

In the town where I was brought up there was a firm by the name of Smithers & Co. The proprietors were good old souls but primitive, and by no stretch of imagination could you call them enterprising. One Fall they got in a supply of skates which they decided to advertise, so the next edition of the "Clarion" had an ad that read like this:

SMITHERS & CO
CHEAP SKATES.

This incident has stuck with me until now. It is a beautiful example of how *not* to advertise.



The SWP

VOL. X. SEPTEMBER, 1908 No 6

Published by THE SHERWIN-WILLIAMS CO. in the interests of their agents. Edited and printed at the Canal Road, N.W., Cleveland, where all communications to the Editor should be sent.

The Fall Campaign.



END now to business. The vacation days are practically over, the rest and change they have brought us makes us all feel fit and ready for the activities of September and the return of old labors.

The outlook for a good fall business is so favorable that we do not hestitate to express strongly our confidence in the business situation and the wisdom of going out boldly and aggressively after business this fall.

The large corporations, the railroads, the steel mills, and many other industries are returning into active operations, employing men who have not been busy this spring and summer.

So it devolves upon us to interpret the future and to get well started while others are just awakening to its possibilities, particularly this fall's business.

We are face to face with the question of getting a larger output, and must look for this increase to our agents. It is therefore our problem to help each agent to increase the volume of his sales. To do this, we have planned a new campaign to increase the sale of our shelf goods specialties. We have taken the paints and varnishes that are used by the householder and housewife in and about the home, and called them by a single name in order that we can better direct our advertising and selling forces in assisting our agents in getting more business.

This number of THE S. W. P. explains our plans fully. We ask you to read it carefully and become well posted. Then reach out as you have heretofore and our combined efforts will make the fall of 1908 the biggest yet.

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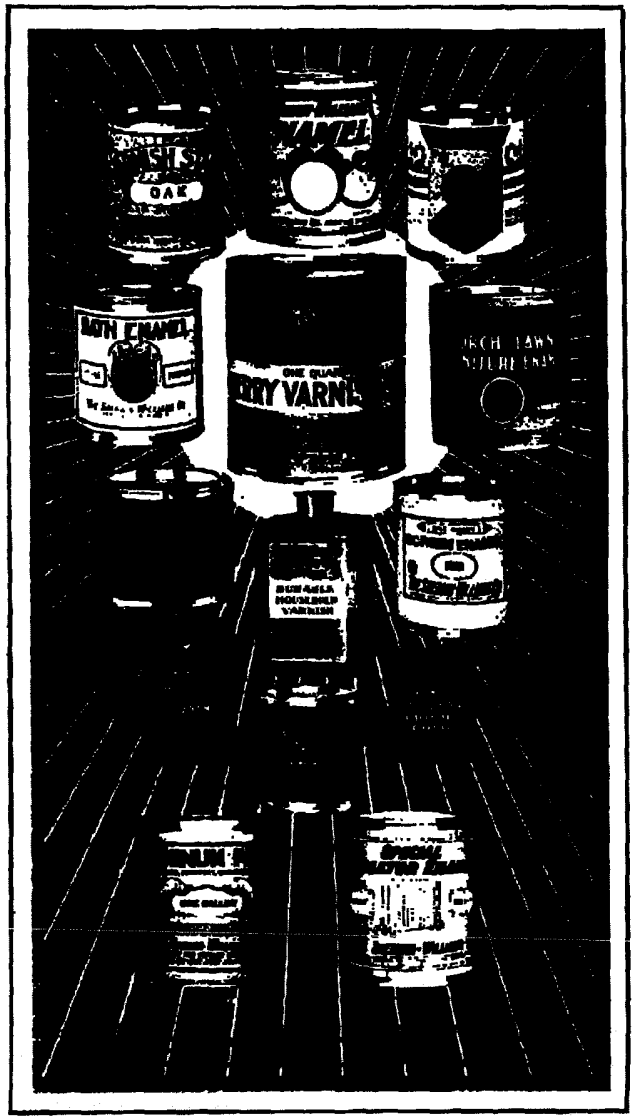

An Important Change in Advertising our Shelf Goods Line is Announced in this Issue.

