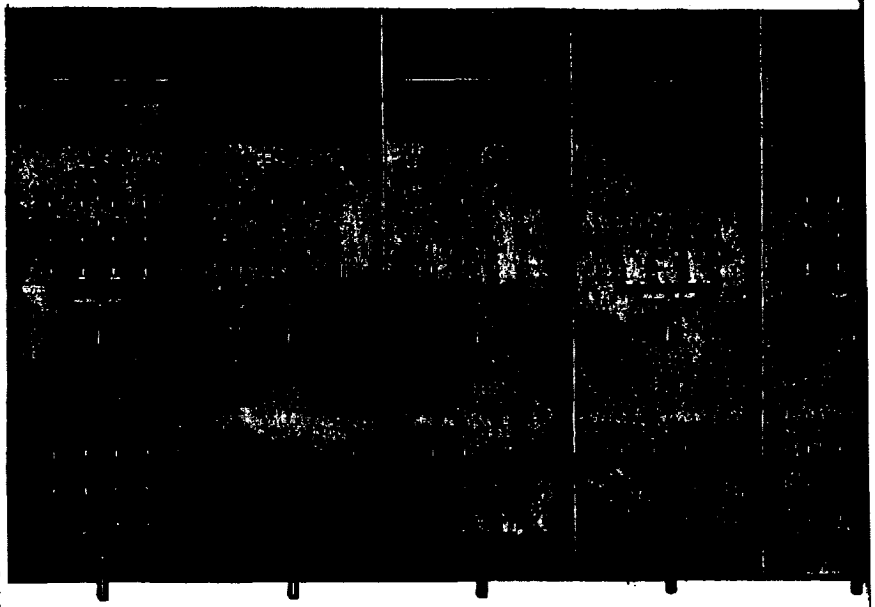

## THE S. W. P.

Does THE S. W. P. appeal to you?
Do you find it interesting?
Are the articles helpful?
What would you like to see in THE S. W. P.?
What suggestions can you offer for special articles?
How can we make THE S.W.P. better?
We want your frank, personal opinion.
Let us hear from you?
Write "The Editor."

# THE S W P



MARCH, 1907

N23768

# 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 601 Canal Road, N. W., Cleveland, where all communications to the Editor should be sent.

VOL. IX. MARCH, 1907. No. 3

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## WHAT BUSINESS MEANS TO ME.

### Business is the Great Game—Because of the Spirit of War and Conquest, the Element of Personal Leadership, the Constant Goal of Progress, Which it Holds Out to the Player.

BY WALTER H. COTTINGHAM, in "System," from which it is here reprinted.

BUSINESS is warfare. It is a hard, constant fight to the finish. The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He must fight to live. He must conquer to succeed.

So it is that a man of business is like a soldier of the regiment. And like the well-trained soldier who delights in the clamor of battle, the enterprising business man is eager for the struggle of competition. He likes the excitement of contending for supremacy. He delights to overcome those who oppose him and he finds genuine pleasure in outwitting his rivals.

It is this spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in his line, he can never hope to carry the day, he will never succeed in the fight.

Profit, which is the reward of industry and ability in business, is not the sole object and consideration that actuates the really successful man. The love of gain cannot inspire him to the highest endeavor. There must be something greater, something more enduring to call forth his supreme efforts and satisfy his ambition.

And that something is the same spirit that is possessed by the men of war who go into battle to do or die—who fight to win and forget all else.

EVERY man likes to win—at something. Is it not so? The love of victory is in every man's heart, and the greatest game in all the world is the game of success. Men's ideas of success may differ, but I believe every man desires it, and aims at it in some form or other.

Winning success is a serious matter. It cannot be accomplished in an easy or offhand manner. It's strictly and painfully true—there's no royal road to the goal. It's a hard pull up hill, over a rocky if straight road all the way. You can't make it without climbing, nor without bruises. When you reach the top you may ride in your carriage or automobile, but you'll have no

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time or use for these on the way up. In the heat of the battle and in the stress of the struggle you must go unaided and alone.

