.

S. W. P. *wears*—looks well for the longest time. Illustrated on this page is a house in Victoria, Texas, that was painted with S. W. P. in July, 1888, and has not been repainted since. It still looks well. The paint has not powdered, cracked or peeled off. Despite the severe climatic conditions of Texas the house looks in nowise weather-beaten.

The statements of Dr. Geo. McA. Tyng, owner of the house, and of Lloyd M. Stevens & Co., S. W. P. agents at Victoria, are interesting.

Dr. G. McA. Tyng writes:

I am pleased to state that the house on lower Main street, once occupied by the Y. M. C. A. and formerly my father's residence, was painted in July, 1888, with The Sherwin-Williams Paint, and has not since been painted. An examination of the house today will prove beyond question that the paint is in excellent condition. It has withstood the severe climatic conditions prevailing here so well, that I have used S. W. P on my new residence.

Lloyd M. Stevens & Co. state:

The building looks very well indeed—in fact, looks fully as well as another residence here in town painted last spring with lead, oil and zinc mixed by the painter. A residence erected three and a half years ago alongside this building needs paint very badly right now.

This is but an instance of the truth of the maxim, *Put S. W. P. on your house and you'll get satisfaction and save money every time.*

0007-SWP-000118855

HELPS FOR INCREASING TRADE.

Suggestions for Advance Season Work.

A FARMER reaps a good or bad harvest just in the measure that he sows his seed and tills his ground. So it is with the business man—his sales are large or small just as he plans.

This is the season for planning in the paint business. The wise dealer is the one who makes his plans now, who sizes up his field and his competitors carefully, drawing wisdom from the experiences of the year gone by, and mapping out his campaign along well defined, well thought out lines.

Plan your work *now* and work your plan, is a mighty good motto for this time of the year. Think *now* of what you will do to get a larger share of the paint business. Decide on your plan of campaign and then carry it through to a successful finish, sticking to it through thick and thin.

Probably some of the following suggestions will help you. They are based on the experience of some of the most successful S. W. P. agents:

Get your mailing list for the Calendar circular ready *now*. There is no advertising we do that is so helpful to paint sales or that gives so much good advertising to the store as a whole.

Be sure that every name in your list is that of a "live" prospective paint customer. Do not make up the list from tax books, poll books, patent medicine lists, or like sources.

Above all send on your list early. Begin to compile it *now* if not yet started.

Are you in touch with the building operations of your territory? Do you know all the houses that are going up or that are to go up? New [illegible] are fruitful of big paint orders. Get in touch with them. Sow S. W. P. seed in the minds of owners, architects, and painters before your competitors have the chance to do it. "First impressions are always strongest."

How about your "personal letter" list? What shape is it in? Do you know the houses that will be painted this spring? Have you a list of those that ought to be painted? If not, this is a good time to prepare it. Send one of your bright clerks on an exploring tour. Give him a note book and pencil with instructions to make a careful list of all the paintable property in your territory. Send the list to us for "personal letters." (See page 27).

Get your outside advertising up early—earlier than ever before. "Mend your fences." See that posters, barn signs, fence and field signs are up and in good condition. Now is a good time to freshen them.

Push, push paint, push paint *now* in your newspaper space. Your competitors may laugh at your early efforts, but you will reap the benefit of your good foresight later on. "Keeping everlastingly at it" in season and out of season is the only way to win success.

A good way to fill your newspaper space is to use our special electrotypes. They are "good copy." Send for booklet describing them.

Re-arrange your stocks; clean out your store from front door to back door; set things in ship-shape. There is nothing that impresses a customer more favorably than a well kept orderly store. Dust thoroughly; make little changes here and there—they help give a new look to the store.

What's *new* in your stock this year? Have you anything that you have not had before? Be sure to advertise it if you have.

Make advance displays of new goods. Gain the attention of the "lookers." There are many persons, women particularly, who "look around" early in the season just "sizing up" the different stores, buying later on where strongest impressions were created.

Trim your windows. Put a little touch of newness into them.

Ferret out new places for business, new customers that you haven't sold before, new lines that you can sell to old customers.

Make this the spirit of your advance campaign: *New lines for old trade; new trade for old lines.*

0007-SWP-000118856

GOOD WORDS FROM S. W. P. AGENTS.