We announce an important change in the method of advertising and marketing our well known line of paint and varnish specialties for the home.

As it is a better way of selling our shelf goods we want every agent to understand our campaign and push with us.

It has been a difficult problem heretofore to sell a complete line of paint and varnish specialties for use in and about the house.

The main difficulty was in giving each one sufficient publicity in order to enable the consumer to become familiar with its name and use.

As everyone who has had any practical experience knows, paints and varnishes must be made especially for a certain purpose—each must be designed to do certain work and must contain all the qualities necessary to give the best results. This principle has developed our present line of shelf goods.

No one product can be made that will be satisfactory for all uses and surfaces. There are a number of them on the market, however, recommended for everything for which paint and varnish can be used. As a result the user does not always get satisfactory results.

From our line of shelf goods we have taken all products which are most largely used by the householder and housewife in refinishing and brightening up about the house and placed them under one name and label—Brighten Up Finishes.

The specialties in the Brighten Up line are Family Paint, Varnish Stain, Enamel, Bath Enamel, Porch and Lawn Furniture Enamel, Screen Enamel, Gold Paint, Aluminum Paint, Stove Pipe Enamel, Special Radiator Enamel and Durable Household Varnish.

The system of labeling and advertising the new line is fully described in this issue of THE S.W.P.

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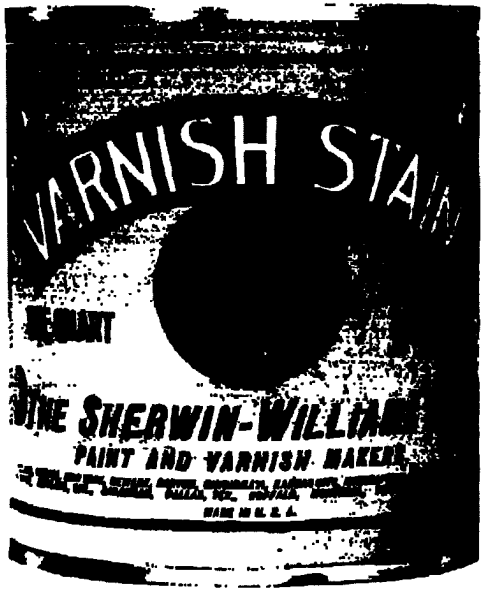
The Old Label on one side.



One side of the can bears the old label as previously.

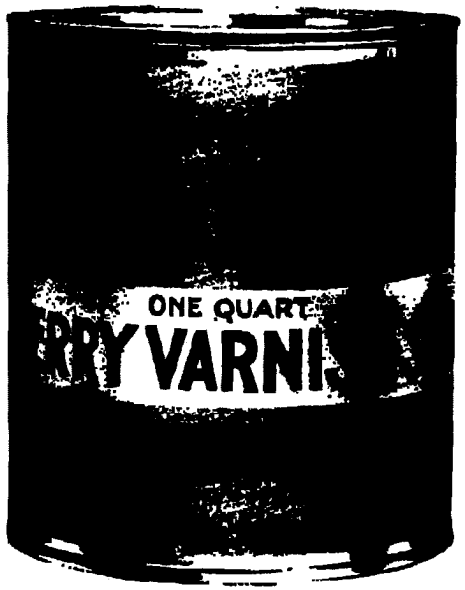
TO OBVIATE any doubt or confusion in the minds of our agents or their customers the old familiar S-W. labels are continued and a new Brighten Up label is *added* to each package. Agents and consumers have long been familiar with the old labels and would think that perhaps some change had been made in the goods if they were missing.

So we have adopted a system of double labeling—the old labels remain on the cans *and in addition* the Brighten Up label is put on the reverse side.

The above engraving shows one side of a Brighten Up Specialty—Family Paint—under the old label. On the following page is shown the other side of the same can bearing the Brighten Up label.

