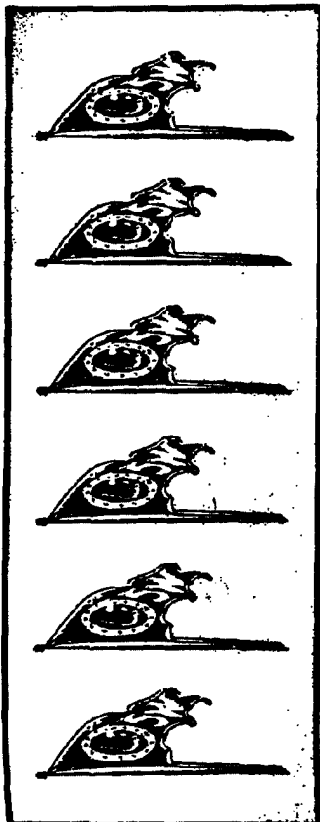
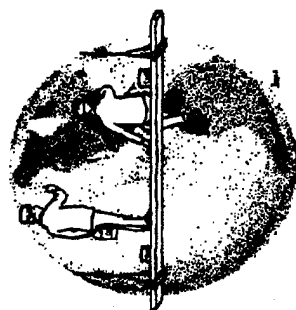




THE
SWP
THE SOUTHERN WILKINS CO.
PUBLISHED MONTHLY
OCTOBER
1901



THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS Co. in the interests of their Agents. Printed in THE SHERWIN-WILLIAMS Press, 31 Michigan St., Cleveland, where all communications for the Editor should be sent.

Vol. III.

OCTOBER, 1901.

No. 4

A WELL DEFINED POLICY.



SUCCESSFUL business needs a well-defined policy, just as a railroad needs a track or the marksman a bull's-eye to aim at. It keeps you going ahead in the direction you want to go, and centers your effort upon the things of most importance. Without such a policy any business will run a-muck and go far wide of the mark we're all aiming for—Success.

The policy of The Sherwin-Williams Co. is this: To make the *best* goods it is possible to make, and to market them to the *best* mutual advantage of the dealer and ourselves.

For over thirty years that policy has guided us in everything we have done, and it will continue to guide us as long as we're in business.

It sounds like the only logical policy for any manufacturer to follow, and we believe it is, but from experience we have found that it takes a great deal of backbone and determination to stick to it. The best goods must always command a fair price, and to keep your prices up where the quality of your paint makes it necessary to keep them, in the face of competition at low prices, is not an easy matter.

We have frequently had to face questions such as this: Shall we lower our prices and lose money, shall we make poor quality paint so we can sell at a lower price with profit, or shall we fight it out with the best goods at a fair price? Our policy has never allowed us to take any stand but the last—and never once have we regretted doing so. We have always come out of each period such as that, stronger and farther ahead than ever.

Probably every manufacturer would define differently what is meant by marketing paint to the best mutual advantage of dealer and maker. To us it means these four things: A fair margin of profit both for you and for us; protection to you against cutting of prices; good advertising and plenty of it; constant work with you to promote your sales and increase your business in all lines.

We believe that the best way to market S. W. P. is to get one man in each town, give him the exclusive sale, and put all our effort into making his store the leading paint store in town—to work with him alone, and give him the sole benefit of the resources of our large and effective organization.

We have found we can do better advertising and give more useful help by concentrating all our efforts upon one dealer in a locality than by spreading it over many. And we have found, too, that one good, loyal dealer who co-operates with us can sell more paint than a dozen half-hearted men in the same town, all on an equal footing as regards our interests in them.

It is your advantage we are looking after as well as our own—both in the making and selling of our products.

Are you getting the full benefit of this liberal policy?

TALKS WITH PAINTERS ON QUALITY.

Number Three.



FROM start to finish in the manufacture of The Sherwin-Williams Paint for buildings, there are no loopholes through which uncertainty of results, or poor quality of any kind, can enter.

Every package of paint that leaves the factory is right in every respect.

The first requirement of good paint is purity of materials—pure lead, pure zinc and pure linseed oil. It's the foundation on which everything depends. All these ingredients, therefore, are carefully tested in The Sherwin-Williams laboratory before they are allowed to pass into the mixing and grinding rooms. They must come up to the highest standard, or they are returned. Material is frequently rejected that could easily pass muster under a less complete system of examination.