It's the only way and the best way. Success would possess no charm apart from the struggle. It's in the winning hour, in overcoming, in conquering, that the victor finds his joy.

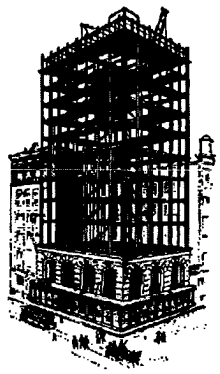
PROGRESS is development, and development is the purpose of life. Where there is no progress there is stagnation, and stagnation is death. The great country in which we enjoy the privilege and good fortune of living is the most progressive in the world. No other country ever advanced so rapidly or so far. No other people have enjoyed such a measure of prosperity as the American people. Such is the atmosphere in which we live and work. It is as natural for our aggressive organization to progress as it is for us to breathe the invigorating air that sustains us.

Ambition is the great incentive to progress. It is the desire to excel, the eagerness to surpass old records and establish new ones, that fires the mind, quickens the pulse and prods the energy to attempt greater achievements.

IMAGINATION also plays a great part in the march of progress. The man of deeds is a man of vision. We must first picture in our minds the aims we strive for. We must behold a vision of what we long to be. The plans for every great structure first exist in the mind of the architect before they find expression in the drawings of his chart. So the plans for our career, which is to be our life's work, must first be sketched by the imagination on the brain, then worked out by the mind and at last realized in our work.

Too many work without plans or specifications—they never see the vision and their structures are poor and shapeless and never enduring. As the plans, so the building. If the plans are crude and small, so will the building be.

The great thing, therefore, is to plan *big* and *broad* and *high* and *secure*. Keep the plans ever before your eyes, work close to the specifications and keep building steadily and securely, bit by bit, until your structure rises to its full height and glory.





## ARE WE WORKING ON YOUR SPRING CIRCULAR CALENDAR LIST?

*IF you have sent it in, we are. If you haven't, we want it—soon. This is an extremely strong, effective advertising feature and only slight effort on your part is necessary if you would receive the benefit of it. First, secure the best list it is possible to get in your district and let us have it. Don't be content with anything but a full and complete list, and send it in today. There is an undusually heavy demand for the Spring Circular Calendar this season. This means first come first served. We cannot promise them to agents who withhold their lists beyond two weeks.*



*So today is the time to send it in. Tomorrow will not do, when you're busy tomorrow never comes. We print herewith an illustration of the 1907 Spring Circular Calendar. It just shows the design, of course, not the colors. It's the color samples that carry suggestions and change "prospects" into dollars and cents. Shall we expect your list this week?*



*A Clever Advertising Stunt Worked Out By Williams Bros., Our Agents at Plumas, Manitoba, Canada.*

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## A CHANGE OF LOCATION AT BOSTON.

OUR offices and warehouse at Boston have been moved from 186 Purchase Street to 11-13-15 Stillings Street, near Congress, where a new building has just been completed for us that gives greatly increased space and facilities. Our old location proved inadequate for our purposes some time ago and we were compelled to work under unsatisfactory conditions in both our offices and warehouse.

This change comes as the direct result of the increased business we have been doing in New England, and the need we have felt for improving our service to customers through larger offices and larger and more conveniently arranged warehouse space. We are now prepared for growth for some time in the future.

We are proud of our success in New England and appreciate the loyal support of our staff and our customers that has made possible these larger facilities. We are determined to improve and strenghten our position, to push ahead further than ever before and to be prepared for heavy gains. With the improved location and the increased efficiency of our new warehouse we can promise the best and quickest service. Our shipping advantages are much greater than we heretofore enjoyed, as we have direct switch connection with the principal railroads, greatly facilitating the receipt and delivery of goods. We have also enlarged our stock of paints, varnishes, stains, enamels, colors, etc.

With our increased manufacturing facilities at Newark and larger warehouse and office facilities at Boston, together with the best and largest line of advertising to back our products, we feel that we have every reason to feel sanguine of the prospects for 1907. Our future is indeed bright in this territory.