EVERY one of the letters we receive from S.W. P. agents describing their experience in handling S-W. products is well worth publication. They tell a story of success. They are encouraging messages. They give fresh confidence and strengthen the determination to make and keep The S-W. products and The S-W. methods up to the highest standard.

The following letter from Thomas H. Briggs & Sons, Raleigh, N. C., dated January 9, 1904, is a very fair example of the manner in which agents commend our proposition. The exact words of the letter are better than comment on them.

The way to get business is to go after it—with the Calendar-Circular. Send in your list today.

More than a year since we decided to put in a high grade ready mixed paint, and as we had been selling your colors in oil, our minds naturally turned to your paint. We had decided to handle your paint, but a good talker from another paint house came in, and we agreed on certain conditions to sell his paint. We had the paint analyzed, however, and were not satisfied with it; it was not composed of what we thought made a good paint and we decided not to sell it.

A spring election was being held here, and we thought we would have a little election among our salesmen. We placed the names of your paint and other makes before them to vote on. Yours got 8 out of 9 votes. This made us consider your paint proposition further. We reasoned that if we could put your goods in stock, and it came in with the good wishes and the expressed preference of so large a majority of the salesmen, and it had the qualities, second to no other paint, that it was to our interest to sell your paint. We acted accordingly. We received bill dated April 2, 1903, for 500 gallons of paint, since then we have had 1861 gallons, making a total of 2361 gallons from April 2, 1903, to January 1, 1904.

Your paint has taken the painters, it has taken the town. Nothing but praises from painters and those who have used it. We have salesmen come in and try to get us to put in a line of their paint, and we tell them that S. W. P. is good enough for us.

What is of particular interest in connection with Briggs & Sons as S.W.P. agents is their spirit of co-operating with us. They are firm believers in our "personal letter" work; they use the system to the fullest extent.

WHERE DURABILITY IS A FEATURE, THE S-W. VARNISHES SHOULD BE APPLIED DIRECT TO THE WOOD.

We recently had a complaint caused by the use of Durable Spar over Liquid Filler on the outside of a door. On such surfaces which are subjected to severe exposure or much wear, the first coat of our varnishes should always be applied directly to the wood, in order that it may knit thoroughly to the surface.

The following statement by Mr. J. C. Beardslee, General Superintendent of the Manufacturing Department, will be of interest on this point:

There are specific reasons against the use of Liquid Wood Filler, Shellacine or Shellac, on floors and outside doors. On these surfaces durability is the important feature. And durability is best attained when the first coat of varnish gets an opportunity to knit thoroughly to the wood. It consequently is an advantage where durability is desired to have the first coat of varnish sink in, but where a cheap job is desired, this costs money, and it is to prevent this sinking in of the first coat of varnish that these substances, Liquid Wood Filler, Shellacine, and Shellac, which seal the surfaces, are used. This prevents the varnish coats from getting any strong hold upon the surface itself and results in failure when the surface is exposed to extreme wear.

0007-SWP-000118857

VARNISH ADS FOR BUSY AGENTS.

These suggestions are simply "copy" to be turned over to the printer, and can be adapted to any style of display you choose.

KOPAL
A GENERAL PURPOSE VARNISH FOR OUTSIDE AND INSIDE USE

KOPAL is a good old-fashioned, honest varnish made by

THE SHERWIN-WILLIAMS CO.

for general use about the house, outside and inside.

It's fine for front doors, store fronts, carriages, buggies, boats, etc.

In kitchens and bath rooms it gives splendid service.

It won't turn white when water strikes it.

It dries in 24 hours with a good, lasting gloss.

It's the kind of varnish that does good work always.

FINISH IT IN THE NATURAL WOOD

There is no other finish so artistic, so satisfactory as varnish—keeping the natural color of the wood, bringing out the beauties of the grain and of the varying shades. It is withal the fashionable finish.

THE SHERWIN-WILLIAMS VARNISHES

are the best of good varnishes. They are peculiarly adapted for finishing all kinds of woodwork. They are made on the best principles from the most carefully selected materials. They insure good work—they are safe varnishes for your property.

EXCELLO
A RUBBING AND POLISHING VARNISH FOR INSIDE USE

A popular-price varnish that gives splendid results—much superior to hard oil and similar varnishes.