Brighten Up labels, while all similar in design, are printed in the various colors to correspond with the old

The New Label on the other.



The other side of the can bears the new Brighten Up label.

labels, which still allows the various products to be easily distinguished, one from another.

You will of course have the option of displaying either label on your shelves, but we would suggest that the new Brighten Up label be displayed. It is if anything more attractive and will be readily connected with our extensive magazine advertising, your window display and newspaper advertising and other publicity which is to be given the new idea.

Arrange your stock so that BRIGHTEN UP FINISHES will be seen by every one that comes into your store, whether on purpose to buy paint or not. The new labels will catch their eye, and the wording of the new name "Brighten Up Finishes" will of itself suggest some purpose for which they require a can of paint or varnish.

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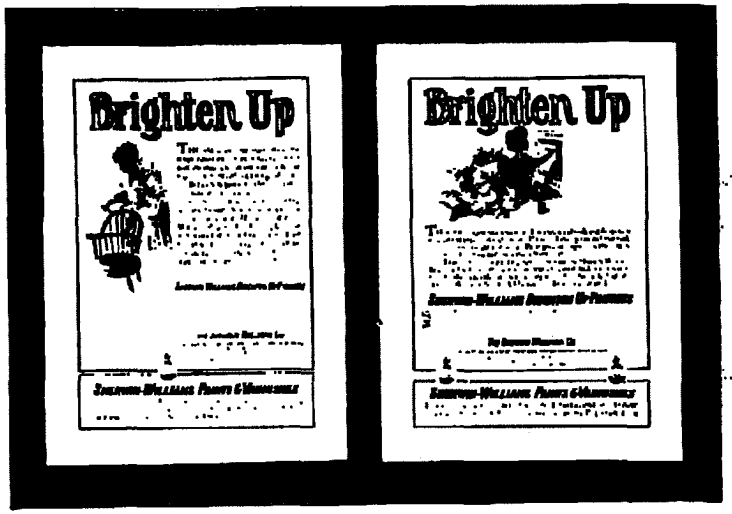
Magazine Advertising.



Reproduction of ads appearing in general magazines for September.

A GREAT deal of the success of the new departure lies in making the public familiar with it. They must know what *Brighten Up Finishes* are and what they will do.

To accomplish this we are increasing our national magazine advertising. We are taking space in a number of new magazines. Among the latter are publications devoted particularly to the interests of house builders and house owners. To those who own, maintain, or are about to build a house, the subject of paint and varnish is of course a live topic all the time.

The women will be largely interested in Brighten Up Finishes, as they are generally directly or indirectly responsible for the paint and varnish used about the house.

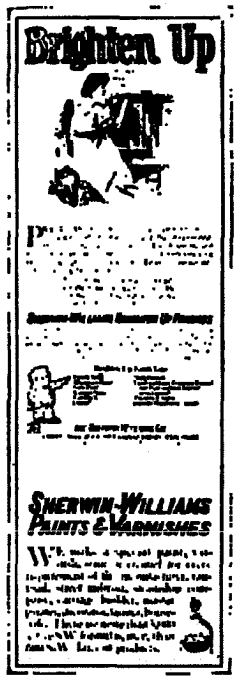
The list of magazines in which our ads will appear includes both leading weeklies and monthlies, such as McClure's, Saturday Evening Post, Everybody's, World's Work, Sunset, Ladies Home Journal, Woman's Home Companion, Good Housekeeping, House Beautiful, House and Garden, Craftsman. This list alone will have a combined number of readers totaling many millions, with a large proportion of paint and varnish users.



The most important journals in which our ads appear in September.

On this and the preceding page we are reproducing some of the ads as they will appear in the magazines. We will occupy full pages in all the standard sized magazines and quarter and half pages in the larger sized magazines

Our method of referring inquiries resulting from our magazine advertising to agents to supply the goods will be followed out exactly the same as last year. This method proved entirely satisfactory in connection with the hundreds of inquiries we received.