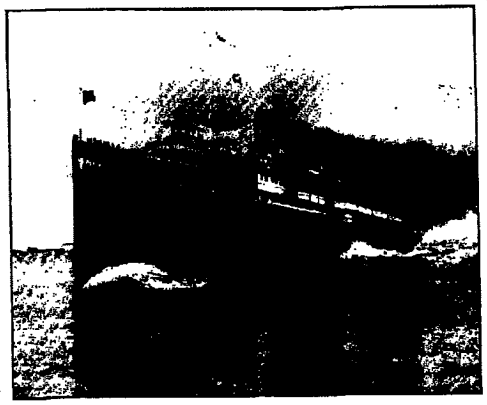
*S-W. Offices and Warehouse at 11-13-15 Stillings Street, near Congress, Boston, Mass.*



## A MAGNIFICENT NEW STEAMER ON WHICH S-W. PRODUCTS HAVE BEEN USED THROUGHOUT.

THIS is a cut of Detroit & Cleveland Navigation Company's new steamer, "City of Cleveland," launched January 5th at Detroit. She takes rank as probably the finest equipped and most modern steamer on the Great Lakes.

When she goes into commission in the spring she will have cost $1,250-000; is 444 feet long, 96 feet 6 inches wide, and has seven decks. Engines developing 8,000 horse power will drive her through the water at a speed of 25 miles an hour.



*New Detroit & Cleveland Line Steamer "City of Cleveland."*

Some unique features embodied in this magnificent boat are passenger and freight elevators, wireless telegraphy, telephones and fireplaces, and similar inventions and luxuries which a few years ago were undreamed of even in the most up-to-date hotel.

The "City of Cleveland" is finished in keeping with the high standard set by her builders. Sherwin-Williams Products are used throughout, including exterior and interior Marine Paints, Enamels, Varnishes and other Specialties.

**$25.00 $15.00 $10.00**

THOSE clerks who read the February "S. W. P." will recognize these figures—three prizes for the best article on "How to Sell Sherwin-Williams Paints Successfully."

Have you sent in your MSS. yet?

If not, don't forget it must reach us on or before March 15th.

Get busy. Write up your methods of selling S.W.P.

Use one side of the paper only and not more than 2000 words.

You have as good a chance as any; perhaps better than some.

We shall look for your copy before above date.

So don't disappoint us.

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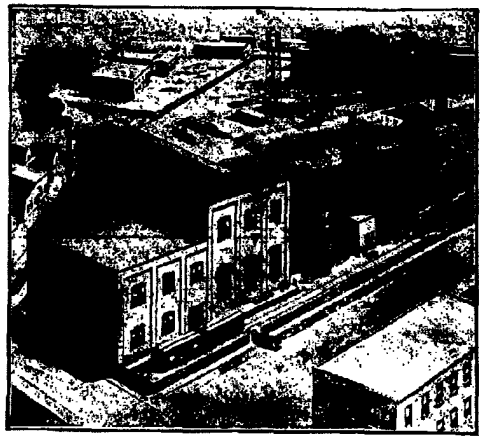
# THE MANUFACTURE OF PURE LINSEED OIL IN CANADA.

WE are now manufacturing strictly pure linseed oil in our own mill in Montreal for our products and the Canadian trade. The mill began crushing seed about December 7th. This marks another step in the production of the raw materials we use.



*The New Linseed Oil Mill of The Sherwin-Williams Co. at Montreal.*

Our new linseed oil mill is a part of our manufacturing plant at Montreal, and our new facilities are complete in every way. We have erected special buildings for our screw presses, filter presses, storage tanks, etc., and have built a large elevator for the handling of the seed, and steel tanks of large storage capacity for seed storage.

Our Linseed Oil in Canada will be known as "Screw Press Oil" after the process we use in making it, which is exclusively controlled by us in Canada, and the following oils will be manufactured: S-W. Strictly Pure Screw Press Raw Linseed Oil, S-W. Strictly Pure Press Kettle Boiled Linseed Oil, and S-W. Strictly Pure Screw Press Bleached or Refined Linseed Oil. In addition we are now making Medicinal Linseed Oil, as described on another page of this publication. We are confident that when it becomes known in Canada our Linseed Oil will enjoy great popularity, as it will appeal strongly to all who appreciate the importance of high grade linseed oil.