It is made by

THE SHERWIN-WILLIAMS CO.

expressly for use in the house. It is pale in color and very transparent—can be used on the most delicately grained woods.

It flows out easily and smoothly under the brush, dries dust free in six hours, and hard in eighteen. Can be rubbed and polished after forty-eight hours.

PALE FLOWING CABINET VARNISH
A HOUSEHOLD VARNISH FOR THE MASTER PAINTER

Gives a good, honest finish—a handsome gloss that stands out well and wears. It works easily, flows out freely to a smooth surface and dries dust free in three to four hours. It becomes hard in 24 hours and can be rubbed in 48 hours. It is medium pale in color.

This specialty was made by

THE SHERWIN-WILLIAMS CO.,

the large varnish makers, expressly for household work—to give the Master Painter an economical, satisfactory varnish that would insure safe, reliable work.

MAR-NOT
A GOOD WEARING FLOOR VARNISH

A tough, elastic varnish that gives the greatest durability—the ordinary wear given a floor does not scratch or mar it—it holds fresh and new. . . . . the brush and . . . dries dust free in eight hours and can be walked on next day.

It is very suitable for linoleum, oil cloth, etc. Made by

THE SHERWIN-WILLIAMS CO.

It will give you economy and satisfaction. There are very few good floor varnishes made—Mar-not is one of the best.

VARNISH BUYING

Don't rush into it. Make sure that you're getting good varnish—the kind that is best suited for your particular need.

We sell

THE SHERWIN-WILLIAMS VARNISHES

because we are convinced from our knowledge of the makers, the materials used, the way they are made, and the results they have given in actual service that they are the best varnishes on the market today. Each is specially made for a particular purpose. Each one is as good for its purpose as it can be made.

You can make no mistake in buying *S. W. V.*

0007-SWP-000118858

THE MASTER HOUSE PAINTERS' SPECIALTIES.

Nine Good Selling Varnishes.

UNDER The S-W. Master House Painters' Specialties we have listed nine varnishes that are good all the way through; that cover the work generally of the Master Painter; that have *already proved quick sellers*.

They include the six varnishes that are so favorably known to the trade as The S-W. Six Big Varnish Specialties and three additional specialties, The S-W. Hard Drying Seat Varnish, The S-W. Pale Cabinet Varnish, and The S-W. Interior Coach Varnish. These additional varnishes complete and round out a line that will help you capture the painters' trade in any town anywhere. They are just what their name applies, *specialties* for the Master House Painter.

We have grouped them in this way because we are determined to make them known to every house painter and decorator in Canada and the United States—to make their merits known is to get them used, to get them used is to make the painter and decorator regular customers. We had splendid success with The Six Big Specialties, with the fuller assortment, the more complete line, we expect bigger returns. We are planning a strong campaign to push their sale. We are going to advertise them just as forcefully as we possibly can, and all our advertising will be directly for the benefit of the S. W. P. agents in the various territories.

Nearly every S. W. P. agent has handled some of the Master House Painters' Specialties. If you have, you know the merits of the whole line, for each one is kept up to the highest standard—one is not good at the expense of another.

Here is a short description of them in detail. It's worth reviewing.

DURABLE SPAR

A special varnish for use on steamships, yachts, boats, canoes, outside doors, store fronts, bathrooms, kitchens, etc. It will stand severe exposure to salt spray or other moisture longer than any other varnish made. Dries free from dust in from 8 to 10 hours and hard in from 36 to 48 hours.

KOPAL

A good old-fashioned varnish for all-round varnishing. There is no varnish anywhere near its price which equals it. It is durable and elastic, working freely and easily under the brush. It is free from "deviltries" and can always be depended upon to give absolute satisfaction.

It can be used inside as well as outside. It is especially suited for outside work, doors, boats, carriages, etc., and for inside work in bath-rooms, kitchens or on inside blinds. It will dry dust free in from 8 to 10 hours and becomes thoroughly hard in two days.

Excello

A varnish specialty for use in the household. Gives a high grade finish. Pale in color, it can be used for the finest work, and produces a bright and lasting gloss.

It works easily and flows out freely to a smooth surface, drying dust free in 8 hours and hard in 18 hours. It can be rubbed after 48 hours.

