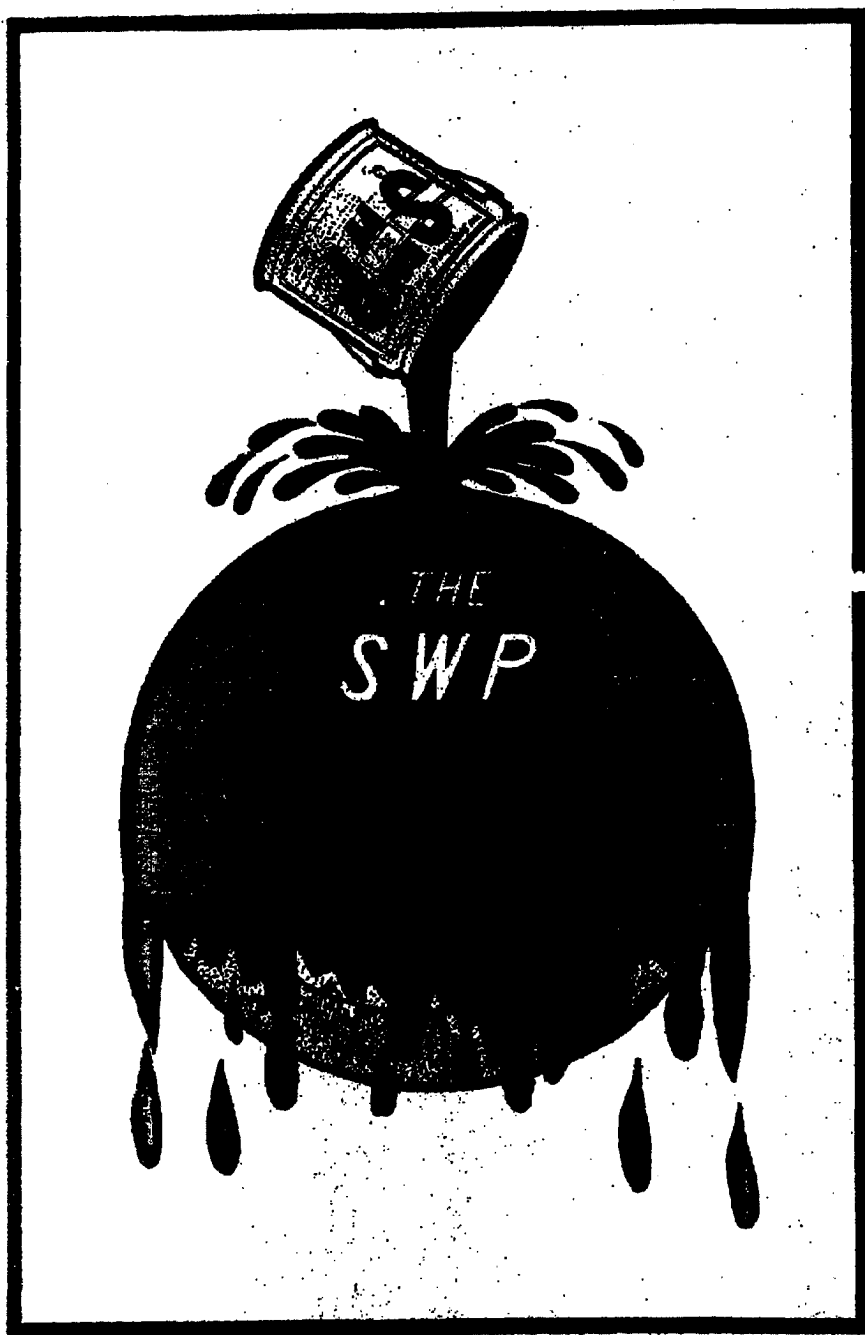




1. The SWP is a group of people who are interested in the SWP. They are interested in the SWP because they are interested in the SWP.

THE S. W. P.

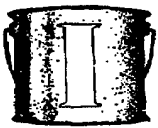
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VOL. V.

NOVEMBER, 1903.

No. 11

"PLAN YOUR WORK AND WORK YOUR PLAN."



CAME across this phrase somewhere a short time ago, and was greatly attracted by it. It's our idea exactly of the way business operations should be conducted.

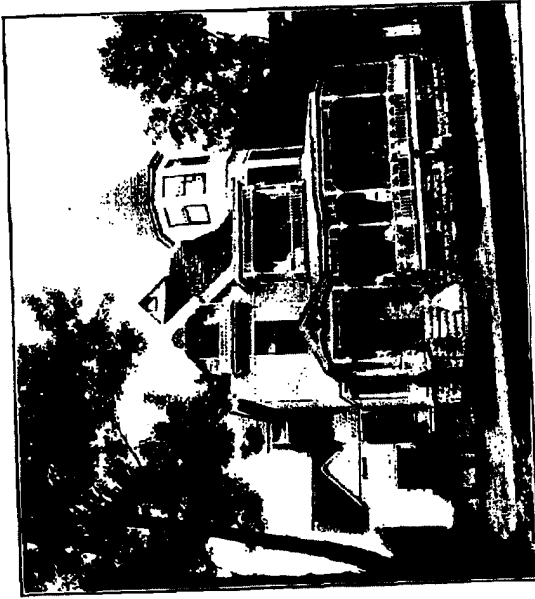
First, an intelligent, clearly defined plan is necessary, and then, most important of all, it's got to be *worked*—worked to a finish. Many a man is capable of laying out an excellent plan, or a magnificent system, but when it comes to executing it, he is an utter failure. It's doubtless true that there are more planners than workers in the world—more dreamers than hustlers.