Accuracy of measurement in following the formula, under which S. W. P. is made, is the next important step in insuring good results. Nothing is left to guess work; the exact proportions of lead, zinc and oil get into every batch of the paint that is made.

In the grinding and mixing and the addition of the coloring pigments the greatest possible care is taken to insure uniformity of color and uniform consistency. The color is matched to standard in such a way that there can be no variation.

As a check against wrong consistency The Sherwin-Williams Co. weigh every package of paint as it is filled. Every gallon must weigh exactly so much, and if at any time during the filling it weighs more or less the operation is stopped and no more cans are filled from that batch of paint until the

trouble is rectified. The paint cannot be too light or too heavy after it is put in the package.

Every batch of S. W. P. is also submitted to a practical working test before it is considered ready for shipment.

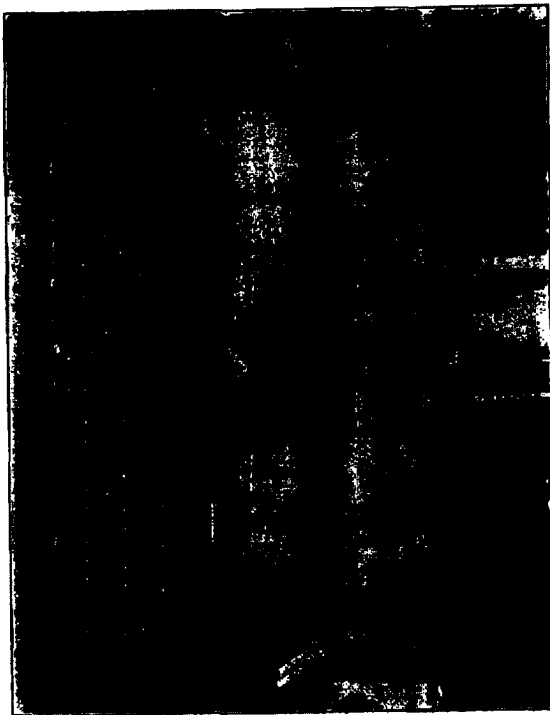
In all these successive steps the paint must reach the highest standard that can be set for paint quality. The result aimed for is not a paint that will do its work well enough to find a market among an inexperienced class of users, but well enough to satisfy the best and most critical of practical painters—it's the aim to produce the best possible painting material.

It's not sufficient, however, to make such a paint meet these requirements one time and then fail at some other. The paint must be *always* and *uniformly* good. By eliminating all chance from the process of manufacture and checking against even the slightest mistake, The Sherwin-Williams Co. is able to accomplish this.

In consistency, color, working qualities, drying qualities, spreading capacity and appearance The Sherwin-Williams Paint will, under the same conditions, give uniform results every time, and these results always the best that could possibly be obtained.

The painter who believes in the value of good quality cannot afford to overlook the claims of The Sherwin-Williams Paint. In every respect it will give him and his clients better results and greater satisfaction than paint made by hand—which, to say the least, must contain the element of uncertainty as to the ultimate results.

The thousands of painters who are using S. W. P. are among our best advertisers—and it's the uniform good quality that makes them our friends.



One druggist's way of putting S. W. P. where it can be seen. Stock display used by J. H. Webb, Grapevine, Texas.

THE WAY TO KEEP AHEAD.

THE S. W. P. agent in every town can become the leading merchant in his locality if he avails himself of the advertising helps we're always ready to give him. With the quality that is part and parcel of every can of S. W. P. and with the tremendous selling force there is back of the goods, there remains but the active and continued co-operation of each individual agent to bring him forward, not only as the recognized paint leader of his town, but also as the most successful and persistent advertiser.

The value of our "personal letter" system, and its importance in stimulating a paying demand for S. W. P., and in actually securing to the Sher-

win-Williams agent the most and the best of the local consuming trade, is aptly illustrated in the following extract from a report of our South Dakota representative:

"When Woodward & Filbert, S. W. P. agents in Watertown, put in S. W. P. last spring they said they would be satisfied if they sold six jobs, as they were strangers in Watertown. I told them they would sell more, and am pleased to report they have sold S. W. P. for twenty-six houses."

Messrs. Woodward & Filbert have availed themselves continually of our "personal letter" system. When they heard a man was going to paint they did not delay to send us his name and address. They would "Do it Now."

every time and give us the chance to get in correspondence with him. In consequence of their unceasing vigilance along this line they are gradually forging to the front, and although new to Watertown, we look to their soon attaining that successful position which can be won and maintained by every enterprising Sherwin-Williams agent.

