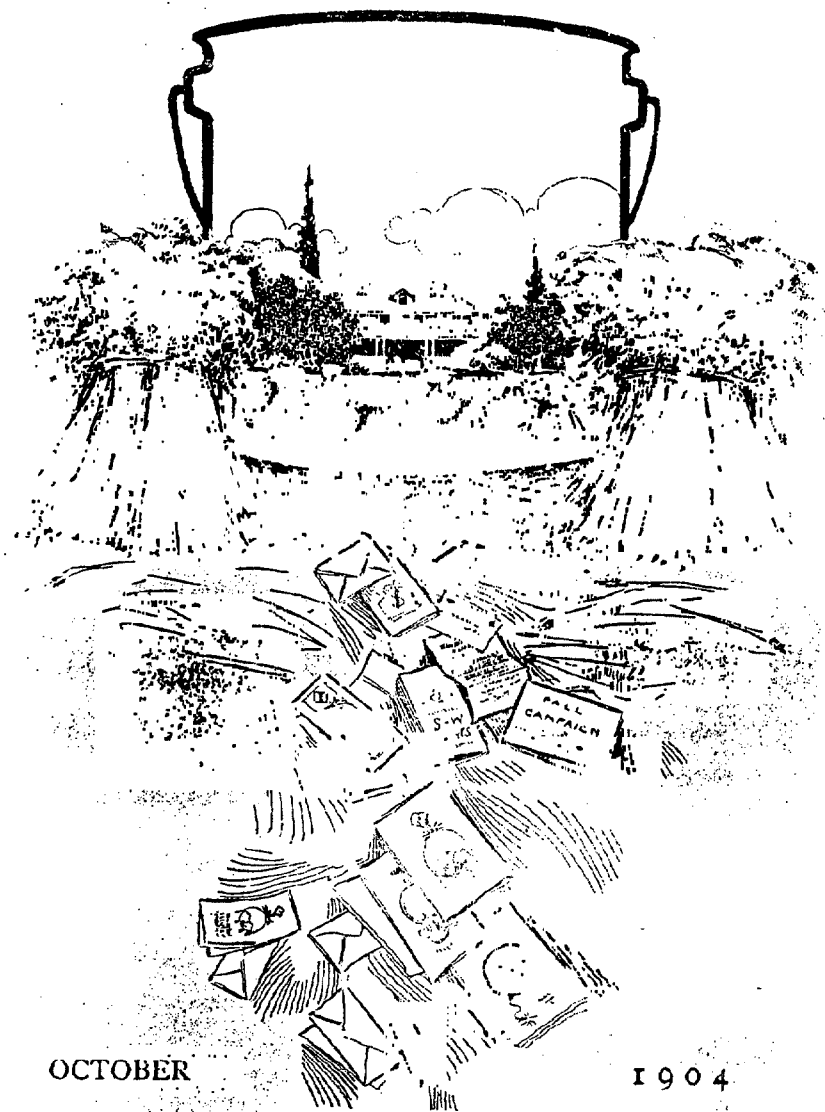


THE S W P



OCTOBER

1904

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 104 Canal St., Cleveland, where all communications to the Editor should be sent.

Vol. VI.

OCTOBER, 1904.

No. 10



FALL PAINTING

There Are a Few More Weeks of
Brisk Business Ahead.

WE are entering upon the last lap in the race for fall paint business, and a race is usually "won or lost in the last lap." There is no doubt of winning, but we must put forth every effort to distance all competitors and to secure all the season's business possible.

In most parts of the continent good painting weather will prevail throughout October and orders for S. W. P. can be taken for some weeks.

Everywhere Floor Finishes will be in demand. October is probably one of the banner months for floor finish sales, and with the right effort you can carry the sales into December.

There is always plenty of varnishing to be done. Good varnishes find a sale all the year round. So push S. W. V. hard at all times, but hardest now.

In addition to these larger lines, no dealer should overlook the fall opportunity to push specialties like Stove Pipe Enamel, Aluminum Paint and the other Trade Winners.

So far the tone of fall business has been optimistic. The Campaign is working out in action as smoothly as it did in theory when planned. The combined business-getting power of all the features is strong enough to build up a profitable business for any merchant anywhere.