MAR-NOT REGISTERED

A durable floor varnish. It is tough, elastic, and will not readily scratch or mar. It is very suitable for linoleum, oil cloth, etc. It works well, flows out freely under the brush and dries with a tough, wear-resisting gloss.. It dries dust free in about 8 hours and can be walked on the next day. It becomes thoroughly hard by the second day.

0007-SWP-000118859



A hard drying varnish at a very moderate price, that is expressly adapted for church and school furniture and similar work.

It dries with a full lustre and will not soften under heat. Dries out of dust in 4 hours, hard in 36 hours, and can be rubbed.



Is a medium pale, easy working varnish, which flows out freely and dries dust free in from 3 to 4 hours. It becomes hard in 24 hours and can be rubbed in 48 hours. It is especially suitable for interior finishing on medium priced house work.



An especially pale, easy working varnish, for interior use. Dries with a high lustre in 24 hours. Very satisfactory in every way.



The Master Painters' Drier. A strong, reliable, economical and uniform drier. It mixes readily with oil and will not curdle or separate. Will not burn the paint or cause surface drying.



A specialty made for first coating on interior woodwork (floors excepted). Shellacine is light in body and consequently easily applied. It absolutely seals the surface and prevents absorption. Shellacine will not settle hard nor become gummy in bottom of package.

We are sure that this line of varnish leaders will meet with the biggest kind of success. Each individual varnish has already been a success, collectively we feel that no opposition can stand before them.

We want your fullest co-operation in placing this line in your territory. Working together we can get the varnish business.

Surely it's a proposition worth careful consideration. Write us today for particulars.

BUSINESS OUTLOOK MOST ENCOURAGING.

Reports of the International Mercantile Agency Show General Trade and Market Conditions Healthy.

DESPATCHES from New York to the Cleveland Press, dated January 22, read: "Special telegrams from correspondents of the International Mercantile Agency respecting the state of trade throughout the United States and Canada show the most encouraging developments in the widening demand for all forms of iron and steel at Pittsburg and Chicago, with increased confidence that bottom prices, except possibly for rails, have been reached, and that stocks have touched lowest limits. The volume of steel tonnage moving has steadily but slowly increased.

"Other features are the fading of war prospects, a real plethora of money at New York and at western centers and the highest prices for wheat since 1898, due to increased milling demand for home and foreign requirements and a greatly over-sold May option at Chicago. Other advances in prices were for corn, oats, print cloths, cotton, coffee, leather, hides, tin and copper, with partial reactions on the last two."

0007-SWP-000118860

"GOOD TIMES AHEAD" IS THE VIEW OF THE NATIONAL CASH REGISTER CO.



EW large concerns of the country come more closely in touch with the trade and market conditions of the country than The National Cash Register Co., Dayton, Ohio. The administration of the company is constantly advised of the business pulse of the trade centers of the world.

The following statement by the executive head of the company, President Patterson, which appeared in the last issue of The N. C. R., the official magazine of the company, will have weight with the business men of the country:

"Despite the fall in prices of securities and the discouragement that has been felt in Wall Street, the general belief throughout our country is that the coming year will be a prosperous one.

"The depression in stocks in Wall Street was due to stock gambling and over-capitalization. The bad effect was chiefly felt by the moneyed class, and not by the country at large.

"All of the conditions that effect the mass of our people are good.

"The quantity of products of farm, mine and factory shipped to markets during the past year was greater than in any former season.

"The corn crop was one of the largest in history.

"The wheat crop equalled the banner crop of 1901.

"The cotton crop was short, but the prices were the best that the country has known for years.

"Exporters of cotton are now bringing money into the United States at the rate of more than $2,000,000 per day.

"The total value of agricultural products exceeds that of last year by $60,000,000.

"The products of forest and mine exceed those of last year by $8,000,000.

"The manufacture of agricultural implements amounts to nearly $30,000,000, the greatest value ever reached.

"The consumption of pig-iron, steel, cotton, silk, fibres, wool, india rubber, tin, chemicals and the vast number of other products, has greatly increased in the past twelve months.

"Exports of iron and steel equal those of last year, and the general volume of our exports is greater, with a single exception, than in any former year.

"As a result of these great exports, the money in the country and in circulation exceeds in quantity and per capita that of any other year in our history.

"Our domestic commerce today equals the entire international commerce of the world.

"We produced more pig-iron last year than in any year in our history.

"We handled 15% more freight, carried 10% more coal, raised 15% more live stock, than in any former year. All of these things go to show that conditions in America are good.