The obvious advantage of our personal correspondence with your customers should stimulate you to increased efforts in sending us names of probable paint users. Make it an inflexible rule to keep us constantly advised of your "prospective orders". You need never fear that by so doing you are causing us trouble. We want to be "troubled" in this way, for we

HAVE AN S-W LABEL ON EVERY CAN YOU SELL.

With the close of the fall painting season and with the busy spring still some months ahead, comes a good opportunity for S. W. P. agents who do not carry a full Sherwin-Williams line to give the subject careful thought.

There isn't any kind of paint you sell, with the exception of artists' colors, that we do not make—and in everyone of those paints we give as good value as in S. W. P.

You are selling S. W. P. because you believe it the best paint on the market, and because our methods and advertising are valuable adjuncts to your business.

The same reasons are arguments for your handling the full line. The goods themselves are the best that can be made, everyone the result of as careful and as painstaking work as produces S. W. P. And with every line that you add to your stock you make it possible for us to put more

realize we can help ourselves best by helping you.

It is also true that by the special efforts you put forth to keep us closely and constantly in touch with the prospective buyer, you are increasing your selling capacity in every line, for by constantly keeping your name before the consumer you are leading him to give you all his custom. In addition, you are compiling a list of names that should prove a veritable storehouse of future sales—a list that if preserved can be profitably used in other branches of your business.

In order to stay ahead, then, your first care should be the keeping of a live, up-to-date "prospective order" list; your next, to see that we are in constant touch with it. The rest is in our hands.

advertising into your town and to extend still further our methods.

Before you place stock orders for next season give careful thought to the advisability of having every can of paint on your shelves present a Sherwin-Williams label.

If S. W. P. has been a success with you why shouldn't our other lines prove just as successful?

What is it that hangs heaviest when you put least into it? Time, of course.

A busy man finds the days all too short for the work he has set himself to accomplish; one who has nothing to do finds time long and wearisome—for doing nothing is more tiring than the hardest work.

Progress may be more slow or more rapid. It may come to others and not to us. It will not come to us if we do not strive to deserve it.—*Ludwick.*

WINDOW CARD SUGGESTIONS.

Hardware.

COLD AIR

Keep it out of the house by using our weather strips. Strips in all sizes. You'll need some.

Hardware.

THEY HELP

to facilitate housework—the dust pans we sell. Some good, new styles. They cost a mere trifle, too. Ask to see them.

Hardware.

ON MOST LINES

ESPECIALLY AT THIS TIME
ON CLOTHES LINE
WE CAN GIVE YOU GOOD VALUE.
THE KIND THAT LASTS FOR YEARS

Drugs.

QUALITY IN DRUGS

Whatever you do you can't afford to use poor drugs. Drugs from our store are known far and wide for high quality and absolute purity.

Drugs.

PERFUMERY

All the leading lines. The kind that good taste approves. None of the cheap or off color sort.

BEST VALUE IN TOWN.

Drugs.

THAT BROWN TASTE

Smoking bad cigars gives it. We sell the good kind that the majority of our patrons say are the best in town. Try them.

Wall Paper.

END OF SEASON BARGAINS

Left over—a few odds and ends of the latest and best patterns. Perhaps enough for one or two rooms. Of course, special prices.

General Store.

STRICTLY THE BEST

WE HAVE IT IN BAKING POWDER.
TRY IT. IT CAN'T HELP BUT PLEASE.

General Store.

WINTER WEARABLES

Come in and look over our stock of winter wearables. Many new things. On most lines, we believe, we can save you money.

General Store.

BUY AT HOME

Mail orders send money out of town. You save nothing, perhaps are much disappointed. See us. We can supply you satisfactorily.

S. W. P. IN OKLAHOMA'S "NEW COUNTRY."



R. E. S. Donnelly, our representative in Oklahoma and Northern Texas, was in "the new country" that the President's proclamation opened up in Oklahoma early in August, at the time of the famous "land lottery." He saw the three towns of Lawton, Hobart

graphs taken by Mr. Donnelly. It



Hobart, Oklahoma, as it appeared on Aug. 12, 1901—four days old.

and Anadarko spring up in a day like mushrooms, and he also saw good opportunities for pushing S. W. P. to the front.

Before the towns were half a dozen days old he had secured agents for The Sherwin-Williams Paint in Lawton and Hobart.