Half-page ad Ladies Home Journal and Woman's Home Companion for September.

In all our extensive magazine advertising and otherwise we are educating the consumer that all that is necessary to remember or know in connection with painting and varnishing around the house is *Brighten Up Finishes.* We are going to tell the public continually and constantly that under the Brighten Up Finish label they will find a specialty for anything in and around the house and that all that is necessary is to go to the S-W. agency and ask for it. Then the agent, when he learns what they are going to finish, will give

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them the specialty for that purpose. You see how we are advertising eleven specialties as one. It does not require much penetration on the part of the consumer to appreciate that a finish made especially for a definite purpose is better than one finish made for anything and everything.



The Contents of the Tube.



This is the tube containing window display shown on opposite page.

This tube will be mailed to every S-W. agent on August 25th. It contains all the features of the window trim shown on the opposite page.

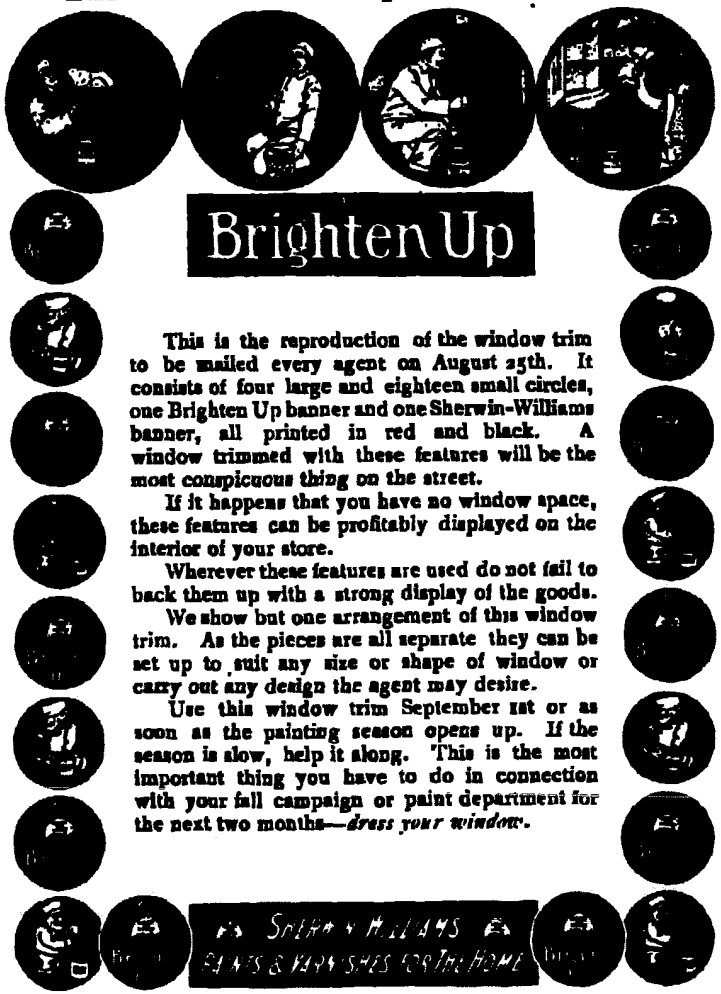
If your windows are large, and take more than one set to make a showing, or if you have more than one window, write for another tube.

This is the strongest and most attractive window display that we have ever supplied our agents. Put it in your window. It will have a beneficial effect on your sales of Brighten Up Finishes and make a good introduction for the new line.

In addition, this tube contains a blank property owner list. Find out the names of those in your locality who are going to or should paint, and mail it back to us. *Do it now.*

The Window Trim.

THE window display is one of the surest ways to impress the name of a product on the public mind and to connect your store with the manufacturer's national advertising.



This is the reproduction of the window trim to be mailed every agent on August 25th. It consists of four large and eighteen small circles, one Brighten Up banner and one Sherwin-Williams banner, all printed in red and black. A window trimmed with these features will be the most conspicuous thing on the street.