The season is proving an exceptionally good one for the Campaign. The weather conditions generally have been settled. The crops are large and the people prosperous.

Fall painting will continue in most territories for several weeks yet. There is a month at least of brisk trade ahead—a month that, properly used, will round out the business of 1904 in record breaking style.

If you want any special helps do not hesitate to call upon us. Get the "personal letters" working with every possible customer in your territory. If you have any hard propositions, give us the details and we'll do all we can to help land the order.

You will find a special newspaper advertising campaign valuable this month. It will help move the Specialties more rapidly.

Make October *count* in your paint business.

BIG FLOOR FINISH SALES.

The Special Campaign on Modern Method Floor Finishes Makes Good Headway.

As to the Floor Finish proposition, we believe that it will give us a hammer of a fall trade, not only in Floor Finishes, but in all other S-W. goods as well.—Extract from letter by Messrs. Myers and Neyland, S. W. P. agents, Lewiston, Ida.

NO other advertising campaign in recent years on any line of floor finish strikes the bulls-eye of Big Sales so directly as the special advertising on Modern Method Floor Finishes.

It is widely different from the methods heretofore employed—it blazes a new road in floor finish advertising—yet it follows the lines found so successful in making S. W. P. the best selling paint on the market. The secret of its trade-getting power is that it makes its appeal direct to the housewives—the persons most interested in the floor finish questions—and refers them in every instance to the nearest S. W. P. agent.

The Campaign is now scarcely six weeks old, yet the results splendidly endorse the plan. Many S. W. P. agents in every state in the Union, and in every province in Canada, have joined forces with us in going aggressively after the profitable floor finish trade. More S. W. P. agents are daily taking advantage of the Campaign.

The time is ripe to push the sale of

floor finishes. Next spring may be too late—at least your competitors will then be in the field and occupying the strong positions. *Right now* is the time to go after the floor finish trade.

Some one is going to get the biggest share of the floor finish business in your territory.

Why not you?

No one has a better right to it. The S. W. P. agency in every territory ought to be the headquarters for all kinds of paints and varnishes. Modern Method Floor Finishes are products that once rightly introduced will make one of the best paying branches of an agent's paint business. The Special Campaign will *rightly* introduce them.

The trade is yours—if you will go after it. The opportunity is now. Better not wait another day, but write at once for particulars.

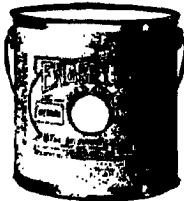
Many of the details of the Campaign were described in THE S. W. P. for September—we shall gladly place the whole plan before you upon request.



SOME OCTOBER PAINT SPECIALTIES



EACH month of the year there are certain seasonable specialties that the S. W. P. agent, who is looking for business opportunities, can push to good advantage. His efforts will result not only in immediate sales and increased profits, but will directly effect his entire paint business.



There are several good products that should be placed well to the front during October and the following month.



Aluminum Paint, Enameloid, Furniture Polish, Empress Gold Paint, Bath Enamel, Stove Pipe Enamel, Varnish Stain, and Wagon and Implement Paint will meet demands that are to be found now in every territory. Some of these specialties have their largest sale during the late fall months, when homes are being renovated for the winter.



Each one is a *quality* product—will do the work required of it in the best possible way.



We suggest that you stock up and put special effort into the sale of these specialties *now*.

It will pay you—pay you well.



The experiences of the large retail houses of the continent and the conclusions of foremost advertisers endorse the method of constantly offering the trade special lines and bringing new goods to their notice. It keeps the attention of the buying public upon your business, it shows that you are enterprising—and the public is always partial to the enterprising man or enterprising business.



Push the October Paint Specialties. They will make your paint business distinctive—they will help make your store a headquarters for paint supplies.

Write us about them—and the good advertising that is back of them.



S. W. V. IS BOOMING—BOOM S. W. V.

THE special advertising we began some weeks ago on S.W.V. has already livened up and increased fall varnish sales.

S.W. V. is booming—a special boom.

It will continue to boom—it can't help but boom with the quality and advertising that is forcing it to the front. We will never allow the quality to drop below the highest standard and the advertising will always be as strong as we can possibly devise.