*Do not excuse yourself for lack of preparation when you speak on any subject. It is a waste of words. If you are not prepared the audience will know it.*



# MEDICINAL LINSEED OIL NOW READY FOR MARKET.

RECENT additions and improvements to our Linseed Oil Plants, both in U. S. and Canada, have enabled us to fill a long felt want, by placing on the market a strictly pure and carefully prepared Medicinal Linseed Oil.

The value of raw linseed oil as a laxative for horses and cattle, and also for the purpose of making Carron Oil for scalds and burns has all along been recognized. The great difficulty heretofore has been to procure it of such purity as to warrant its use, especially for internal purposes.

The Sherwin-Williams Medicinal Linseed Oil is manufactured from first grade Northwest flaxseed. Extracting being done at lower temperature than by method usually employed. The seed is carefully cleaned after we get it. The most rigorous precautions are observed to ensure cleanliness and to guard against impurities in every stage of the manufacture.

Here's another opportunity to sell a high grade article and make good profit. There is undoubtedly a market for it in your locality. Why not get the business?

S-W. Medicinal Linseed Oil is sold in cases, in pint and quart bottles specially adapted and suitable for their purpose.

We will be pleased to receive any communication from you in regard to this product covering price or any point on which you desire information.

## SOME GOOD ADVICE FROM TEXAS



Mr. Fritz Strandtmann, whose portrait we have the pleasure of reproducing here, is Manager of the MaxwellLumberCo., Maxwell, Texas, and the hustling agent of S.W.P. in that town and the surrounding country.

Mr. Strandtmann states that the underlying principle of success in the paint business is to procure the best possible line of goods and push it *exclusively* and *always*. And after more than four years of selling S. W. P. only, in the face of strong competition, he is more than ever convinced of the merits of "the S. W. P. proposition."

## ONCE THOUGHT IT WOULDN'T "TAKE".



Those S. W. P. agents who are engaged in the hardware business will appreciate more than any others Mr. Sherk's remark—"S. W. P. has become as staple with us as nails."

Mr. A. L. Sherk is our agent at Chambersburg, Pa., and when first approached to take the S. W. P. agency, hesitated, fearing that such a high priced paint would not "take" in his neighborhood. Now he not only gives it credit for increasing his paint business annually, but states that it has stimulated his business in other departments.

0007-SWP-000120123

# Advertising th Hits the Mark!

**80%** of *Sherwin-Williams Advertising* is aim ing to luck that the shot will hit someon of reaching him personally. *The Sherw* crowd. It is personal advertising instea us that this direct, personal method is t next to your talks with the prospective five times as much money as we do, an might make more noise, but noise doesn't always sell goods. —and each year we are using it more and more—*but we first tak real paint buyers in your town.* The general publicity reaches th advertising. It's the personal touch that sells paint and varnish.

*The Sherwin-Williams Agency* is growing more valuable ev will make a big mistake. The agency is more valuable than eve most progressive in the paint and varnish business. Good qualit who handle our products away ahead of all competition. That not only to hold our place, but to get still farther ahead. In spi bigger and wider plans that start in the fall to include national will always include, first and foremost, the direct advertising thr *advertising that hits the mark* and lands orders for *you.*

**SHOT NO. 1**—*To all possible Paint Buyers.* Just before the painting season we lists of property owners you furnish, a Calendar bearing your name. The calendar runs fro painting season to the next and contains, besides the plates of colored houses, an envelope of samples. Each year there is a new design and you are given plans and methods for openi paint season with a rush when the calendars are mailed.

**SHOT NO. 2**—*To Those who are Planning House Painting.* All through the ye branch advertising departments in the office nearest you send letters, booklets and mailing ca all names you send in of persons who intend to paint. The letters are not cheap, but are under two-cent postage. They are a personal appeal and make sales.