It's demanded of the successful in business affairs that they shall possess a head that can contrive, a tongue that can persuade, and an arm that can execute. And these most desirable, most necessary qualifications can be acquired by the practice of meditation, study, and work. The great thing necessary to apply to your meditation, to your study, and to your work, to make them effective, is *concentration*—concentration of thought and concentration of action.

We fail, I think, to realize, or to remember, the tremendous power of concentration in work. We are inclined always to wander in our thoughts, and to waver in our actions—it's the natural trend of our restless and uneasy beings. Our ability to overcome such inclinations greatly influences the extent of our success.

Concentration simply means doing what we do with all our might. It means putting effort into everything, working with zeal and intensity—not slothfully and dreamily, but with snap and vim. In thinking, in talking, in writing, in working, our watchword should be *concentrate, concentrate*. It's surely not an easy thing; it requires a very determined and persistent effort of the will, but by practice it will become a habit, the power of which is tremendous.

Vice President and Gen'l Mgr.



*At S. W. P. House.
Residence of Mr. W. S. Pollard, Chester, Va. Body, 479; Trimmer,
Gloss White, Blind, 484.*

THE POWER OF "WE."

A YOUNG man employed in a responsible position by a great corporation was recently discharged to make room for another. Surprised and mortified, he sought an explanation from the manager of his department. "Will you kindly tell me why you do not want me any longer?"

"Certainly," was the reply; "it is because you always said 'you' instead of 'we.'"

"What do you mean?"
"I mean just that! You never said 'We' should do so and so: or 'If' ought to follow out such-and-such a policy. It was always 'You' in referring to this company, of which you were a part. In speaking to a fellow employe about our business, you would say 'They' (meaning this com-

pany), instead of 'We.' I should advise you to seek employment with some company to which you can refer as 'We.' A common criticism of an ambitious young man is: "He acts as if he owns the concern, and he's only a clerk." It is the young man who works as if he did own the concern who often becomes the owner in time.

"We're going to pay a dividend of ten million dollars next month," proudly remarked an office boy to a waiting visitor in the reception room of a railway president. He is on the right track.

But it is necessary to think *We* and act *We* every hour of every day, as well as to say *We*. *We* means *Us*, union, solidarity, co-operative enthusiasm. *You* means the other fellows. It's the *We* that wins!—*Swiss*.

TWENTY-THIRD ANNUAL CONVENTION OF THE SHERWIN-WILLIAMS CO.

Will be held in Cleveland during second week of November.

THE Twenty-third Annual Convention of The Sherwin-Williams Co. will be held at the Company's headquarters, Cleveland, November 9 to 13 inclusive. Representatives from every territory in Canada and the United States, and the managers of all the divisions and departments of the Company will be in attendance.

At this convention, which brings to a close the most successful year in the Company's history, plans and methods will be considered, revised, and approved, to make the year of 1904 a still greater one for every one connected with our organization. Through the representatives we shall learn of the difficulties you have met during the last year, the suggestions you have made, and shall generally be

brought closer in touch with the situation in each locality. It is the work of the convention to smooth the business path for S. W. P. agents, to improve our methods and to devise further means to assist you in going after trade.

All the advertising features and helps we have designed and prepared for the coming year will be placed before the convention for approval. And at the close of this annual meeting we shall be in position immediately to begin to work with you for the business of 1904. We shall have more helps and better helps for you next year than ever before.

A full report of the convention proceedings will appear in *The S. W. P.* for December.

ANOTHER INSTANCE OF THE ECONOMY OF S.W.P.

SCARCELY a day passes that does not bring fresh evidence of the economy of S. W. P. Owing to its great covering capacity it steadily proves more economical in first cost than "cheap" paint.

Mr. W. K. Morrison, of the firm of W. K. Morrison & Co., S.W.P. agents at Minneapolis, Minn., describes in a recent letter another instance of the economy of S.W.P. The test was an interesting one, as it was Mr. Morrison's own experience. His letter tells the story as follows:

"Mr. J. S. Porteous and myself own a large double house on Harmon Place. It has wide porches, the ceilings and floors of which have to be painted, and in addition there is a large double barn 35 and 70

feet. We paint one coat once in two years. Two years ago we painted it with paint which was sold to me for this job at \$1.00 per gallon. The paint for the job cost us \$40.00.

This year we used S.W.P. out of our stock, charged up at our regular retail price of \$1.65, and the bill was \$38.00. An extra quantity of S.W.P. was used on account of the fact that the paint used last time thinned badly, and quite a quantity of it had to be burnt off down to the wood, so that it had to be built up with three coats. I presume at least a gallon of paint and probably a gallon of oil was used for this purpose.

The house has been painted now about six months and so far appears to be a much more satisfactory job than when it was painted two years ago."

Economy in painting figures out best with S.W.P.

WINDOW SUGGESTIONS FROM WARD.*



EIGH a quart can of S.W.P., Gloss White, carefully, open it, stir the paint thoroughly, and weigh out exactly one ounce; then get a painted board that has at least three square feet of surface. If the board is not painted give it a coat of shellac.

Paint as much of the board as you can with the ounce of Gloss White. Multiply the number of square inches covered by the number of ounces in the quart. Multiply that by four and you will have the number of square inches that one gallon of S.W.P. will cover.