It will pay you to help boom S.W. V. We have faith in Sherwin-Williams Varnishes—faith that is founded on the results obtained during the last few years. We are determined to back up this faith with a selling or-

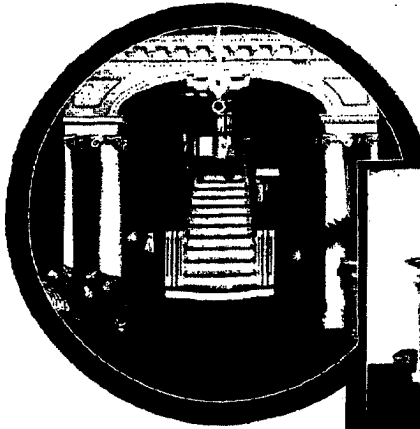
ganization and selling methods that will make them the widest sold varnishes on the market.

The direct advertising to painters, contractors and builders, and architects that we described in THE S.W.P. for August and September is going on apace. The many special trade winning features that are aimed to induce the painter to thoroughly test S.W.V. are being put into service. Nothing that can make S. W. V. a stronger proposition is being over-looked.

S. W. V. ought to be selling well in your territory now. It will sell well—sell like S. W. P.—if you join us in this special campaign for varnish orders.

You are not realizing all the value of the S. W. P. agency proposition unless you are handling S. W. V.

There is money in S. W. V. for you during October and November—it will help make your business a "one-hundred per cent business."



An S. W. P. House.

Residence of Mr. E. L. Atkins, Paducah, Ky. Brick work, one coat of sizing and two coats of Gloss White; woodwork and exterior-composition, Gloss White; interior finished with Enameloid. Mr. A. J. Lassiter, architect, states "A perfect job in every respect and entirely satisfactory".

MAKE IT A HUNDRED PER CENT. BUSINESS YEAR.



ELL.— This is "campaign year."

Oh, yes, of course.

And, as election year is usually elected to be an off one from a business standpoint, we're due and duty bound to sit in the shade while the slump slumps—to stick our thumbs in our ears and helplessly await the crash.

But, hold on, Mr. Lugubrious Blue, let's analyze a bit.

Let's locate the why.

Why should campaign year be calamity time?

Just because.

Because what?

Nobody seems to know.

That's the trouble. One man on his own responsibility, just to vary his vapid conversation—and to prove himself a prophet, wags his ears and says business is going to be quiet. He repeats it. The next chap tells it "for sure," and some one says "I wonder if that is true. I guess I'll buy light." His example spreads the infection. Everybody begins to hedge—everybody loses confidence, and business *does* get dull.

Just as a panic-stricken crowd tramples itself.

Some people never will have it any

other way than that the world is going down hill a-whooping, and that ruin, riot, and revolution are right before us.

Talk is cheap, but it has a mighty lot of influence.

It is better to talk wise and look doubtful than to talk doubtful and look wise.

But don't let talk swerve you, or dismal prophesies impede your jog-trot to success.

Crops are going to be good—mark you that.

Money is plentiful—and there is every reason to believe that the fall and winter will be good, lively business seasons.

* * * * *

The dinner pail is pretty generally full.

All in all, things look mighty encouraging.

So let's cheer up—*out loud*—roll our sleeves back to the elbows, work for all that's in us—and advertise judiciously. And when the stress is over, and an amicable adjustment of things political has been arrived at, you can say as you tear the last leaf from the calendar: "Anyhow, it's been a 100 per cent. business year."

—*Judicious Advertising.*

S. W. P. AGENTS from all parts of the continent are reporting satisfactory sales. W. E. Van Ausdale & Co., S. W. P. agents at Hastings, Iowa, in a letter to the Chicago office, state: "We are pleased to say that we have sold more S. W. P. so far this season than at any time in the history of the S. W. P. agency at this place. We have three more jobs in prospect now, and all good ones."



"I presume you S.W.P. agents seldom think about me. Yet, there isn't a man behind your counter, proprietor or clerk, who takes a greater interest in the success of your store than I do. You see, I am on so many things—book-lets, color cards, labels, etc., that if I am given a favorable location in your store I can be of great assistance in drawing trade for you.

"People often tell me that I have a 'hypnotic eye'—they seem drawn to me in some peculiar way. It may be hypnotism—I don't know about that—but I do know I am able to influence people greatly by my general appearance and the force of my will power.