**SHOT NO. 3**—*To Those Whose Houses Need Painting.* As you walk along the stre frequently see houses badly in need of paint. The owners don't know it or are putting When you send their names to us we write them personal letters, and follow them up to them to see you about painting. Every agent should be on the lookout for buildings of thi and his clerks should watch for them, too. These letters go sometimes where you cannot go yo

**SHOT NO. 4**—*To Painters and Contractors.* We want you to keep us supplied with painters and contractors. To them we mail direct, good, attractive advertising for our pa specialties. We do this at regular intervals during each spring and fall. Besides we are re write personal letters and send literature to the painters at any time of year on any line of our that you may be anxious to push.

at the paint consumer. Instead of shooting into the air and trust- d in house paint, we single out each possible buyer and make sure s *Advertising* is first of all advertising to the individual, not to the ral publicity. Thirty years of active paint advertising have shown getting business in each community. It's the best thing we know n your store. If we weren't aiming so accurately we could spend many real buyers or make as many real sales for our agents. We e believe in the advertising that makes a noise—general publicity r *appropriations of the personal direct advertising that reaches the* ut it can never take the place of you, and your clerks, and our mail

Anyone who doesn't increase his interest in the line this spring *Sherwin-Williams* has always stood for everything that is best and cked by forceful and consistent advertising, have placed us and those stand today, and with our characteristic aggressiveness, we mean g plans for this spring, we have for over a year been at work on dvertising. But no matter how big or wide our plans may be, they il—the Calendar Circular, the Personal Letter, and all that—*the*

**SHOT NO 5**—*To Architects.* For these men, whose help and co-operation you so much , we publish a monthly magazine. It is artistic, humorous and practical. It's one of the few rtisements that architects really read. Many of them keep every issue on file.

**OTHER SHOTS**—Besides these five leading "shots," we work personally with you in y other ways to help you get "next" to the paint buyers.

Here's a partial list:

Two big special paint and varnish cam- gns—*Spring and Fall—for your local use.*

The handsomest line of store advertising in field.

A big assortment of electrotypes for news- r, hand bill and program advertising.

Posters, fence signs, field signs, etc., for out- r advertising.

A monthly magazine brim-full of useful *hints for building your business.*

An 80-page book of catchy and up-to-date window trims

Special cut-out displays for your windows.

The special service of our editorial and art departments in the preparation of any advertising you may be doing for any department in your store.

**MORE SHOTS**—Besides all this (and dozens of other direct advertising features not men- ed), we keep up a big campaign of general publicity—railway bulletins, posters, etc.—to help e The Sherwin-Williams Co. widely known to all people. Within another seven months a onal magazine campaign will be added to this.

0007-SWP-00012012

# HOW ONE S-W. AGENT INCREASED HIS PROFITS ON S. W. P.

WE believe our agents will be interested in any suggestion which will enable them to make better profits from S. W. P.

Here is a plan which proved a great success last year in an Indiana town of less than 1000 people, where three dealers are selling paint. The S.W.P. agent not only increased his profits materially by this plan, but established an undeniable argument that the paint he sells is, by reason of results and satisfaction, the most economical in the market.

Other S.W.P. agents similarly situated may well take notice. This agent was hampered and handicapped by cheap competition on a price per gallon basis, so he decided to eliminate this phase of his retail paint business and started to take contracts for painting the houses of his prospective customers.

He arranged with the leading painter to do the work at a stated price per square (100 square feet) for one, two and three coat work, his contracts to have preference over the painter's own contracts. All estimates were figured on a basis of $1.65 per gallon and S. W. P. covering 300 square feet, two coats per gallon.

We are advised by this agent that each contract taken netted him $1.75 per gallon for S.W.P. and the oil required to thin S.W.P. also netted him the same per gallon as the paint.

The results during 1906 were so satisfactory that he expects to add one or two painters for the coming season and is confident he will more than double his paint business over last year.

S.W.P. covered enough more than 300 square feet, two coats to the gallon, to add 10% margin to what has already been figured on, on the basis of the above selling price. This offers such an easy solution of the retail price problem that we hope our agents generally will try it out.

It has also the advantage of eliminating the insecure accounts of any irresponsible painters who are slow in paying their bills for material, as in this case they become employees instead of customers of the agent, at the same time making the paint department the most profitable department in the store.