When the board is dry put it in the window with a large card, reading "an actual test of the covering capacity of S.W.P." On the board tack a

*Mr. James W. Ward is the traveling advertising representative of The Sherwin-Williams Co. He is a practical painter and a practical advertiser of much experience. His trips take him all over the American continent, and he is constantly brought in contact with ideas that should prove suggestive and helpful to all S.W.P. agents.

small card giving particulars: "Here is — square inches; one coat S.W.P. covered with one ounce, which is equal to — inches or — feet, one coat per gallon, or — square feet, two coats; the painting was done by —."

If you will make this test you will not only convince your customers of the great spreading capacity of S.W.P. but you and all connected with your store will have more confidence in the good qualities of the paint and become better S.W.P. salesmen.

I have covered at the rate of three hundred and seventy-five feet and over to the gallon so often, that I know you will get a result of over three hundred square feet, the amount we advertise to cover.

Gold Paint Window.

I think the following would make an attractive window for Gold Paint: Paint the rim parts of a clothes wringer with Gold Paint; put it in the window with a display of Gold Paint a card reading "The Sherwin-Williams Gold Paint—a 'ringer' for gold leaf."

THE CALENDAR CIRCULAR FOR 1904.

Each year we endeavor to improve the Calendar Circular that we send out to lists of property owners furnished by S.W.P. agents. We have been working on the Calendar for 1904 for several months, and we believe it will prove a better trade getter for the agent—will bring greater results—than any one we have ever sent out. It will be very attractive in appearance.

To receive the greatest benefit from this business help, the agent should have a complete and carefully compiled mailing list. If you begin now

to make a record of the property owners in your locality who are likely to use paint next year, you will be able to make up a good list during the next few months.

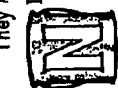
Whenever you learn of anyone who is considering painting, of anyone who is going to build, of anyone whose property needs painting, make a note of it, and consider every name the name of a prospective customer.

You can make up a better list if you begin now, and can do so much easier than if you wait until the spring rush is on.

Get your clerks interested in the work and begin your list today.

USE THE LOCAL COLUMNS.

They Afford Good Opportunities to Push the Sale of Paint Specialties.



SHERWIN-WILLIAMS items on the paint specialties in your stock will make your trade more brisk during the next few months. There are a number of specialties that are used or can be used to advantage in every home in every locality during the late fall and winter months. Let the trade know you have them. Newspaper readers may skip your ad, but the news item will get their attention, and those who read the ad will be again reminded of your proposition in the local columns.

Anyway you look at it, a good news item is a good advertisement. Perhaps the following may be used or may suggest good copy for the purpose:

If there are any dingy ceilings, walls or woodwork in your house, brighten them up with Enameloid for the long winter months. Enameloid, made by The Sherwin-Williams Co., gives a high gloss enamel finish. It is easily cleaned, stands plenty of soap and water. Call at — for color card.

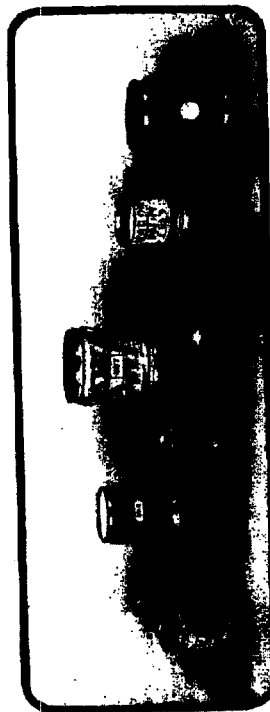
You are going to "fix up" one or more rooms for the winter and you can save money and get the best finish with Enameloid. Call on — for color card and prices.

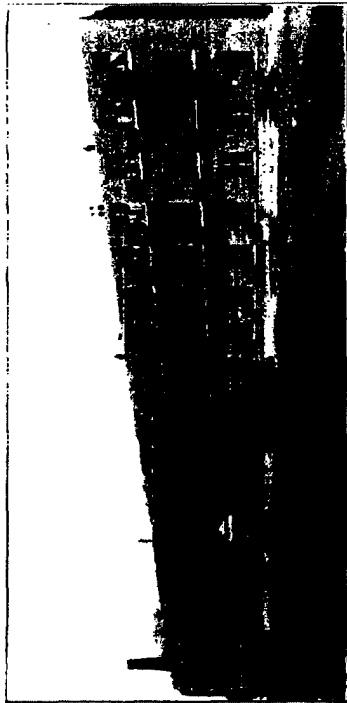
Ever use The Sherwin-Williams Aluminum Paint? It gives a finish that is bright as silver on radiators, gas and steam pipes, picture frames, etc. It is easy to apply, and is free from the bad odor common in most aluminum paints. Call at — for a can.

You'll be surprised at the number of little things in your house that could be made to look better by a coat of The Sherwin-Williams Family Paint. It is easy to put on, gives a good gloss, and will stand plenty of soap and water. Call on — for a color card.

Floor varnish must be tough and elastic, must be made to stand hard wear. Mar-not is made by The Sherwin-Williams Co. to stand "the racket" and give satisfaction. Call on — and learn more about it.

Why not have a porcelain bath tub in your home? The Sherwin-Williams Bath Enamel will make the old tub look like a new porcelain one. It wears well. Call on — for sample card, showing four tints.





Office and Warehouse of new plant under construction at Montreal, looking across Center Street.

NEW PLANT AT MONTREAL NEARING COMPLETION.

WORK on the Company's new office building, warehouse, and paint factories at Montreal is going forward rapidly, and the largest paint plant in Canada will soon be opened.