The "new country" presents a good up, with more building every day.

MORE OF THE GOOD WORDS FOR KOPAL.



DON'T let your trade lose sight of **KOPAL**.

It is one of the best products on your shelves that can be kept moving during the winter months. And at the same time you can look ahead into the next spring season, and keep planting seed that will spring into orders when the rush begins.

our most sanguine expectations.

It's a specialty that sells because it has actual merit and not simply because it is something new and well advertised.

We cannot refrain from printing a few more of the letters we have received in praise of **KOPAL**. They will serve as inspiration to those already handling the specialty. To those who are not they will help point the way to the advantages the varnish offers as a leader.

"They Always Came Back for Kopal."

The Sherwin-Williams Co.
Gentlemen—I found "Kopal" all more than I expected.

We sold it to a liverman for carriages and it worked O. K. We have also sold it for boats and inside and outside work, with the best results.

All we had to do was to give a sample and they always came back for "Kopal." It is the best all-round varnish I have ever sold.

Very truly yours,
A. H. NORTHRUP,
Wall Paper and Paints,
Hontoyo Falls, N. Y., Dec. 6, 1900.

"Stands Water and Went Turn White."

The Sherwin-Williams Co.
Dear Sirs—I have been using your varnish for some time and find it all "O. K." and my painter says it's the best varnish that I have furnished him. I have tested the "Kopal" and find it will stand water and cold weather and not turn white. The S. W. Hard Oil Finish is a very good varnish.

Yours respectfully,
J. W. WHITE,
Contractor and Builder,
Ada, Milan, Feb. 18, 1901.

"You Need Keep No Other Varnish."

The Sherwin-Williams Co.
Sir:—We know that "Kopal" is the best

all around varnish there is on the market today. You can use it for anything to make a New Home with, to touch up old work and it is fine for furniture. In fact, if you keep Kopal you need keep no other varnish.

Yours most respectfully,
J. A. BATES & Co.,
Hardware,
Woodbine, Ia., Feb. 20, 1901.

"For Outside Work Has No Equal at the Price."

The Sherwin-Williams Co.
Gentlemen—I have been asked by several persons how I liked The Sherwin-Williams Varnishes. I have used only one kind and that is the "Kopal," and I must say that it is the very best varnish for the price I ever used. I have tried it on both inside and outside work and I consider it equal to any \$3.50 or \$4.00 varnish I ever used. For outside work it has no equal for the price, and if your other varnishes are as good as your Kopal you need not have any fear as to results.

Yours respectfully,
J. H. COLE,
Carriage and House Painter,
Odessa, Mo., 2-22-1901.

"As Good as Any Varnish I Know Of."

The Sherwin-Williams Co.
Dear Sirs—I have used and sold The Sherwin-Williams Kopal Varnish for some time past with best results and hear nothing but the highest praises for it from my customers. It works well, dries good and hard with a fine finish. I have used it on front doors, sash and all kinds of exposed work and find it wears good and looks fine. It is as good as any varnish I know of even at more money. Any person using it as it is made takes no chances. The goods as they are made are O. K.

Yours,
J. J. GARDNER,
Paints and Oils,
Auburn, N. Y., Nov. 9, 1900.

NOTE—"Kopal" is the varnish made by us in Canada under the name "Perfecto."



ADVERTISING POINTERS FROM WARD.*

THE J. M. Loomis Hardware Co., S. W. P. agents at Cuyahoga Falls, O., have one of the best country advertisements I have seen for some time. It is a galvanized-iron post box, for districts where the Government has established rural delivery, with their advertisement painted on it. The box is 16 inches long, 7 inches wide and 7 inches deep, painted black with white letters. They cost 65c. and are sold to the farmers for 50c. They are placed on posts at the gate to receive the mail from the postman. Their advertisement is certainly kept alive to the farmer several times a day while its location is such that it can be read by all travellers passing along the road.

Wagons and implements should be painted before being stored away for the winter, and this fact offers you an opportunity to try the window on page 39 in the Window Dressing Book. If your window is not large enough to use a plow, get a lawn mower. Paint part of it with Wagon and Implement Paint and leave the other half unpainted.

Fill a window with cough medicine and put in a card "Don't Bark Like a Dog." If you can get a large piece of bark from a tree or tannery yard use it to letter on.

* Mr. James W. Ward is the travelling 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. Mr. Ward will contribute something each month.