If it happens that you have no window space, these features can be profitably displayed on the interior of your store.

Wherever these features are used do not fail to back them up with a strong display of the goods.

We show but one arrangement of this window trim. As the pieces are all separate they can be set up to suit any size or shape of window or carry out any design the agent may desire.

Use this window trim September 1st or as soon as the painting season opens up. If the season is slow, help it along. This is the most important thing you have to do in connection with your fall campaign or paint department for the next two months—*dress your window.*

0007-SWP-00012007

The Brighten Up Booklet.

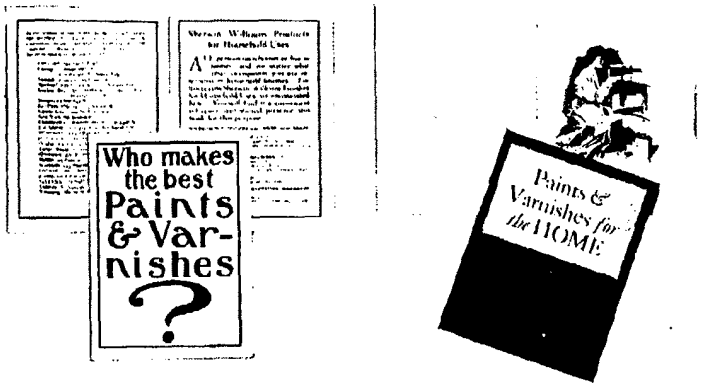


THE above cut shows the 32 page booklet fully descriptive of Brighten Up Finishes which we have prepared for distribution among our agents.

The following is an outline of the contents of this book: It gives the color, size, adaptability, and other particulars of every specialty in the Brighten Up Finish line. It tells what use each specialty is adapted for and how it should be used. This booklet also gives some very practical suggestions for brightening up the home, how to obtain pleasant and harmonious results in finishing or refinishing the hall, the living room, the dining room, the kitchen, etc. This is a useful and interesting booklet to hand out to your customers.

Your name and business will be printed on the cover. It is an advertising feature that if properly distributed will help you get your share of the paint and varnish business.

Two Useful Booklets for Distribution to Your Trade



We are prepared to supply our agents with a stock of these for careful distribution.

THE literature which we are supplying agents for the Fall Campaign this year is attractively printed, convincingly written and plentiful.

"Who makes the best Paints and Varnishes?" is a 32-page booklet printed on excellent paper in two colors. It tells briefly the need and satisfaction of using good paint and varnish, the extensive manufacturing facilities of The Sherwin-Williams Co., and *why* their goods are the best.

"Paints and Varnishes for the Home" is a 60-page booklet containing full and comprehensive directions for finishing everything about the house. In addition to a full description of S-W. Products and what they will accomplish, there are suggestions and color schemes for finishing the hall, living room, dining room, etc., which will be found of great interest to the house owner. This book is a Housewife's Handbook which will be kept and referred to.

These are expensive features but we are fortunately able to supply our agents with sufficient to distribute among their best customers and those they know will be interested.

0007-SWP-000120073

Local Newspaper Advertising.

IT WOULD be possible for the local merchant to neglect all forms of advertising but his local paper—and prosper.

Newspaper advertising is by no means the only good kind of advertising or the only essential kind, but for the retailer it possesses greater value for reaching prospective customers than any other single way.

We thoroughly believe this and go to a great deal of expense and trouble to provide suitable newspaper electros for the use of our agents in their local papers.





To get the greatest amount of publicity and value out of these electrotypes they should appear in your local papers at the same time as we are running them in the national magazines. This ties your store up with our national campaign. Either newspaper or magazine advertising alone would serve its purpose well, but the combination of the two is more than doubly effective.

We are showing on this page reproductions of newspaper electros which we have prepared for our agents' use. They are practically the same as the ads appearing in the leading September magazines.

We will send these electros to those agents who will order them. Run them in your local newspaper.



XY No. 644.



XY No. 645



XY No 646.



XY No. 647.