You can paint any given surface for less money than your competitor by reason of the greater covering capacity of S.W.P. over other paints (to say nothing of its greater beauty and durability), and if in addition S.W.P. is figured on the basis of the average cost per year for keeping 100 sq. ft. of surface properly protected, which is the true basis, it has no competition, but is in a class by itself.

Our varnish lines can be sold with assurance that they will prove just as satisfactory for their purpose.

*NOTHING that we can say would give you an idea of the importance our agents are now attaching to full and complete lists of property owners in their territory.*

*An efficient army of typewriters are at work addressing the envelopes; a battery of presses are printing the calendars; special mail clerks in Uncle Sam's employ have taken up temporary quarters here.*

*Is your list in? If not, it should be, and this is the last call.*



## S.W.P. ON ONE OF THE LARGEST BARNS IN KANSAS.

The largest barn in Jackson county, Kansas, is that owned by Mr. William Donally, near Mayetta. The building is 40 x 60 feet and has a capacity of 50 tons of hay in the mow. It was recently painted with S-W. Commonwealth Barn Red. Mr. J. H. Spence, Mayetta, a good friend and earnest advocate of S. W. P., was the painter employed. He writes us that everyone who has seen the barn since he finished it speaks highly of the rich color and fine gloss of the paint. Mr. Spence was so enthusiastic over the appearance of the job that he took the trouble to photograph the building and send us the picture, a reproduction of which we show above.



*The Largest Barn in Jackson County, Kansas, Recently Painted with S-W. Commonwealth Barn Red.*

All would do great things if they had the money, but few will attempt great things to get the money.—Poor Richard Junior's Philosophy.

## A CHANGE FOR THE BETTER AT DALLAS.

We are in receipt of some good news from Dallas, Texas.

The Art Wall Paper Mills Co. of that city, which recently secured our agency, will in the future handle S. W. P. only. The lines it sold in the past have politely but firmly been shown the door.

The initial order for S. W. P. filled two entire cars and comprised our entire Shelf Goods Line.

This we feel to be a distinct compliment to our goods, as The Art Wall Paper Mills Co. is widely known throughout the country as authority in the paint business.

The home office of this firm is in Chicago, and it has branch establishments in many of the large cities in the country.

We are confident that our newly established agency in Dallas will derive more revenue and satisfaction from its paint department than ever before.

## WISDOM FROM BOSTON.

When you see a man with his hands in his pockets leaning on something, recommend him to your competitor.

To convince anybody else, it is absolutely necessary that you convince yourself. The salesman who does not believe what he says of his line cannot expect the prospective buyer to believe him.

To wiggle your gray matter and think thoughts is one thing; to wiggle physically and execute them is quite another thing.

0007-SWP-00012012S

# A NEW SOURCE OF REVENUE FOR THE FARMER.

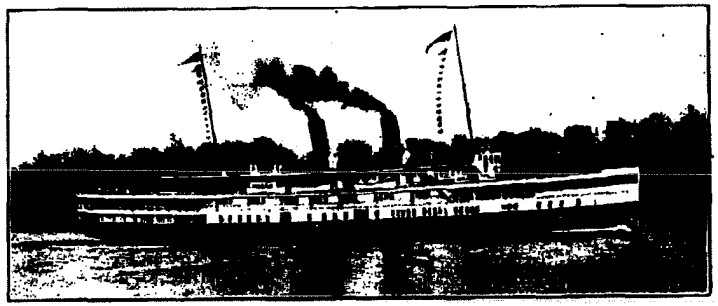
THE law recently enacted removing the internal tax from alcohol intended for industrial purposes opens to the enterprising farmer, by allowing the utilization of hitherto wasted farm products, a source of additional revenue which he will not be slow to take advantage of.

The tax at present applying on grain alcohol makes it impossible, on account of the price, to market this product for industrial purposes. The removal of the tax from denatured alcohol, and the comparative cheapness of the material from which it can be made, will, it is expected, allow it to be profitably sold at from 10 to 35 cents per gallon.