Arrange a window with cow chains grouped about a clock. Let your card read: "Time To Tie Up Stock."

Display two lengths of old stove pipe. Paint half of one with Aluminum Paint and half of the other with our Stove Pipe Enamel. Show some cans of the goods. Have a card reading: "These Paints Wont Burn Off."

Look over your counter display cards and if they are soiled send a postal card for a clean set. "Do It Now."

Don't you want some new electro-types? Send for a pamphlet of proofs and order some new ones. Keep them running in your newspaper space—they build business.

It's nearly stove season. Put one in the center of your window by itself and on either side place stove pipes of various lengths on end, the tallest next to the stove and graduating down to the smallest like a series of steps. Put in a card reading, "When you're ready let us put your stove up."

Put trusses in the window. Card: "Buy one and you'll have a fit."



Interior of Watt and Gordon's Hardware Store, Winnipeg. This is one of Canada's most enthusiastic Agencies.

SOME QUALIFICATIONS OF A GOOD CLERK.

TO mention just what are the qualifications necessary for a successful clerk to possess is not an easy thing to do in a short article. But to our mind there are a few important points relative to a clerk's duties that stand out more prominently than others, and the clerk who is wise in his day and generation will master these points just as soon as he knows how.

To start in, it is our strong belief, that a good clerk should be a busy clerk. For in the smallest kind of store a good clerk finds the day slips away only too quickly for him to do all his work right, and as it should be

done. Therefore, no one suffering perpetually from "that tired feeling," can ever expect to make a good clerk.

Then the clerk to sell goods must know his stock thoroughly. He cannot know too much about it, and he should at all times be in a position to talk intelligently and interestingly regarding the goods he is trying to sell, even to their smallest detail. That he is able to explain intelligently and in a clear cut manner the article he is trying to dispose of soon inspires confidence in the buyer.

And obtaining the confidence of the buyer is half the battle; for after this

is done, the closing of a sale follows quite easily.

Along with his hands a good clerk must use his head. On his own account he must do a little thinking, and not get into the habit of depending too much on the "boss" to help him out.

A clerk in a modern store has many advantages as compared with clerks of a decade ago. Today, through talks with the many travelling salesmen and through business literature, a clerk can become well posted in all the lines his store is selling.

If he is alive to his position he will be quick to take advantage of every opportunity that presents itself in this way.

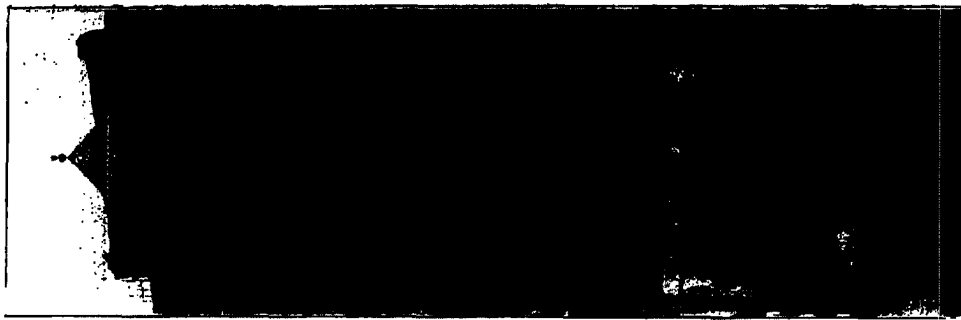
In marketing their product no manufacturing house has been more liberal than The Sherwin-Williams Company in supplying first-class literature explaining fully the nature of their goods. This is the result of working on the supposition that an article of genuine merit cannot be known any too well, and, more particularly, by those who are selling it direct to the consumers.

This being so, no clerk employed by any of our dealers or agents should lack for information regarding paints. His perusal of THE S. W. P. alone, in his spare moments, cannot help but make him a better posted salesman and therefore a more valuable man both to himself and the business he is connected with.

Read every page of THE S. W. P. as though it were a text book.

No man ever was glorious, who was not laborious.—*Franklin*.

"Possession" means to sit astride of the world instead of having it astride of you.—*Kingsley*.



The Southern California Dept.
150 So. Main St., Los Angeles.

Novel and tasty window displays will never be gained by overcrowding your space. One line displays are always the best. Too much confuses.

ARGUMENTS BACKED UP BY RESULTS.

IT makes no difference what you are selling, whether it is a cough syrup or a furnace, you can make the sale with greater ease, and give a better impression to your customer if you have confidence in the goods.