"Business men may be a little more conservative at the beginning of this year than they were last year. Overconfidence is gone, but confidence

Send in your mailing list.

0007-SWP-000118861

remains unimpaired, and will become even stronger.

"Our own immediate prospects are good. There is a great deal of money in the hands of the people who patronize retail stores. Statistics show that the number of small depositors in banks is greater than ever before.

"The farmers have money as a result of their good crops, and laboring people have money as a result of good wages they have received.

"Retail business must continue to be good. People must have clothes to wear and food to eat. They must continue to buy the hundreds of necessaries of life which are sold by the retail stores that use our registers. Grocers, bakers, druggists, clothiers—all of these and scores of other businesses will continue good, because people must have the things they sell."

"First come first served." That is our way of mailing the Calendar-Circulars. Get the Calendars into your territory early, by sending in your list today.

A STRONG ENDORSEMENT FOR "PERSONAL LETTERS."

LAST spring Mr. Lewis, manager for Lacrosse Lbr. Co., at their Fayette, Mo., branch, sent us a list of 176 names of prospective paint buyers to whom we sent the "personal letters" and other advertising features. Here is the record of results:

Number bought paint.....109
Number bought S. W. P..... 85
Number bought lead and oil, 9

Ninety-four jobs sold out of a possible one hundred and nine, and out of the the ninety-four, eighty-five bought S. W. P. What a magnificent record; what an endorsement for the "personal letters."

Mr. Lewis states he is positive that it is the good quality of S. W. P., backed up by our persistent advertising, that has been instrumental in producing such splendid results. And surely he ought to know; his paint sales last year amounted to 1500 gallons.

We hope that other S. W. P. agents will learn to appreciate the full value of the "personal letters" from this little story. Begin your lists now for the spring season. Every minute that you spend in preparing them will be time well spent—time that will revert to your profit one hundred fold.



Mr. R. S. Lewis, Manager La Crosse Lbr. Co., S.W.P. Agent at Fayette, Mo.

0007-SWP-000118862



SUCCESSFUL S. W. P. AGENCIES.

Mr. Abram Buckton, Denver, Col.

WHEN Mr. Abram Buckton, of Denver, Col., took the agency for S. W. P. in the fall of 1900 he determined to make paint selling a successful and profitable feature of his business. The outlook was by no means promising; Mr. Buckton had had no previous experience in the paint trade or no knowledge of paints; the great majority of the houses in Denver are brick, especially in the part of the city where Mr. Buckton's business is located and paint is only used on the woodwork; prepared paint had no prestige and lead and oil were considered the only satisfactory paint materials. Despite all this Mr. Buckton believed that a market could be secured for good prepared paints. He went after the business and he got it.



Mr. Abram Buckton.

"I started right in talking paints," writes Mr. Buckton, "to everybody that came into the store, read very carefully THE S. W. P. magazine and all your advertising literature until I became conversant with your policy and the talking points of the goods. I became enthusiastic on the subject.

"It was slow work at first trying to convince men who had been beat on some of the stuff sold in Denver as paint, but I knew if I could once get S.W.P. tried out, the rest would be easy. On many occasions I gave a quart can of S.W.P. in order to convince a doubtful customer. It always proved my case. Some of the best customers I have today were at first very doubtful.

"And when a man is convinced of the splendid merits of S. W. P. he is invariably enthusiastic. He will tell his neighbor about it, and the neighbor will pass it on; I have now almost an endless chain of customers talking for S. W. P."

The record of Mr. Buckton's increasing sales prove the efficacy of an

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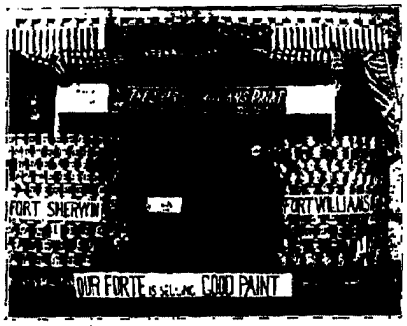
"almost endless chain" of customers talking S. W. P.

The store building occupied by Mr. Buckton is small and the windows do not lend themselves readily to display. To make the exterior of the store attractive seemed at first almost impossible. The necessity and value of this method of advertising was, however, fully realized and Mr. Buckton put his energies to the work with most satisfactory results.