"And yet there are occasions when I have to do my work under most serious difficulties. Sometimes I am placed way back in a dingy corner, where, no matter how I twist and turn, I cannot get my eye on possible customers.

"That's most discouraging, to say the least. When laid aside in these out of the way places I can hear people talking in various parts of the store, but I am powerless to do good. I am what my learned Latin teacher would call a '*caput mortuum*'—the worthless remains.

"But just put me out on the counter where I can get a chance at every customer and I can earn my salt and all the salt you and your family can eat in a year—yes, in many years.

"Very often, you know, your customers have to wait their turn in your store. I never interrupt when you are trying to make a sale, but these waiting customers—I can entertain them and get them interested while you are busy elsewhere. I am particularly efficient in the form I assume on your counter book. My coat of glittering gold gives me the confidence in myself that a new, well fitting suit of clothes gives a man.

"So one of these days when you put me on the back shelf I am going to knock a few things off that shelf as you pass by. When this happens just call to mind the fact that I am up there ready to work for you, but pretty mad because I have been neglected and forgotten.

"And don't wait for your goods to tumble about your ears. If you've placed me out of sight on the shelf—take me down now and I'll call it square. I'll pitch in and make trade for you in a way that will make your best clerk feel like a primary scholar in high school. *Give me a chance.*"

SUGGESTIONS FOR WINDOW CARDS.

Can be printed with type or written by hand.

Drugs.

WE KNOW HOW

to fill prescriptions *right*. Nothing left to chance or guess work. With good drugs we mix knowledge, accuracy, and cleanliness.

Let us prove it.

Hardware.

TO FILL YOUR GAME BAG

you must first have a good gun; second, reliable ammunition. We can supply you with both. We will not only suit you in quality but in price as well.

Call on us.

Wall Paper.

UP

TO

DATE

Our wall paper styles are strictly up to date.

Prices so low they will surprise you. What more can you want? It will pay you to paper now.

General Store.

BREAK!

BREAK!

BREAK!

Are your dishes always chipping and breaking? Maybe it's carelessness—maybe it's poor dishes.

When you need new ones remember we have *good* ones.

Hardware.

SHARP

Our knives and razors are sharp—stay sharp. *Get one.*

If you are sharp you will come to us when you want hardware.

Honest value for the money.

S. W. P.

PAINT THIS FALL

No flies—no bugs—better weather. When you paint,

USE S. W. P.

costs less by the job—wears best—covers most.

We sell it.

Modern Method Floor Finishes.

GOOD BYE, CARPETS

Finished floors are driving out carpets. It's sensible—less dust—less dirt—no germs—less care.

We sell

MODERN METHOD FLOOR FINISHES the best finish for any floor—any style.

Drugs.

BRUSH TALK

People have different ideas about brushes. In hair brushes some prefer stiff bristles—some soft. It's the same with tooth brushes. We have all kinds. We know we can suit you in style, quality, and price.

Let us show you what we have.

Hardware.

GET

READY

FOR

WINTER

Let us sell you a new stove. We have the kind that gives most heat from least fuel.

We'll be glad to explain *why*.

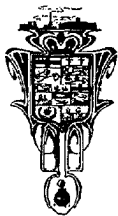
General Store.

WE CAN
SUIT
YOUR
TASTE
ON
GROCERIES

A big stock and a good stock to pick from. We give you

Best Goods,
Prompt Service,
Lowest Prices,

Courteous Attention.
Try us.



COMPANY'S NEW PLANT AT MONTREAL OPENED



THE work of construction ended, the machinery installed, the offices transferred, the Company's new plant at Montreal, comprising offices, warehouse, paint factory, and power house, was formally opened Tuesday, September 6.

The occasion was celebrated by a luncheon given by the Company to the Canadian factory and office forces in the new factory dining hall. Several distinguished and representative Canadians took part in the ceremony.

Among the guests of the Company were: Hon. R. Prefontaine, Minister of Marine and Fisheries; Mr. F. D. Monk. K. C., M. P.; Mr. L. A. Rivet, M. P.; Mayor Laporte; Mr. George E. Drummond, President of the Board of Trade; Mr. J. J. McGill, President of the Montreal branch of the Canadian Manufacturers' Association; Mr. W. J. White, K. C., Ald. Sadler, and Hon. Issa Tanimura, Commissioner of Commerce and Finance, Tokio, Japan.