Arguments that you know will be backed up by results are the ones that make sales. The force of what you say will be strongest if actual use can bear out and prove the truth of your statements.

It's the use you put a thing to that tests it most, and if it fails there, arguments count for nothing. It is fruitless to make big claims for your merchandise if the man who buys finds you have exaggerated and misrepresented the actual value. You have lost the confidence of that man and his influence too. Instead of working for you and helping along your sales he is going to work against you either directly or indirectly.

One of the strongest points in favor of handling only good quality merchandise is the fact that you can always and invariably talk in your trade with confidence, that you can speak the truth.

Honesty always adds weight to an argument. It puts force into your talking points, and the confidence you feel when giving honest arguments, in turn instills confidence into your customer. He sees that you have assurance, that you believe what

you say and he puts his faith in your statements.

A salesman who lacks confidence in his goods must necessarily be half-hearted and lukewarm in talking to the trade; and no salesman can have confidence in second quality or "cheap" merchandise. But let that same salesman try to sell something he knows will give perfect satisfaction and that will back up with good results every word he speaks in its favor, and his arguments will all carry conviction with them.

One of the best store mottoes we've ever seen reads as follows:

WE TELL THE TRUTH
about every article we
sell and guarantee every-
thing to be exactly as
our salesmen represent it.

The merchant who used this sign soon found his sales on good quality goods steadily increasing at the expense of the low quality stuff, for when he told the truth about the cheaper articles people didn't want to buy them and chose instead the better article. To-day his trade rely upon his statements and trust his judgment implicitly.

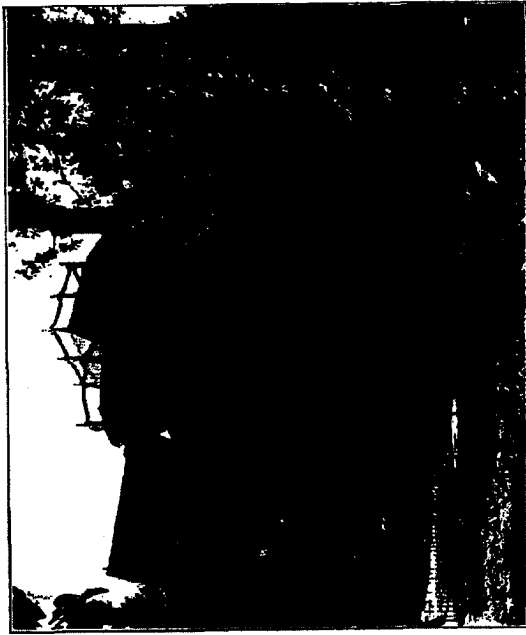
Pushing for quality and educating your trade to quality ideas is the work that puts most money and biggest profits in the till.

INCREASING DEMAND FOR FLOOR FINISHES.



UR full line of Floor Finishes has long since passed the introductory stage and today it is one of the very best selling articles handled by our dealers.

With us Floor Finishes now rank in importance close to S. W. P., and we are giving them greater attention than ever. In doing this, we believe, we are on the right track, for every indication points to a greater



*An S. W. P. House.
Residence of Mr. Morris Kohn, Lima, Ohio. Body, 375; Trimmer, Gloss
White; Sash, 484; Porch Ceiling, Natural Georgia Pine; Porch
Floor, 351; Roof, Green Slate.*

FIGHTING THE MAIL-ORDER HOUSE WITH ITS OWN WEAPONS.



CRY is going up all over the country that the big mail-order houses with their ponderous catalogues are seriously injuring the country retailer.

In almost every recent convention of State Associations someone has risen to explain.

And the plaint is usually this: "We can sell just as cheap and in some cases cheaper than the mail order houses, and yet our customers persist in sending their money away from home, in paying freight charges, and so on, in selecting from a catalogue, instead of the goods themselves. The trouble is that they don't know that

The retailer would feel aggrieved if anybody were to intimate to him that the mail-order houses away off in the big cities had more classified knowledge about the people in his territory than he possessed himself.

demand for these goods, and while at present our sales of Floor Finishes are large we fully expect that at the end of the next season the sales will be tripled.

We are sincere when we make the statement that we think it would be well for all agents to prepare for a large trade in Floor Finishes. That is, they should keep the full line in stock and keep it well up to the front, and displayed just as well as they know how. At no time would it be well to lose sight of its possibilities as a great seller and fall into the habit of neglecting it as one of the less important lines.