The accompanying engravings are from photos of the new buildings taken about four weeks ago; since then much progress has been made. These illustrations will, however, give some idea of the character and size of the new plant.

It is interesting to note in connection with the wide facilities for manufacturing and distributing our pro-

ducts in Canada, that it is the growth of but eight years in a field our competitors maintained was most unprofitable for high class paint. The constant extension of our facilities from the beginning, and the splendid business of S. W. P. agents in all territories of the Dominion, is an emphatic endorsement of our own and our agents' belief that there was and is a constantly growing Canadian market for the best paint.

With the new plant in operation we shall be in a much better position next year to care for the orders of agents, and to join with them in going after increased trade.

A GOOD PLAN FOR PROMOTING COMMONWEALTH BARN RED.

Mr. L. L. Briggs, S. W. P. agent at New Hampton, Iowa, is going out strongly after trade on Commonwealth Barn Red. He is fully satisfied that the quality of Barn Red will make customers and has recently sent out postal cards to farmers in his territory offering a quart can of the paint.

The card reads as follows:

In order to convince you of the superiority of The Sherwin-Williams Commonwealth Barn Red over Venetian Red and Oil, I would like to have you call and get one quart *free of charge*.

You may apply it to any surface you wish and make as careful a test as possible as to color, covering capacity, etc. Remember it will cost you nothing to make this test.

Montreal

SOUTHERN PINE PRESENTS POOR SURFACE FOR EXTERIOR PAINTING.

Greatest Precaution is Necessary and the Best Results Cannot be Assured.



BUILDINGS of Southern or Yellow pine offer so many difficulties to good painting that no paint or paint materials can be guaranteed for the work.

S. W. P. agents in many territories may have customers who have build-ings of this wood, and the following statements on the subject by Mr. J. C. Beardslee, general superintendent of our manufacturing department, will be of value:

"Our chemists absolutely decline to guarantee results over Southern or Yellow pine for exterior exposure. Yellow pine does not present a proper surface on which to apply exterior paint. Careful treatment will do much to help it, but inasmuch as we do not furnish the treatment, it should be distinctly understood in all cases that we do not and cannot guarantee S.W.P. when applied on Yellow pine.

"If obliged to paint over Yellow pine, the painter will do the best thing possible to secure a satisfactory job by carefully going over the house with a

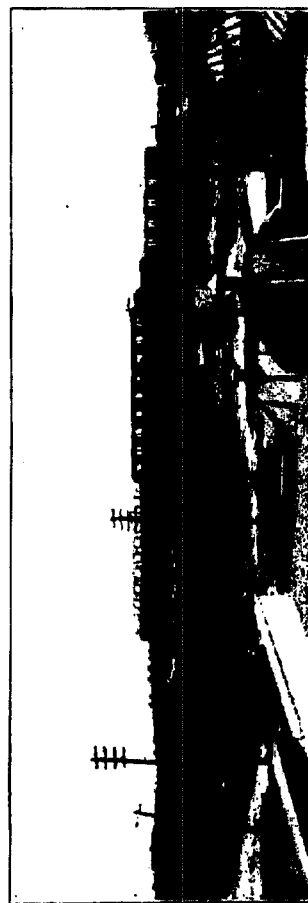
paint burner, heating all the fat and sappy places, so as to draw as much as possible of the pitch and rosin out of the wood. The worst places should then receive a very thin coat of shellac; but care must be taken not to have the shellac too heavy, or future scaling will ensue.

"The first coat of paint should then be thinned, and a considerable por-tion of the thinner should be tur-pentine, so as to aid penetration.

"It is difficult to give definite rules with reference to this kind of work, as only a first-class experienced paint-er should be given charge of the work; but the above suggestions cover the general points about which he will have to be careful."

Any business not properly adver-tised gets into a rut.

It may clear expenses and leave more or less of a profit, but unless progressive, intelligently aggressive methods are employed, profits will be rather less than mere.



Factories. Office Building and Warehouse of new plant at Montreal. Photo taken from roof of Sarnish Factory.

S. W. P. ADVERTISERS.

What the Agents are Doing in the Way of Special Advertising. W. P. agents have done a large amount of advertising, and good advertising, during the last few months.



Newspaper advertising has been a strong factor in the success of this fall's business. Every mail brings a budget of newspapers containing paint ads. A wide use of our electrotypes has been made, and generally the advertising is strong.

Many agents have taken advantage of local parades and fairs to promote their paint trade. In a coming issue, photos of a number of these exhibits will be reproduced.

Whenever you do any special advertising—any advertising that is bringing you very good returns—let us know about it, that the plan may be passed on to other agents through this department.

Every paint dealer who has given the arrangement and care of his stock any attention appreciates the value and importance of the work. It is work that pays dollar for dollar. And it is work that gives a large scope for originality and progressiveness.

The accompanying engraving from a photograph of a section of the paint display of the Knapp Store Co., S. W. P. agents at Philippi, Va., shows an orderly

Mr. E. C. Halliday, S. W. P. agent at Cairo, Ill., never misses an opportunity to tell the trade about the good qualities of S. W. P. When the circus of Forepaugh & Sells Bros. was in Cairo this summer, Mr. Halliday had a three-quarter page



Attractive paint display of the Knapp Store Co., Philippi, W. Va.

S. W. P. advertisement on all the circus programs. The ad was a striking one. Every one who had a program learned what was the best paint to use and where to get it.

Some Extracts from Good Paint Ads of S. W. P. Agents.