The officials of the Company present were: Mr. H. A. Sherwin, President; Mr. W. H. Cottingham, vice-President and General Manager; Mr. Albright, Manager of the Railway Department, East; Mr. Beardslee, General Superintendent; Mr. Richardson, Manager of the Marine Department; Mr. Schafer, General Sales Manager, and Mr. C. C. Ballantyne, Manager of the Canadian Division.

The guests were conducted through the plant, inspecting the paint and varnish factories, warehouse, offices and power house. The modern and complete facilities caused favorable comment and the extent of the plant

considerable surprise.

Luncheon was afterward served, Mr. Ballantyne presiding, the Canadian selling and manufacturing staffs joining the guests. An orchestra was in attendance and many congratulatory speeches were made on the great progress of the Company in the Dominion.

Brief Extracts from Press Comments.

The Montreal newspapers and Canadian trade papers devoted much space to the opening and gave a full account of the proceedings.

The *Montreal Gazette* of September 7, at the beginning of its article stated:

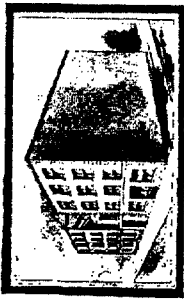
"The story of a fight for good quality, and the results" was strikingly manifested yesterday, when The Sherwin-Williams Company opened its new plant in this city, on Centre Street. The Company had its beginning in Canada in a very small way, but, adopting quality as its keynote, its business quickly expanded, and today the name of Sherwin-Williams is known throughout the North American continent."

The *Hardware Dealer and Contractors' News* began its two page article, headed "The Secret of Success," by saying:

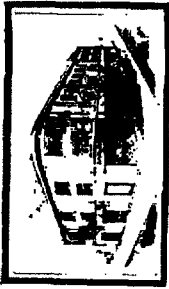
What might reasonably be regarded as a highly commendable and exemplary event in the evolution of manufacturing in Canada, was the formal opening at Montreal on Tuesday of the new Canadian headquarters of The Sherwin-Williams Co., paint and varnish makers. That the occasion was accepted as something out of the ordinary was shown by the presence of a large number of prominent commercial and public men of the city of Montreal, as well as many others well known to the trade that is directly interested.

The same journal, in reviewing the addresses given at the luncheon, made

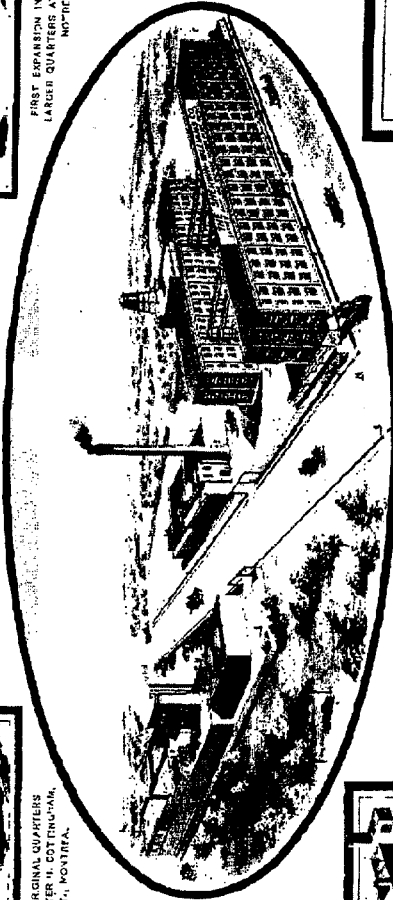
Growth of the Company in Canada.



THE ORIGINAL QUARTERS
OCCUPIED BY WALTER H. COTTINGHAM,
14, ST. JAMES ST., MONTREAL.
ESTABLISHED 1887.



FIRST EXPANSION IN 1891
LARGER QUARTERS AT 1822
NOTRE DAME ST.
MONTREAL



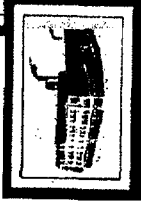
NEW PLANT OF THE B.W. CO. AT 839 CENTRE ST.
MONTREAL



THE COTTINGHAM YARNISH CO.
ORGANIZED IN 1881



WALTER H. COTTINGHAM & CO., LTD.
ORGANIZED 1893



VARNISH FACTORY
THE B.W. CO. AT 1711 AVE.
AND ST. PATRICK ST.