From time to time in the past we have sent out good literature explaining fully the high merits of 'The S-W. Floor Finishes. This literature should be gathered together and read, and closely read, until you become thoroughly familiar with the subject and are well able to talk the line. Once in this position you will not find it hard to make many profitable sales.

Just the other day an article appeared in an architect's journal that had something to say very pertinent to the subject of floor painting. The article stated that finished floors—either painted or varnished—had come to stay and would greatly increase as a result of changed conditions in the furnishing of homes. Not only in the houses built for the wealthy, but in houses of more modest style as well, builders, following instructions from

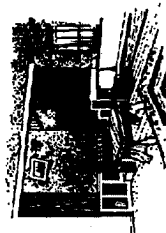
the architect, are compelled to build more substantial floors, the reason of this being that the floors will not be so generally carpeted as formerly, or in other words, modern householders desire floors that present a good surface for finishing.

Now all this goes to prove what we say regarding the certainty of a large demand for Floor Finishes within the near future. How best to take care of this growing trade is the question that it behooves us both to study.

As far as our end of it is concerned we have no hesitancy in saying that in no time in its history has The Sherwin-Williams Co. placed on the market a more meritorious line of paint products than their present full line of Floor Finishes. They are a complete and perfect line, the best that has ever been placed on the market for the purposes.

And as with S. W. P. we stand in the same position with our Floor Finishes—ready to back you up and help you in their sale with an organization and methods that have proven their worth many times over.

So, in doing your part do not fail to keep our Floor Finishes well displayed and to talk them to your trade at every opportunity. No line can you push with more success if you take it up in earnest, and in no line will you find greater profit. We are confident that if we co-operate on a strong push for Floor Finishes the business will be ours.



Yet he sees the results of that knowledge every day—catalogues sent into his town and persistently followed up with good literature until orders result.

How many retailers have a carefully kept mailing list?

How many see to it that they not only have such a list, but that the people on that list are kept constantly in mind of the fact that they sell certain things at such and such prices?

The Remedy in the Retailer's Own Hands.

The retailer has the remedy for this mail-order nightmare in his own hands.

Study the methods of the mail-order houses—it's a queer game that two can't play at, you know.

If you have any inducements to offer that will keep trade at home—don't keep a good thing to yourself—tell your customers about it.

If you can sell goods as cheap or cheaper than the mail order houses—your money drawer won't show it, if nobody outside of yourself knows it.

Some Pertinent Questions.

Now here's a straightforward question: What are you doing to keep trade at home?

Are you talking interestedly in your newspapers about the new goods that just came in, how good they are, how little they cost, what a good store you have, about your bright, clean stock, and how well you can serve your trade?

How often do you go down into your pocket and pay the printer for producing a handsome little booklet?

Do you ever get out a little paper of your own, and fill its columns with bright and chatty talk about your goods and service?

Does your trade know as much

about your store as it does about the inside of the big mail-order house catalogues?

Answer these questions satisfactorily, and there won't be so much talk about the "ruinous competition" of the mail-order houses.

Good Advertising the Best Weapon.

Fight them with their own weapons—good advertising.

Have a well-kept mailing list, just as they do.

Buy as much newspaper space as you can afford, and fill it with good business talk—store news.

Send out a bright little booklet at certain seasons.

Have some little package slips printed and see that one goes out with each bundle.

Take half a dozen articles from the catalogues, quote the catalogue prices and put your own prices beside them.

Show your trade the folly of ordering goods by mail, paying freight charges, etc., when they can buy them just as cheaply of you, have the actual goods to select from, and keep their money at home.

Give them good and sound reasons, hard-dollar reasons, why they should buy of you instead of the mail-order houses. — From "The Advertising World" for September.

THE KIND OF LETTER WE LIKE TO GET.

April 15th, 1901.

The Sherwin-Williams Co.

Gentlemen:—I have talked Mr. I. L. Collins, J. P. near our town, into the notion of painting his house this spring, and would consider it a favor if you would write him a good, strong letter. I enclose you a small order which, added to what I have in stock, will be sufficient to supply him in the event of his painting.

Would like to have a good letter sent to the following parties, also: Wm. Giotfelty, whom you wrote to once before, Mr. Calvin Byner,

who has erected a new house and has not painted it yet, and who will likely want some Primer, and Mr. Jacob Burnsworth, who, I think, will paint his house this spring, and Mr. Isaac Hall, who has a house here in town with about an inch of paint on it that will have to be burned or scraped and painted, and when your Mr. Roberts was here last, we gave him a line of talk that got him going, and with a good letter, think he will take S. W. P.