Da Lee Johnson Co., Fitzgerald, Ga.

The day of cheap paint is past and quality is now demanded.

Purdy Bros. & Co., Caro, Mich.

The care with which the paint is selected governs the satisfaction with which the finished work is observed.

M. S. Thompson & Co., Coudersport, Pa.

The true worth of paint is known by its lasting qualities. That's why we back The Sherwin-Williams Paint.

We can't afford to endanger our reputation as druggists by recommending an inferior paint; as it would justify suspicion regarding the quality of our drugs.

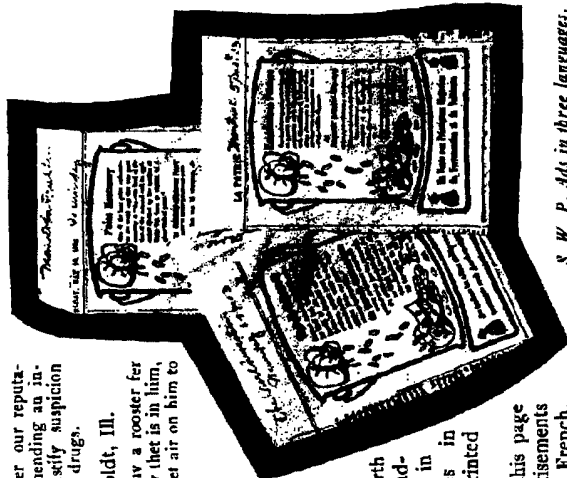
H. C. Hubbard, Humboldt, Ill.

Josh Billings said: "I luv a rooster fer tew things—one is the know ther is in him, and the other is the spurs that air on him to bak up his know with."

Some folks may think that we crow a good deal about The Sherwin-Williams Paint, but the fact is we have the goods to back up our crow.

As S. W. P. is sold in every part of North America, S. W. P. advertisements are found in the several languages in which newspapers are printed on this continent.

The illustration on this page shows S. W. P. advertisements taken from English, French, and German newspapers.



S. W. P. Ads in three languages.

PAINT AND VARNISH PROBLEMS.

A department for the discussion and elucidation of the problems that may be encountered in your Paint Department.



PASTE paint vs. S. W. P. is just what this extra cost in applying and the difference in covering capacity is I should very much like to know, and also if you believe S. W. P. will outlast paste paint.

A very pertinent fact that will appear evident to any fair minded man is that no paint as good as S. W. P. can be produced by hand mixing and made with the equipment we have under local conditions which are in themselves opposed to good results.

In buying S. W. P., ready for the brush, the customer insures a uniform job of painting, and he avoids the possibilities of trouble arising from the oil and dryer which the painter must buy to mix with paste paint.

In a paste paint there is only a suf-

sufficient quantity of oil and dryer to bind the pigment, and you have to depend on hand mixing by the painters. The arguments against this are the same as against lead and oil, namely, inferior mixing, and therefore poorer working qualities and less spreading capacity. Then, too, also the consumer must pay for the painter's time in mixing.

The linseed oil used in S. W. P. is made and refined by us and is superior in quality and perfectly adapted for its purpose. It has a much longer life than the oil commonly sold on the market, and as "the oil is the life of the paint," S. W. P. gains both in appearance and durability from the oil used. Then too, the dryer in S. W. P., is specially made by us for the purpose, is absolutely pure and is without any exception the highest grade dryer made.

Again, the special mixing and grinding of the right proportions of lead

and zinc, and the quality of the oil and of the dryer used, make S. W. P. the easiest working, greatest spreading, longest wearing, and best appearing paint that it is possible to make.

It is impossible to get paste paint as thoroughly combined with the oil as in S. W. P., nor will the oil or dryer used be as adaptable or of as good quality as in S. W. P., nor can you get the exactness that governs the manufacture of S. W. P., with paste paint, hand mixed.

The exact difference in the results obtained through paste paint will be controlled by the quality of the materials used, but under no circumstance can you get paint value equal to S. W. P.

This department of The S. W. P. is for your use. If there is any paint or varnish problem that you wish to have discussed, you only have to submit it and it will receive careful attention. Send in your problems.

SUCCESSFUL S. W. P. AGENCIES.

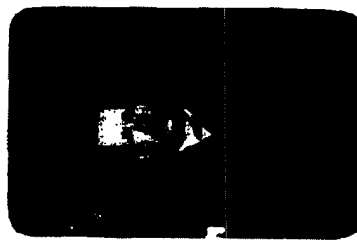
J. E. Nickerson, Malden, Mass.

ADDED interest in the success of the S. W. P. agency at Malden, Mass., by the fact that Mr. Nickerson was a master painter for thirty years before he began selling S. W. P. He brought to the paint business a thorough understanding of the good qualities of S. W. P. founded on practical experience. His absolute confidence in the goods, his knowledge of paint, and progressive advertising methods have realized a well

established paint business in three years.

After using lead and oil in his work as master painter for twenty-five years, Mr. Nickerson tested S. W. P. with such good results, that he advocated it thereafter. This experience gave his customers confidence in his recommendation of S. W. P. when selling it, and also placed him in a strong position in approaching painters.

Before Mr. Nickerson began selling S. W. P., several brands of "cheap"



Mr. J. E. Nickerson.

the painter a can of S. W. P., 48¢, for use on sash, blinds, etc. The good results it gave would lead to a trial of the other colors.

Advertising to the property owner was looked after carefully. Here again Mr. Nickerson did a great amount of personal work. His knowledge of the whole subject of painting gave him prestige and was at the command of his customers for any assistance to insure the best possible job.