The illustration accompanying this article shows one of the original ideas worked up. It well proves that difficulties are but stepping stones to success for an enthusiastic, progressive S.W.P. agent.



One of the unique and attractive displays made by Mr. Buckton.

Mr. Buckton describes some of his good displays as follows:

One of my best displays was two forts made of cans of S.W.P. with "guns" of tin painted black mounted. Banners marked "Fort Sherwin" and "Fort Williams" and a dummy sentinel carried out the idea. The poster read: *Our forte is selling good paint.*

On several occasions I took twelve half gallon cans of S. W. P. and had a pair of red wings made for each can, then suspended them with wire over the edge of the awning. Placed the following sign below: *It's in the air—everybody knows about S. W. P., it's success is in the air.*

Another is a display of S. W. P. and counter display cards fastened around the following sign: *When you think of painting, remember S.W.P. is the best.*

There were scores of displays that seemed especially good, in fact they all played their part in attracting the attention of the paint buyer. And after a short time it was an easy matter to make a display. At first I took most of the ideas from The S-W. Co.'s Window Dressing Booklet, and then one suggestion followed another until there were no end of ideas. Ideas come to me also for displaying other lines of goods. It is interesting work, too.

Personal work with customers and display advertising are the leading factors in the success of this agency. They broke down opposition and turned the tide of trade towards S.W.P. Other advertising features were not neglected. Mr. Buckton mapped out and followed a very complete system.

Back of it all as the foundation was high quality goods. Mr. Buckton selected all his lines of goods with the greatest care and stocked up with the best in the market.

Nothing can stand in the way of success with S. W. P. if a merchant takes the agency with the determination to succeed. Mr. Buckton made up his mind to win. He did.

EARLY SOWING BRINGS EARLY HARVEST. PLANT YOUR SEED TODAY
BY SENDING IN YOUR MAILING LIST FOR THE CALENDAR-CIRCULAR

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TWO GOOD SELLING VARNISHES FOR THE FINEST CLASS OF WORK.

WITH Durable Wood Finish, Interior, and Durable Wood Finish, Exterior, in stock, the dealer is in position to go after the most exclusive and highest class of trade. They are made respectively to give the handsomest and most lasting inside finish and to stand the severest outside exposure. There are no better varnishes on the market. There are no varnishes more satisfactory for the dealer to handle.

They are especially adapted for the architect—to put the S. W. P. agent in touch with the architect. If the architect appreciates their good qualities—the high class of finish they will give—he will specify them every time. They insure good results—that's the kind of varnish the architect wants.

They are not new varnishes. They were among the first varnishes we put on the market. We *know* how good they are and how well they sell. They have always been well backed up by all our general advertising. They are already known to many architects and have been used on some of the finest office buildings and residences on the continent.

We are determined to extend their market. We are working systematically with architects to that end. They are already good sellers but we're going to make them better. The quality of these specialties ought to make them the best sellers on the market. They will be when they become known. And our advertising and our selling organization will make them known.

House cleaning time is paint using time. Get the mailing circular into your territory before house cleaning begins.

They are withal profitable varnishes for the dealer—profitable, because of the margin of profit they afford, and because of the advertising they give with the architect and the practical painter.

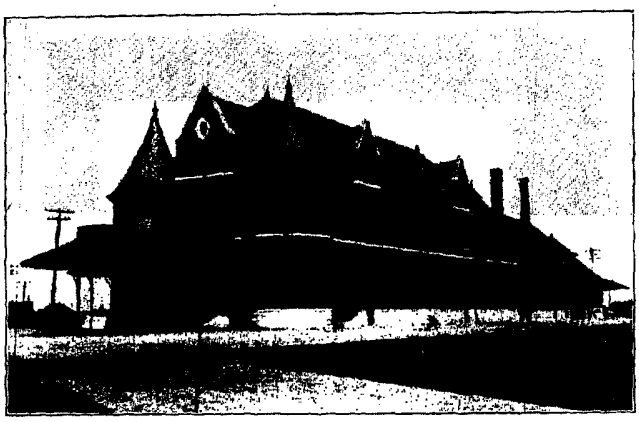
There is a sale for them in every locality. There will be residences put up in your locality this spring where the best finish will be desired. With Durable Wood Finish, Interior, and Durable Wood Finish, Exterior, you can go after that trade. We'll help you get it, too. Let us know of the building operations and the architect's and master painter's names, and we'll go after the business for you and follow it up until varnish from your stock is put on the building.