OLD OFFICES AND PAINT FACTORY
THE B.W. CO. AT 81 ST. ANTOINE ST.

the following remarks concerning the speeches of Mr. Sherwin and Mr. Cottingham:

Mr. Sherwin was decidedly convincing. He spoke in a very impressive manner of the ideals of The Sherwin-Williams Co. His remarks were addressed more directly to the employees, and after outlining the policy that had placed the products of the Company where they now stand in the public esteem, he urged them to do well, to be loyal to the traditions of the Company and to keep the highest standard ever before them.

Mr. Cottingham followed with a review of the events that led to the establishment of the first division of the Company in Canada. He observed that to him the three M's of success, "Money, Money, Money," should be changed to "Men, Men, Men," for it were not for the willing hands and directing mind of the staff of employees all the vast array of mechanical devices would be as nothing. His business "guide," as it were, is worth repeating. At the earlier stage of his career he was induced to buy a carload of paints. He managed to hammer down the price, and then the seller went to his factory and hammered down the quality. That carload of paints never gave satisfaction, but it taught the buyer a lesson; to always look for and demand good quality. And The Sherwin-Williams Co. have adopted that plan, always looking for and always giving good quality. In conclusion, Mr. Cottingham said that what they were more concerned in was the future, and to make it sure, they would continue to apply the same principles that had taken them over many difficulties in the past. The new factory has been built the best they know how. In it there was to them something more than mere bricks and machinery; there was a real interest, and he was glad to be able to say that they could take pleasure as well as some dividends out of the business. They had confidence in the future, and in making a brief reference to Canada, he said that so long as that spirit would be maintained by the people nothing on earth could stop their progress and development.

The speakers who followed all spoke in high terms of the business reputation of the men at the head of The Sherwin-Williams Co., and also referred to the benefit that Canadians derived from such a concern coming across and establishing an immense division headquarters in their midst.

Hardware and Metal, in the issue

of September 10, made the report of the opening its first page article. In commenting upon some of the speeches made by the prominent guests of the Company, it said:

Hon. Mr. Prefontaine in a brief speech said he had come to see whether the Government had been getting the right paint for those lighthouses on the St. Lawrence which were being painted red—a sign of the elections as some prophetic scribes asserted. He was glad to see American capital invested in a great Canadian industry.

Mr. F. D. Monk, K. C., M. P., in a humorous and eloquent address said that he had been amazed to see the progress made in paint manufacturing. When Mr. Richardson was showing him all the wonderful machinery he wondered whether it would be possible to devise an automatic way of getting over the elections, which are still run by hand and mouth.

He was glad to see the loyalty and enthusiasm of the employees. In this institution was exemplified the right solution of the problems of capital and labor.

Mayor Laporte, Geo. E. Drummond, and Hon. Issa Tanimura spoke briefly. The last named received a tumultuous welcome, which bore testimony to the popularity of his native Japan.

Early History of the Canadian Business.

The early history of the Canadian business is probably not generally known and a brief review may now be timely. The foundation was laid in 1887 by Mr. Walter H. Cottingham, when, after several year's training in a wholesale paint jobbing establishment, he engaged in the manufacture of gold paint and other specialties at 56 St. Peter Street, Montreal.

The beginning was a modest one, Mr. Cottingham having but one assistant. He made the paint himself and was his own salesman; but the little business was founded on the right principles and prospered from the beginning, finally developing into a general jobbing paint and varnish establishment. The standard of high quality was strictly adhered to in the

jobbing end of the business and the agency secured for some of the best paint and varnish products that the world furnished.

Sales increased at such a rapid rate that in 1890 the old premises became too small and new and more extensive quarters were taken at 1822 Notre Dame Street. Then travellers were appointed and the campaign for business pushed more vigorously, which resulted inside of five years in an establishment, the largest and most successful of its kind in Canada.