S. W. P. was introduced to the people of Malden by "personal" letters, cards, circulars, and through the newspapers. All the stationery used carried a "cover the earth" design.

Every package that left the store this year, and all the mail sent out, carried on it the sticker reproduced here, stating the position of S. W. P. business. The story on the sticker is a good one. It takes the customer into confidence and makes him interested.

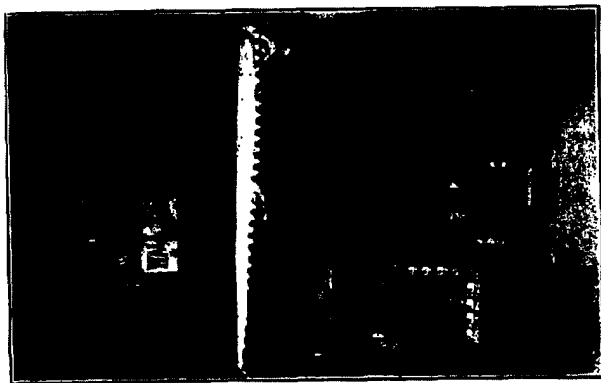
Mr. Nickerson gives careful attention to store and window display. The Sherwin-Williams products are always shown in the two windows. The window display is constantly changed—the windows are made to sell paint.

The right goods and persistent work will make a business "go" every time.

Mr. Nickerson sold 900 gallons of S. W. P. last year. We have set our mark for this year, too. Won't you help us beat that? You make no mistake, for you have The Sherwin-Williams Co. assurance to stand behind it.

J. E. Nickerson, Agent,
233 Pleasant St., Malden.

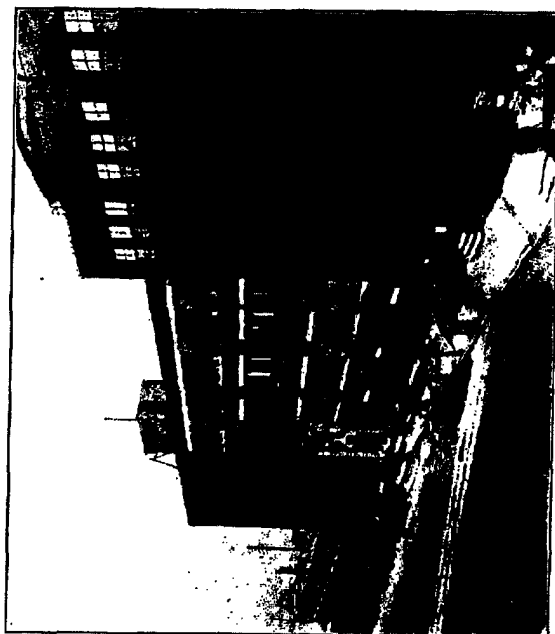
Sticker put on all packages and mail that left the store of Mr. J. E. Nickerson during the last year.



Store of Mr. J. E. Nickerson; S. W. P. is constantly displayed in the windows.

mixed paints had been sold in Malden that had proved very unsatisfactory. The painters and property owners generally were thoroughly prejudiced against anything in the line of prepared paints.

Mr. Nickerson started a systematic campaign to make the merits of S. W. P. known. He was satisfied that every can he could get into use would be the best possible advertisement, and he went personally after the painters' support. He would get a painter interested, give him a quart can to use, and follow him up closely. He persistently pointed out to them that the paint that would look better and cover more than paint materials mixed by hand would pay the painter best to use. He usually gave



New General Office Buildings of The S. W. P. Co. now being erected at Cleveland.

NEW GENERAL OFFICES UNDER CONSTRUCTION.

THE new general office buildings of the Company at Cleveland, the plans of which were described in The S. W. P. for August, are well under way.

The accompanying engraving will serve to show the progress that has been made, although it does not convey a very clear idea of the amount of work done. There is a steep incline at Canal street, the street upon which the buildings face, and what appears to be the first floor in the illustration is, in fact, the second and third stories. The new buildings occupy a frontage of 223 feet.

The new offices will be among the finest factory offices on the continent. The plans for the interior arrangement are the most approved, and the

appointments will be exceptionally good.

The largely increased trade of the past few months has made the need for greater general office facilities very apparent. We are anxiously awaiting the greater opportunities the new offices will afford to increase the capacity of our various departments.

In this age of rapid progress the wide-awake, alert man is in demand, and it is he who forges to the front. The cool, clear-headed man who possesses bright, keen faculties and can readily grasp a situation often renders invaluable service by his quick discernment. Talent is largely a gift; alertness is acquired. We cannot all possess the former; we all can cultivate the latter.—*Spout.*

MONEY IN FLOOR FINISHES.

The Increased Demand for Painted Floors has Made the Floor Finish Trade Very Profitable.



FLOOR finishes have become one of the most marketable lines for the paint dealer to handle. Painted and varnished floors are coming into more general use each year in all classes of homes.

The change from carpeted floors is not a matter of taste and fashion alone. Cleanliness and healthfulness and economy have had probably more to do with it than anything else. The dusty, germ-collecting carpet, so hard to keep clean, was doomed to be supplanted as soon as reputable manufacturers began to place floor finishes on the market.

We long ago recognized the importance of the subject of proper floor finishes, and gave the subject of the proper treatment of floors much thought and study. The hard conditions under which the paint or varnish must be expected to last did not make the proposition an easy one. No other class of paint or varnish products demands so much of the manufacturers as floor finishes. They require the utmost care and skill in their preparation. It is easy to make floor finishes to sell, but it is not easy to make them to wear—to give satisfaction after they are on the floors.