YOU will probably recognize these cuts. They are the large circles from the window display. We have prepared them in the shape of newspaper electros. Order them by the numbers shown.

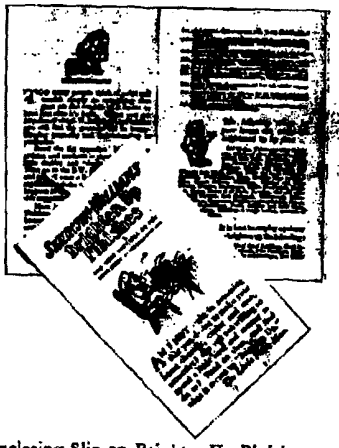
They are for one column ads. We have not prepared any copy in connection with these cuts, but you can use them to good advantage in many ways. These cuts will be decidedly conspicuous on a newspaper page. To get the best value out of them run them when you have your window dressed with contents of the tube.

0007-SWP-000120074

An Enclosing Slip and Hanger on Brighten Up Finishes.

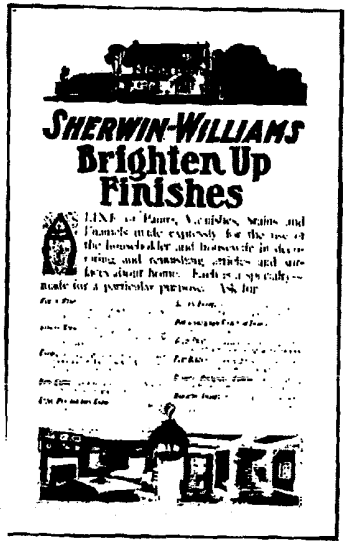
EVERY package, bundle, letter and invoice that goes out of your store during the next few months of the Fall Campaign should carry one of these enclosing slips on "Brighten Up Finishes for the Home," reproduction of which is shown on this page. It is attractively printed in two colors on buff stock.

It contains a short talk on the advantage of keeping the house bright and clean, and how the goods necessary for this purpose can be procured by simply asking the local S-W. agent (that's you) for Brighten Up Finishes. This folder also gives a list of the Brighten Up Finishes as well as the names of numerous things about the house that the householder or housewife can easily brighten up. On the back page is a list of S-W. Products.



Enclosing Slip on Brighten Up Finishes.

We are going to furnish a liberal supply of these folders to all S-W. agents who will appreciate and use them.



Brighten Up Hanger.

HANGER shown in the accompanying illustration will be sent to every agent with his shipment of Brighten Up Finishes. The hanger is 12 x 18 in. and printed in three colors. The design shows one exterior and two interiors handsomely finished.

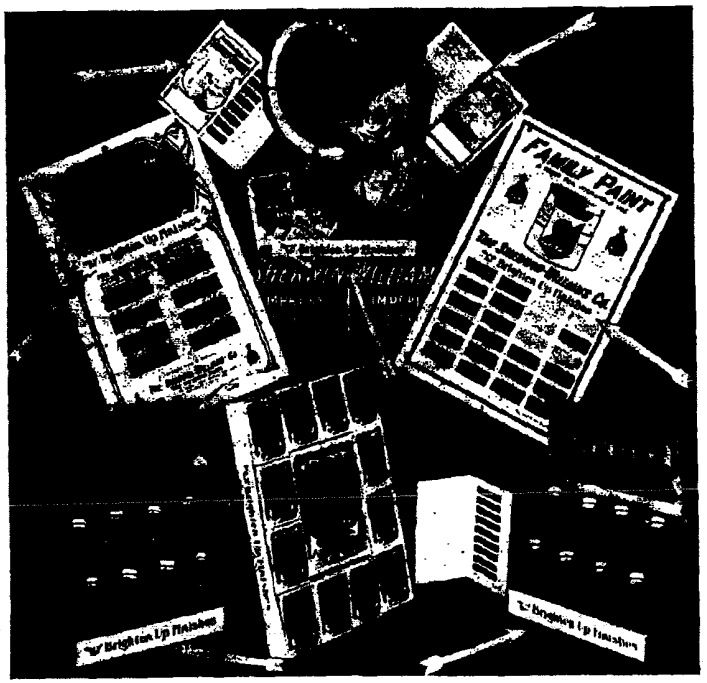
This feature possesses the two necessary characteristics of good advertising—attractiveness and information on the goods.