In the fall of 1894, the business as it stood then, had practically reached its limit, and it was decided that if future progress was to be made, the sphere of activity would have to be widened, so means were sought to enter the manufacturing field in a broader way. The greatest opportunity seemed to be in the making of high quality products, backed by the right kind of advertising; so in 1895 Mr. Cottingham organized two manufacturing

companies, one known as The Walter H. Cottingham Co., to engage in the manufacture of The Sherwin-Williams Paint Products in Canada, and the other—The Cottingham Varnish Co.—to manufacture varnish.

The venture was a success, and in 1896, with a view to concentrating our efforts more effectively, a consolidation was made of The Walter H. Cottingham Co. and The Cottingham Varnish Co. into The Sherwin-Williams Company. The business from that date has been carried on under the name of The Sherwin-Williams Co., and the history of its success and steady expansion is well known to S. W. P. agents.

While the plant, as it now exists, seems ample for many years to come, we have been guided by past experience and have provided ground for greater expansion. We believe we are but entering the most prosperous era of our business—the most prosperous for us and for our agents.



Manager C. C. Ballantyne and Traveling Representatives of the Canadian Division.

"LOCALS" SELL PAINT.



ORE S. W. P. agents have advertised in the news columns of newspapers this fall than ever before. Reports have been received from several agents strongly commending this method of publicity. There is no doubt of its value.

Just at this time every S. W. P. agent can run locals that will attract attention and build up his paint sales. The following are submitted as suggestions:

The attitude of the political parties toward trusts is almost identical—they all agree that they can trust The Sherwin-Williams Paint to look the best—wear the longest and look the brightest of any paint on the market. Ask Hustle & Push about it.

It is rumored that the Russians are very anxious to obtain satisfaction from the Japs for their recent defeats. Satisfaction isn't hard to get—just paint your house with The Sherwin-Williams Paint, and you'll have it. See Hustle & Push.

The races last week were unusually fast and interesting. Daisy B. in the third race, distanced her field. The Sherwin-Williams Paints distance the field wherever used. Ask Hustle & Push about them.

One of the fashions in floors is to stain them in a bright, clear oak, cherry, walnut, or any natural wood color, with Floorlac. Hustle & Push sell it.

Putting up stove pipes is no holiday, but you can give your old stove pipe a holiday appearance with Sherwin-Williams Stove Pipe Enamel—it makes them look like new. Hustle & Push sell it.

"All is not gold that glitters." But Sherwin-Williams Gold Paint makes picture frames and decorative fixtures look like gold and wear even better than gold. Get it from Hustle & Push.

The prosperity of a farmer is often judged by the appearance of his farm implements and machinery. Sherwin-Williams Wagon and Implement Paint is made specially in strong, durable colors for this work. Call on Hustle & Push for a can. Use it before you store your farm implements away for the winter.

In every home there are a number of

shabby, dingy chairs, tables, dressers and other pieces of furniture that could be made to look new and "dressy" by a coat of Sherwin-Williams Varnish Stain. Try it on your furniture—it correctly imitates the natural wood. Hustle & Push sell it.

The silver question is a dead issue, but the silver finish given to rusty stoves, radiators, gas, steam and water pipes, water boilers, etc., by Sherwin-Williams Aluminum Paint is one of the live features of the paint question. Ask Hustle & Push about it.

It is estimated that one million cans of Sherwin-Williams Furniture Polish were used last year—this is good guarantee that it will give you satisfaction. Call on Hustle & Push for a can.

S. W. P. means Sherwin-Williams Paint, and *Success With Paint*. Call on Hustle & Push for color cards.

"Away with the dusty, disease-breeding, carpet" is the pronouncement of medical authorities. "Let us have rugs and finished floors" is the decree of fashion. The housewife readily agrees because it means brighter, cleaner homes and less work. The old carpet can be sent to a rug factory and there converted into rugs at small expense or it can be done simply at home by cutting into suitable pieces and binding the edges. Floor finishes for any style of finish can be secured from Hustle & Push. They sell Sherwin-Williams Floor Finishes.

The many worries of house cleaning, the microbes of disease, and the annoyance of carpet moths are dispelled by rugs and finished floors. Ask Hustle & Push about their complete line of Sherwin-Williams Floor Finishes.

SUCCESSFUL S. W. P. AGENCIES.

B. F. Blaker & Co., Pleasanton, Kas.



HERE is a striking similarity in the underlying principles that have guided every successful S. W. P. agency and the history of their progress reads much the same. The principles must therefore, be sound and the methods of advertising correct.