If you're not handling these varnishes, stock up. Write us today for prices and our advertising helps.

TALKS WITH CLERKS.

By an Old Retailer.

THE other day I went into a dry goods store, about four o'clock in the afternoon, to get a sample of a dress pattern for my wife. After the holidays, apparently the business of the store was not rushing, so the management had decided to close early, about an hour and a half ahead of the regular time. I was not aware of the fact and was very much surprised to see the curtains drawn across the dress goods stock. That the store was closing never entered my mind, so I



Grand Trunk Ry. Station at Durand, Mich.

One of the finest passenger depots in Michigan. Erected at a cost of $100,000. Built of brick. Painted with S. W. P. Ceilings and canopy, 482; windows and cornices, 393; sash, Black.

asked a dapper looking clerk for a sample of the goods I wanted.

"Can't give it to you—store closed," he said, pulling out a whisk-broom from underneath the counter, and dusting his clothes.

"Why, it's only four o'clock," said I, "and you usually do not close until five-thirty. I shall be much obliged if you will give me the sample, as it is very necessary that I have it this evening."

"Can't help it—we have to get a rest once in a while. If you want the sample come around in the morning."

I went out of that store mad clean down to my boots, determined if I had any influence at home my family should never again leave a penny there. What if the store had closed—it would have taken but a few minutes to give me the sample, and it would have sent me on my way impressed with the courtesy of the clerk—an impression that would surely have led up to a sale.

Never turn a customer away simply because you have covered your stock. As a salesman—as an employee—it is a duty that you owe to yourself and to your employer to foster trade—not to drive it away. It takes but a few more minutes to wait on the late customer—an investment of time that will bring you profit—that will build up your clientele—that will add to your business reputation.

He who never does more than he is paid for will never be paid for more than he does.

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When shall we get your mailing list? We are waiting for it.

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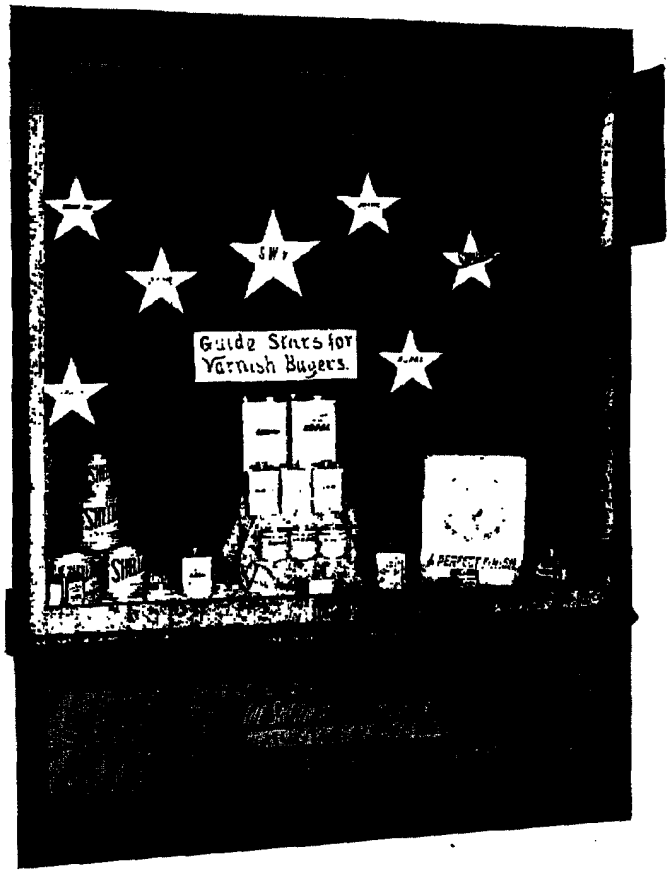

A VARNISH WINDOW.

THIS is an easily trimmed window that ought to attract the attention of varnish buyers. Fasten to the drapery in the background several stars cut out of white cardboard, upon which are written the names of the various varnishes you wish to advertise. Arrange a pleasing display of cans of varnish in the window, placing some on a small raised platform. Use display card and hang in the background a card reading "Guide Stars for Varnish Buyers."