Will add, that the building that Mr. Giotfelty has to paint is a restaurant that stands close to the railroad, and he has a good bit of smoke to contend with; the other houses are away from the railroad.

We are thinking of painting our buildings this spring, to use them as an advertisement, although they do not need painting. Business in the paint line is beginning to look more encouraging this spring, and I hope the present prospects will eventually be followed by a good business.

I also wish to remark on the April number of THE S. W. P. It is a winner, and by far the best trade journal that comes in this office. It is always welcome.

Thanking you for the special letters, and trusting they will result in some good, I am, Yours truly, E. H. DAVIS,

Oblopyle, Pa.

IT PAYS.

It pays to read THE S. W. P. and make use of the pointers it contains.

It also pays to listen attentively to the suggestions The Sherwin-Williams Salesmen have to offer when they call. It pays to get hold of as many of our advertising methods and as much of our business system as possible.

It's not only your paint business that's benefited but every other line in your store as well.

We are led to make this statement at this time because the facts are brought to mind forcibly by a letter we have before us, recently received from Mr. D. C. Taylor, S. W. P. agent at Lacknow, Ont. It's a good, strong S. W. P. letter all the way through but the most interesting paragraph is this:

"In every line of hardware that we handle our trade has been increased fully 25 per cent as a consequence of The S. W. Co. and their pointers."

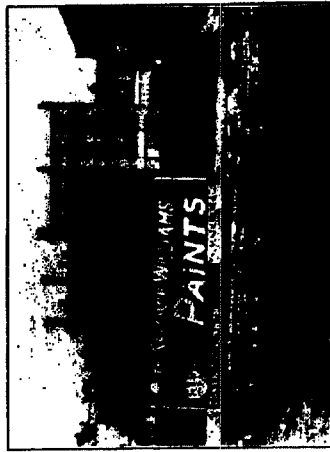
Meets Every Requirement.

The S. W. Co.

Gentlemen:—We have used your "Kopal" varnish for the last year and find it meets every requirement, both in body and durability. We shall continue using it.

Yours truly,

Buffalo, N. Y. A. A. JUSTIN'S SONS.



Every boat on the Great Lakes, passing up or down the St. Clair River, gets a view of this sign, on the docks at Sarnia, Ont.

PLAIN FACTS.

Good value always—S.W.P.

Talk S.W.P. The sales will follow.

S.W.P. is backed up by right methods.

Poor paint causes trouble all along the line.

S.W.V.—The varnishes of undoubted superiority.

Business is only business when it's good business.

A pleased customer is a splendid advertisement.

S.W.P. has a high reputation to uphold. And it holds it up high.

S. W. V. in its particular field surpasses all other varnishes.

Winning many new friends while it retains the old is the story of S. W. P.

You can sell S. W. P. with every confidence that you are selling good paint.

The best of paint must be applied intelligently if you want to get full value from it.

You can't afford to take chances by selling an unknown paint. S.W.P. is an established product.

The Sherwin-Williams Varnishes are made to give satisfaction. And in this respect none equal them.

Many sales in all quarters attest the fact that S. W. V. is gaining a fine reputation throughout the country.

Doing the largest paint trade in the world gives us tremendous power in the market. We employ it for your benefit.

The truth will stand repeating many times. "Good paint is always the cheapest in the end." Tell it over and over again.

Clothes do not make the man, but good clothes help to improve him. Paint won't build a house, but S. W. P. certainly improves it.

Intelligent hard work in the right direction must bring results. And when a little success comes, more is sure to follow. Keep moving.

Ambition ruled by reason is a virtue. It is ambition that keeps alive hope and courage. In its true light it is an honest desire to excel in whatever we undertake.

If you know from actual experience that a certain man is all right you trust him. Turning the subject to paint—every trust can be placed in S.W.P. Actual experience has proved the truth of this.

WHEN YOU HAVE READ THE S. W. P. HAND IT OVER TO YOUR ASSISTANTS. IT IS FULL OF SUGGESTIONS AND ENTHUSIASM THAT CANNOT FAIL TO HELP EVERY ONE CONNECTED IN ANY WAY WITH AN S. W. P. AGENCY. "DO IT NOW."