Here are some of the things which can be turned into a source of revenue for the farmer: the waste in canning all sorts of fruits and vegetables; apples spoiled or unfit for other uses; cane tops; green corn stalks, or in fact almost any vegetable matter at present considered useless. Among the crops which can be grown profitably for the special manufacture of denatured alcohol are corn, potatoes, sugar beets, cassava, yams, etc., in short, all fruits and cereals.

Under these conditions it will not only be possible for the farmer to supply cheap light, heat and power for the farm, but he will do so by the utilization of waste matter which at present is disposed of at considerable expense and trouble. And not only this, but a new market for various crops will be established which at present does not exist.

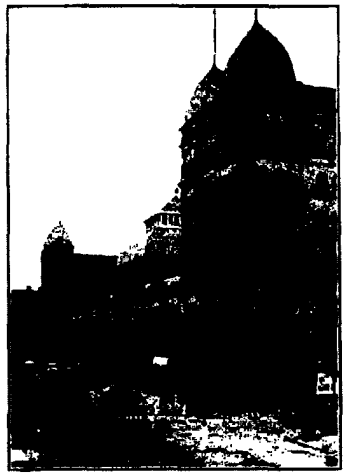
While it is not expected that denatured alcohol will entirely supplant other mediums at present in the use for light, heat and power purposes on the farm, it will unquestionably take its legitimate place on the list. The extent to which it is used will be determined largely by the price, as it has many points of superiority over kerosene, acetylene, gasolene, or any commodity at present available on the farm for these purposes.



*This fine new steamship, the "Cayuga," has just been completed by the Canadian Shipbuilding Co., Toronto, for the Niagara Navigation Co. Handcraft Stains and Mission-lac were used largely for interior finishing.*



## A MODERN MARKET.



The Sheriff St. Market, Cleveland, is one of the largest and most modern buildings of its kind in that part of the country. It covers an entire block, contains a refrigerating plant, and the upper stories are devoted to offices for those having dealings with the farmers.

## S-W. TAXITE BRINGS A STRONG ENDORSEMENT FROM ONE OF THE LARGEST RAILROADS IN THE COUNTRY.

Not long ago we supplied one of the prominent railway companies with a sample of Taxite for testing purposes. This letter from their Supt. of Tests is a splendid testimonial on the merits of our product, for their requirements were exceptionally severe.

"Regarding the small sample of Varnish Remover which you sent me by mail, I wish to say that I have made as thorough a test as possible with this small sample, and find it to be one of the very best Varnish Removers that I have ever tried. *One application removed 5 or 6 coats of old varnish from a piece of interior wood finish taken from one of our old cars, in about ten minutes, leaving the wood perfectly clean and in first-class condition for re-varnishing.* I would be glad, indeed, if we could be furnished with enough of this to remove the varnish from the whole interior of one of our passenger cars. If you can furnish goods like this sample, I think you will have no trouble competing with anything on the market."

## THE VALUE OF A GOOD EXAMPLE.

If when the pot called the kettle black, he had been spick and span himself his words would have carried more weight.

If you would have your neighbors act on your advice that their stores, barns, fences, etc., would be improved by painting, see that your own belongings are striking examples of the truth of your statements.

There is an S. W. P. agent in Oregon who makes capital out of that trait in human nature that makes us want to imitate anything we see and approve of.

Some three years ago he painted his house a striking combination, taking the precaution to have in stock a supply of the same shades to fill the demands of his imitative neighbors when they dropped in, and the result is that house after house in his vicinity shows same color combination as his.

Now, although his house does not really need it, he is deciding on another striking and tasty color scheme to use when he paints again, and thus boom his S.W.P. sales.

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## 92 OUT OF 350.

The advantage that accrues to S-W. agents who keep us supplied with names of property owners in their locality is, we sometimes think, apt to be underestimated by them. These lists should be gone over frequently, revised and kept up to date so that no good name be omitted.