Try this window. It will help boost your varnish sales.

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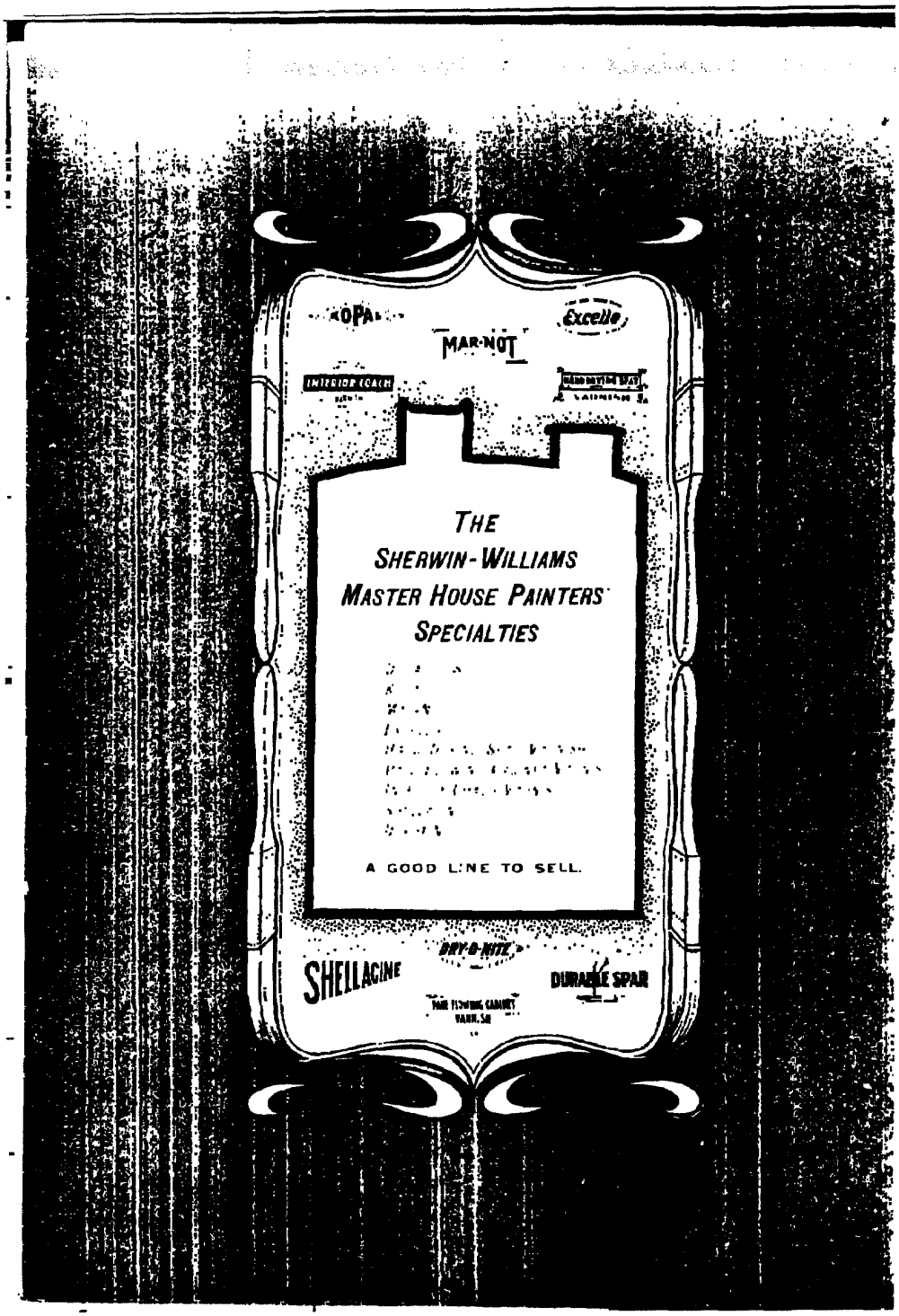
KOPAL
MAR-NOT
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THE
SHERWIN-WILLIAMS
MASTER HOUSE PAINTERS'
SPECIALTIES
A GOOD LINE TO SELL.
DRY-O-KITE
SHELLACINE
DURABLE SPAR