Every agent will do well to see that this hanger is well displayed in his store. If for any reason your copy is not received, write for another.

Regarding the Enclosed Banner.

IN THIS issue of THE S.W.P. we have inserted a large two color reproduction of one of the advertisements we are running in the magazines for September. The wording has been changed somewhat in order to serve the purpose better, but in the main it's the same advertisement that many millions of people will see in the magazines.

We want you to paste it up in your window where all the people passing will see it Many will recognize it and remember where they saw it. It will attract others into the store to talk the question over and to purchase paint and varnish and Brighten Up Finishes.



The arrows point to the imprint we have put on these display features.

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Advertising in Agricultural Papers.



Reproduction of three ads which will appear in farm journals in September next.

WE have long held the opinion that agricultural papers offered an excellent advertising medium to create trade for our country agents. It is only at the present time, however, that we have found it practical to test the efficiency of these papers. We have chosen a few of the leading farm journals to demonstrate what this kind of publicity will do for our agents. Five representative papers, including *The Orange-Judd Farmer*, *The Ohio Farmer*, *The Rural New Yorker*, *Farm & Ranch*, and *The Farmers' Advocate* (Canada), will be used, commencing with September.

If this work is as profitable for our agents as we expect it to be, the number of farm papers carrying our advertising will be materially increased later on. The space in these advertisements is devoted to the economy of Sherwin-Williams Paints for the farm, and why the farmer should choose good paint to protect his property.

We also announce in this advertising that a free booklet, entitled "Sherwin-Williams Paints and Varnishes for the Farm," will be sent to those who ask for it. This booklet is now on the press. It will contain complete information on paint and varnish questions that may be of interest or value to the farmer. It shows what an important part good paint plays in farm economics and points out in plain language the loss the farmer sustains annually where he does not protect his buildings, his machinery, tools, fences, etc.

We are desirous of finding out how this new departure in advertising is paying both ourselves and our agents, and for this reason we want you to advise us if you receive any comments on this advertising, or if you have any inquiries for our goods or can trace sales as a result of it. We believe the advertising is strong and different from anything else ever prepared to sell paint before in such papers.

Future campaigns along this line will depend largely on what we hear from the trade.

ANOTHER good feature to help get the farmer's interest is an enclosing slip printed in two colors—"Paints and Varnishes for the Farm." The reading matter consists of a short but convincing argument on the advantage and economy of painting, list of S-W. Products prepared especially for every possible use on the farm. The back page is devoted to Brighten Up Finishes. You should make it a point to see that all your mail going to the farmer carries one of these folders.

We are prepared to give every S-W. agent a good supply.



An enclosing slip for your farm trade.

0007-SWP-000120076

The Opportunity for New Business that Our Decorative Department Offers S-W. Agents.



Views in Workroom of our Decorative Department.

OUR Decorative Department offers S-W. Agents opportunities for business getting, irrespective of competition, that should not be neglected. S-W. Agents should be keenly alert to this situation.

There is a field of operations in every locality. The new church, the new house, the house that is being redecorated inside and out, the new theatre or school can be finished with S-W. Products from *your* stock with the help of our Decorative Department.

If there is a residence being built or refinished in your neighborhood send us the name of the owner or architect, or both; if a church, the name of the trustees; if a theatre, the name of the architect, contractor or owner. Send all the particulars you can obtain—it is impossible to send too much information. If the contract for finishing has been let, send us the name of the painter or contractor.

These parties will be written direct by the Decorative Department and our services offered free of charge. When the interested party finds what we are willing to do, it is seldom that our offer is not snapped up. When necessary particulars have been obtained we submit color sketches showing sections of the walls, ceilings, etc., with full particulars as to how results can be obtained by the use of S-W. Products. These suggestions are so complete that they can be, and often are, embodied in the painting specifications.