As an example of the results obtained by our method of direct advertising, we quote below extracts from letter of the Wakefield Hardware Co., our loyal agents in Galeton, N. C.:

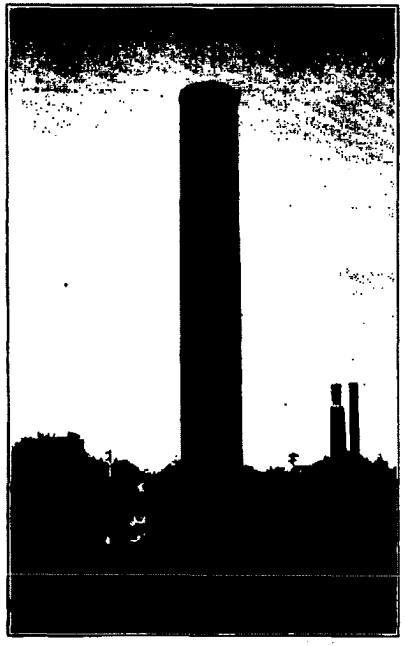
We enclose revised list (property owners' names) and if it will be of interest to you, the red mark following the name denotes that the party has bought S. W. P. during the year.

We appreciate what you are doing for us along these lines and you may always count on us doing our part.

The list referred to contained 350 names and 92 bore the red mark.

This is worth thinking over, isn't it? Ninety-two customers out of 350 possibilities.

Are you doing your part to make sales?



*The Accompanying Cut Shows the Water Tower at Phœnix, Arizona, Which was Lately Painted With S-W. Pure Acheson Graphite Paint. Comparison with surrounding trees and chimneys will give some idea of the great height of this structure.*



## 111 YEARS IN BUSINESS.

1796—1907



*Mr. R. Raymond*

The chronology of the firm of Raymond & Frere, S-W. agents at St. Hyacinthe, Que., is in some respects remarkable.

The grandfather of the present owners established the business in the year 1796. He was succeeded by his two sons, and they in turn by a son of each, Mr. R. and Mr. H. Raymond. It is these two gentlemen who are the present proprietors, and we are pleased to be able to print their likenesses herewith.

From the above facts it will be seen that the firm has been established for 111 years. We would like to hear from any other S. W. P. agency which can rival this record in point of age.



*Mr. H. Raymond*

These agents are warm supporters of our goods and methods, so much so that their paint sales have surely and rapidly increased since they secured the S-W. agency in 1902. The two interior views of their store printed here give a good idea of the large stock of S. W. P. carried by them and the prominent place they accord to it. The effect given by the array of cans and conspicuously placed advertising matter results in an extremely attractive store.



*Raymond & Frere, St. Hyacinthe, Que.*



*Another Interior View of Raymond & Frere's Store.*

## AN OPPORTUNITY FOR CLERKS

THINK of the hardest sales of S.W.P. you have ever made; tell us in less than 2000 words the arguments you used.

While facts are facts there is much in the way they are presented. *Your* way may be best.

0007-SWP-00012012

# A GOOD ADVERTISING IDEA WELL WORKED OUT.

A UNIQUE advertising idea was recently worked out by Messrs. Smith & Lawrence, our agents at Lowell, Mass. Just note the results.

About 4000 cards were printed and numbered consecutively from 1 up. It was then announced that any property owner upon calling at their store would be given one ticket in exchange for his name and address, and if he was the holder of the lucky number when it was decided at close of the contest, he would receive absolutely free 10 gallons S-W. Paint, value $17.50. As this quantity of S.W.P. is not often to be had for so little effort, the announcement caused considerable stir in their neighborhood.

The list of names that was obtained by Messrs. Smith & Lawrence by this means comprised practically all the property owners in their district and is invaluable to them for advertising purposes. As copy of this list was furnished us, our agents will receive the benefit of our direct advertising.

It was arranged that the drawing of numbers should take place at a Master Painters' meeting, which arrangement gave additional interest to the scheme.

It so happened that the holder of the lucky number was the owner of ten houses, and having got a quantity of S.W.P. free, naturally purchased sufficient to complete the job of painting them, so that Messrs. Smith & Lawrence have now ten more permanent testimonials for S. W. P.



*Interior of Store of the Wilte Hardware Co., Aberdeen, S. D., Showing Paint Department.*

0007-SWP-00012012