While similar in general attributes, most agencies have a strong individuality. Certain features have been particularly developed in each and the personality of the head of the firm is always shown in the conduct of the business.

B. F. Blaker & Co., large dealers in paint, lumber, and grain with headquarters at Pleasanton, Kansas, and branch houses at nine other points throughout the state, have been very successful in handling Sherwin-Williams Products. They have the agency for S. W. P. at Pleasanton, Fontana, and La Cygne—a successful agency at each place.

No new schemes have brought the large trade to this firm. The well proved principles and the well tried advertising methods backed by the old time winners, confidence and enthusiasm, have built up their paint sales. Their enthusiasm, however, is always new. They have been alive to every opportunity.

The following extract from a letter by Mr. E. T. Prickett, manager of the paint and varnish department of

the business in Pleasanton interprets the spirit of the firm:

I have never handled a paint which gave as good satisfaction as S. W. P., and our sales are increasing each year.

I always try to make friends of all our painters and have it so I can refer any of my prospective customers to them as to merits of S-W. Products. I push the guarantee forward when a customer is doubtful. One of my best customers at present was a lead and oil man until recently, when I made him a proposal to furnish paint for half of his house and let him use lead and oil on the other half. If S. W. P. did not look better and wear longer than lead and oil, it was not to cost him anything. He finally decided to use S.W.P. on all his house and has since assisted me to sell paint to two of his neighbors.

I use the newspaper electrotypes in all our local papers during the spring and fall, I also put news items in the local columns regarding any buildings that are being painted with S. W. P. and give the painter's name who is doing the work. It pleases the painter and keeps him interested. I get good results from mailing circulars and personal letters—can trace several of my recent sales to them.



Mr. E. T. Prickett.
Mgr. Paint and Varnish Dept.
of the S.W.P. Agency at
Pleasanton, Kas.

In addition to placing the Company's advertising the firm has carried out several successful campaigns. Strongly-worded folders, containing the names of property owners who have used S. W. Products have been a feature of the work.

An enterprising firm conducting their business with success on progressive lines sums up the history of this trade-getting Kansas agency.

VISIT US ON YOUR WAY TO THE ST. LOUIS EXPOSITION.



We shall be glad to have S. W. P. agents and their clerks who journey to St. Louis this fall visit us en route, at any of the various cities in which we are established.

Through the efforts of the Wholesale Merchants Board of the Cleveland Chamber of Commerce, all railroads entering Cleveland will grant stop-over privileges on tickets to St. Louis (except coach tickets) during the continuance of the Exposition. We

shall give you a hearty welcome at our home plant and we hope many of you will take advantage of this stop-over privilege.

Some agents will undoubtedly make a stop-over at Chicago, Montreal or other points where we have plants or warehouses, and we shall be glad to have you call on us there, also.

We shall enjoy your visit and we believe that an inspection of our facilities will interest you.

ENAMELOID HIGHLY PRAISED.

Mr. C. E. Wills, S. W. P. agent at Hanna, Ind., in a recent letter to the Chicago office, writes in high appreciation of Enameloid. He states in part:

"I want to express my sentiments in regard to Enameloid.

"I have used it in my own house and I must say it is one of the nicest finishes that I ever saw. The white gives a pure white gloss finish.

"Wherever Enameloid is used in a

neighborhood it creates a demand for more; customers come to my store and ask for the same paint that Mrs. So and So used.

"I cheerfully recommend it where a nice finish is desired."

It will pay you well to make a special drive on Enameloid for use on ceilings, inside walls, and woodwork in your territory this month. It affords a good margin of profit and gives a very satisfactory finish.



Store and Lumber Yard of B. F. Blaker & Co., at Pleasanton, Kas.



AN EASILY TRIMMED FLOOR FINISH WINDOW.

PLACE a mop pail, scrubbing brush, and piece of soap on one side of the window and a well arranged display of Floor Finishes with color cards on the other side. Place display cards in the background.

Sign: "Use the scrubbing brush less and the paint brush more."

IF you have not taken
advantage of our
special Floor Finish
proposition this fall,
you are missing a great
opportunity. There is
still time.

We could not plan
a better way to help
you distance all com-
petition. It is a winner
everywhere.