We are well qualified to perform this service, for our staff of artists and expert decorators is by training and experience able to give satisfactory advice on any decorative question that can be put up to them.

Our system of handling inquiries is such that S-W. Agents are kept fully advised of the progress of the transaction. All specifications, suggestions and letters sent to the inquirer are made in duplicate and copy sent to the nearest S-W. Agent. This is done that you may know just exactly the goods required for the job, follow up the controlling party and obtain the order.

Many S-W. Agents have sold large bills of goods by giving this matter the attention it deserves. You should bring this matter to the attention of the painters, decorators and architects of your locality. You have never had a proposition to put up to them that will be better received, or one that contained more possibilities for your business than this.

Send us the particulars of the next public or private building that is erected or refinished in your locality. We will have our Decorative Department work on the case for you and prove that this is the best way you ever discovered to secure good paying business without the inconvenience of fighting price consideration and other forms of competition.

We are printing below a letter which we received from a householder who used the services of the Decorative Department, which will give an idea of how this work is appreciated. We are continually in receipt of letters of this nature:

The Sherwin-Williams Co.

Mr. Clyde Horton, Supt. Decorative Dept., Cleveland.

DEAR SIR:—Your letter inquiring the results of our renovating with your Company's products has been awaiting reply some time, I believe. I fully intended to report after receiving your kind suggestions and advice, and have only delayed until we could say everything was quite finished. We have only the *highest praises* for all the material we have used, and the results have been away and beyond what we hoped for. We followed your suggestion of turning all the woodwork in the living hall to a dark oak. One coat brought it up to the desired tone (used Dark Oak Floorlac). The floors were treated to a coat of the ground, then one coat dark oak. In the library we went over the white woodwork with white Enameloid. Had book-shelves built, fitted to the room, done with three coats of the latter.

But our crowning success we consider to be the bathroom. We had the bath fixtures put in ourselves and were obliged to take a room two sides of which had a wooden wall, the other two sides plaster. I wished some covering more sanitary than paper so this is what we did (my husband and myself did the work). We covered the walls with white cotton cloth, put on with tacks panelled with a three-quarter inch beading, then gave the whole thing three coats of Enameloid. We have a really beautiful wall finish with a washable finish, snow white. I suppose a little stencil work in pale green or blue would make it quite perfect, but we feel inclined to rest from our labors for a time. My husband says he expects me to give him a coat of Floorlac some night, as I can find nothing else, and the habit of painting has become so fixed. Everyone entering the house exclaims, "I would never believe it to be the same place." Many think we have torn out the woodwork and replaced it with new, and can scarcely believe a few coats of paint or varnish would accomplish such results. We had to wait a little for the materials, my dealer trying to convince me that ——— was exactly the same thing. We are very glad now that we waited for the Floorlac, and are great advertisers of it among our friends. Thanking you for the suggestions and help, I am

Yours sincerely,

June 11th, 1908.
Webster, N. Y.

0007-SWP-00012007

The Value of Working with the Property Owners.

WE HAVE agents who consider that work with the property owners pays them better than any other kind of advertising. One agent we have in mind sent in a list of property owners in his territory; we wrote them personal letters, with the result that he sold paint or varnish to *eighty per cent. of the list.*

While this is above the average percentage of sales we are able to bring about, nevertheless work with the property owners always pays and pays well.

The personal letters we send out are not the cheap and unattractive sort that are so commonly used. Our letters contain convincing arguments, are well printed and carefully addressed. They make a lasting impression on the receiver.

We supply our agent with blanks and addressed post cards on which to give us the names of property owners in their neighborhood who are going to paint, or whose property requires it. We are enclosing one of these blanks in the mailing tube with the window display. We will send you as many more as you desire. This is one of the simplest ways at your disposal to increase your sales. If you haven't already attended to this matter there is no time like the present—*now*.

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