We worked the subject out conscientiously, and spent a great deal of time and money in experiments. We employed every means at the command of our large organization to obtain the best possible products, and the result is our line of Floor Finishes is right in every respect—each finish exactly suited for its purpose.

We are advertising them in a manner that brings direct returns to the

dealer, and is making our Finishes the best selling finishes. They are advertised in all our general advertising; they are brought to the attention of the property owners in the "personal letters" we write for you; some of our most attractive display cards are of the products in this line; we give dealers liberal supplies of a well written booklet, describing the entire line, for distribution; each product carries with it special folders; and we furnish striking electrotypes for newspaper advertising.

You are not making all that is possible to be made out of your paint trade if you are not handling our full line of Floor Finishes.

During the next few months there will be many orders of floor varnish, stain, and wax sold. People are decorating their homes now for the winter. Place The S. W. Floor Finishes for the work, and, besides the profit of the trade, you will make customers for the larger spring orders.

Here is the full line, if you are not carrying all of the products the list is surely worth your consideration:

For Painting Inside Floors.

The S. W. Inside Floor Paint is made for inside use only and is particularly suited for bedroom, soft wood kitchen and other floors. It is easy to apply, dries over night with a good gloss. Put up ready for use in eight shades.

It is an inside floor paint that will stand hard wear and satisfy your customer every time.

For Painting Porch Floors.

The S. W. Porch Floor Paint is made for outside exposure—to withstand the summer sun and winter storms. Made ready for use in seven good colors.

It covers well, looks well, wears well, and sells well.

For Staining Floors.

The S-W Floorlac is a stain for inside floors that will correctly imitate the most expensive kinds of woods. It can be used on old floors that have been previously painted by using *Floorlac Ground*.

It is very decorative and gives a dressy effect. Has a large sale for use as a border for rugs.

Made in many shades.

For Varnishing Floors.

Mar-not—a durable floor varnish—gives better wear, greater beauty of finish, and greater satisfaction, than any other floor varnish on the market. It is a transparent finish that brings out the natural color of the wood. It is not easily scratched or marred, and does not show heel marks.

It is having a wide use for finishing parlors, dining rooms, hallways, stairways, etc.

For Waxing Floors.

The S-W Floor Wax takes a high polish, wears well, and does not show scratches. It can be used over *Mar-not* or *Floorlac*. It is transparent, brings out the natural beauty of the wood, or accentuates the varnish finish.

The S-W Floor Wax can be put on with a rag and polished with a rag, and is a most popular line to sell.

For Filling Unsightly Floor Cracks.

The S-W Crack and Seam Filler is a tough, elastic composition for filling seams and cracks in old floors or for use on new flooring that does not come together properly. It makes possible a smooth, uniform surface for finishing, and will not dry up or shrink as putty does.

With this uniform full line of *Floor Finishes* a dealer is in splendid position to go after business. Every Finish sold will advertise the others in the line. You can advertise the whole line as easily as you could one finish. You do not require so much capital invested as if you scattered your buying among several manufacturers. You can keep up your stock easier and it will have a much better appearance than if you were carrying various lines.



Interior of Power House of The Union Bag and Paper Co., Sandy Hill, N. Y. Generators and Governors painted with The Sherwin-Williams Aluminum Paint.

NEWSPAPER ADVERTISING DURING THE WINTER MONTHS.

DOES it pay the paint dealer to advertise in the newspapers during the winter months? This question has been well and finally answered by the success of those who constantly use newspaper space and always keep their paint stock before the public.

No legitimate reason has been advanced why paint advertisements should be run only during the seasons paint can be applied to exterior surfaces. And every rule of good business and every feature of the paint trade calls for continuous publicity. While no paint may be put on the outside of houses in many territories during the next few months, property owners who are going to paint next spring are interested in paints now, and their orders can be secured long before the paint goes on the house. In the majority of instances, it is during the winter months that the property owner considers and decides on the paints he will use. He will be on the look out for the best paint for his work, and the merchant

who keeps his proposition before him has an immeasurable advantage in landing the order. The merchants running good newspaper ads on S. W. P. during the coming months will have the biggest spring business.

Many paint specialties find a large sale during the winter—several have their largest market then. Strong newspaper advertising of these specialties has a double advantage. It not only increases their sales but keeps the dealer in touch with his customers for the large spring orders.

By continuing to use newspaper space, the paint dealer will hold and increase the position he has already made; by dropping advertising for several months, he will be compelled to make special efforts to get public attention again.

There are many electrolytes, illustrated in our electrolyte booklet, on S. W. P. and various specialties, that will make good newspaper advertising. We shall be pleased to furnish them for your newspaper space free of cost.

ALUMINUM PAINT ON POWER HOUSE EQUIPMENT.

ALUMINUM Paint is making good headway as a finish for power house equipment.

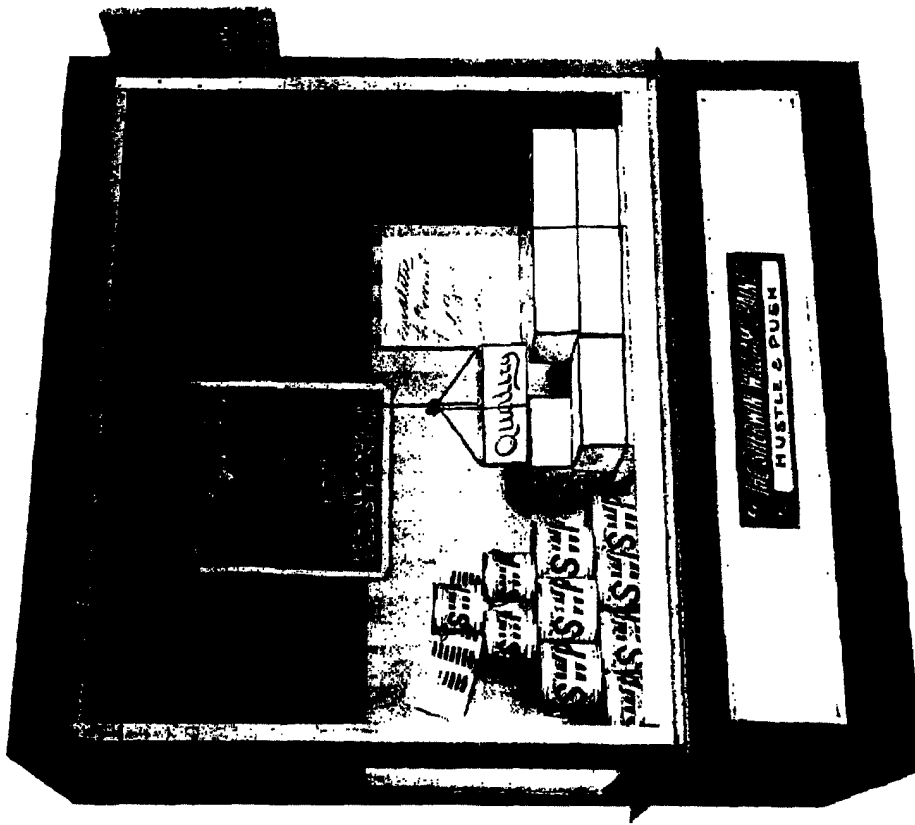
It is splendidly adapted for the purpose and is filling the requirements exactly.

The engraving on the preceding page shows a portion of the equipment of the power house of The Union Bag and Paper Co., of Sandy Hill, N. Y., finished with Aluminum Paint. The generators, governors, and all the metal work except the pen stock and

wheel cases are painted with Aluminum Paint.

This power house is equipped with the latest and most approved turbines, generators and governors. It is modern in every instance.

The great majority of errors are made through carelessness; learn to care; be exact; strive to have it absolutely right—making a mistake in business is like falling down in a foot race; it is a set-back.



AN S. W. P. WINDOW.

DRIVE home one idea by your window and you have a good window. Bring out one striking feature in the window display and you are much more likely to impress the public and make customers than by attempting to show several lines.

Illustrated above is an easily dressed window that will surely draw attention. On one side of the window arrange two tiers of boxes as shown in the engraving, with box to fit corner hanging by a string above its position. Old boxes around the store covered with paper answer the purpose well. On the corner "stone" write the word *Quality*. Arrange an assortment of S. W. P. on the other side of the window. Place a card reading "Quality the corner stone of S. W. P. success."

THE SHERWIN-WILLIAMS PAINTS FOR ALL KINDS OF GOOD PAINTING

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

FOR INTERIORS, WALLS, ETC.
For a high enamel gloss finish
Use ENAMELOID.
For an egg shell gloss finish
Use THE S-W SPECIAL INTERIOR COLORS.

FOR FLOORS.
Use THE S-W FLOOR FINISHES.
For Inside Floors—Use S-W INSIDE FLOOR PAINT.
Also FLOORGLAZ. (For staining floors.)
For Porch Floors—Use S-W PORCH FLOOR PAINT.
For Varnished Floors—Use S-W, a durable floor varnish.
For producing a wax finish—Use S-W FLOOR WAX.
For repairing cracks—Use S-W CRACK & SEAM FILLER.

FOR SKIRTS, MOULDINGS, FRIGES, ETC.
Use THE S-W INTERIOR PAINT.
Use THE S-W CORNER-MOULDING-SKIRT REG.
A heavy, economical and
THE S-W SOAP AND BRUSH PAINT.
Red and White.

FOR OUTDOOR USE, BARN DOORS, SHELTERS, ETC.
Use THE S-W EXTERIOR PAINT.
Durable and washable.

FOR BARN DOORS, WAGON CHAIRS, ETC.
Use THE S-W BARN PAINT.
A heavy, durable, and washable.

FOR CHAIRS, TABLES, BEDROOMS, BEDROOMS, ETC.
Use THE S-W CHAIR PAINT.
For painting and varnishing at one operation.

FOR RADIATORS, WAX PIPES, STOVES, PICTURE
FRAMES, ETC.
Use THE S-W RADIATOR PAINT.
For painting and varnishing at one operation.

FOR ALL KINDS OF PAINTING.
Use THE S-W EXTERIOR PAINT.
A special variety for each particular purpose.

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THE SHERWIN-WILLIAMS CO.
PAINTS AND VARNISHES.

NEW YORK, N.Y. BOSTON, MASS. PHILADELPHIA, PA.
CHICAGO, ILL. CINCINNATI, OH. CLEVELAND, OH.
DETROIT, MICH. KANSAS CITY, MO. LOS ANGELES, CALIF.
MINNEAPOLIS, MINN. PITTSBURGH, PA. ST. LOUIS, MO.
ST. PAUL, MINN. WASHINGTON, D.C. WICHITA, KAN.