



THE
SWP
MARCH, 1905

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Edited and printed in the Department of Publicity at 104 Canal St., Cleveland, where all communications to the Editor should be sent.

VOL. VII.

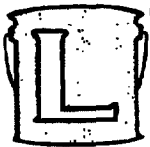
MARCH, 1905.

No. 3

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THE SUCCESS OF A DEFINITE PLAN.



LOOK at the illustrations on pages 40 and 41 of this issue. Turn to these pages *now*—and then let me tell you how this thing was done.

It was done by hard hustling, backed by an ambitious plan carried out by enthusiastic co-operation.

The manager and staff of our Kansas City house, the headquarters of our Southwestern Division, in which district is the State of Texas, are ambitious to lead our other houses in our Top-notch Competition.

They put their heads together at the beginning of the season, and, among other things, planned a special campaign in the great State of Texas. They made up their minds to send into that territory a solid train load of paints and varnish.

Then they took hold of the proposition in earnest, and by enthusiastic team work won out. It was not easy. They had many obstacles and set backs to contend with, for train loads of paint and varnish are not picked up without a struggle. They had a plan, however, and kept their aim steadily before them, and stuck to it until they succeeded.

Then they decided they would send in *two* train loads, and a new and greater campaign was inaugurated and entered into with increased vigor and enthusiasm. Again they had their troubles and difficulties, but they overcame them all and *made good*.

Now it is the ambitious aim of one of the representatives to send a solid train load into his own individual territory. And *he'll do it*.

See how this thing works—one successful accomplishment leads to another, and a greater one. There is nothing that so convinces a man or a concern of their strength and power as seeing their plans work out successfully.

Things of this sort are putting this Company of ours far in the lead. The entire organization is united in one great aim—*progress by merit*.

The point I want to make is this: Every agent on our long list, every man who reads these words, can work out a like success, if he goes at it right—if he has a plan and sticks to it *to the finish*.

You can't increase your business, you can't make progress, by standing around dreaming and talking about it. You've got to have a definite aim, an accurate plan, and then hustle mighty hard to *put the thing through*.

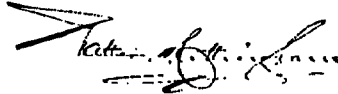
Too many men and too many business establishments are in a rut. They

are doing the same old thing in the same old way, and then wonder why they don't get ahead faster.

That won't do in these days of enterprise and push. You've got to have ideas and know how to carry them out. You must be not only up-to-date, but a little ahead of it.

And right now is the time to *do things* in the paint business. Map out a plan for special work, fix your aim high, and go after the business as if you meant to get it.

Go after it early and stay with it late, and remember always we're with you in the fight.



Vice Pres. and Gen'l Mgr.

ONE MORE CALL FOR MAILING LISTS.

Many agents—the majority, in fact—have already sent in good, live, up-to-date mailing lists for the Annual Calendar-Circular. We are glad to see evidence of greater care than ever before in revising the lists to secure the best selection of profitable names.

Still there are a few S. W. P. agents who have delayed sending in their lists, and the time is fast approaching when it will be too late for us to take care of any more lists this season. The mails for the Calendar-Circular will close on May 1st.

If *your* list has not been sent in, *do not* delay another day—mail it at once.

Read what one of our Kansas agents says about the Calendar-Circular. Every agent who spends *two days* on making up the list and sends it in early will get the same results.

Nortonville, Kas., January 24, 1905.

Sherwin-Williams Company,
Kansas City, Mo.

Gentlemen:—Enclosed please find annual mailing list. We have revised it and brought it fully up to date. We have spent part of two days on this list and we are confident it is by far the most complete we have ever had.

In our experience these lists give us better returns and sell more goods than any feature of your extensive advertising.

Yours respectfully,
J. C. WHITMER & SON.



PAINT REMOVERS VERSUS PAINT BURNERS.

An Article by Mr. J. H. Pitard, of The M. & O. Ry., Whistler, Alabama. Reprinted from the January, 1905, Issue of the *Railway Master Mechanic*.

THERE is an old saying that "fire is a good servant but a hard master," the truth of which has been most strikingly, or, I might say, most blazingly, demonstrated to certain members of our association within the last few years, caused by the contact (strange to say) of the two principal agents used for removing paint and varnish—two agents that do not work in unison, but, on the contrary, are entirely at variance with each other so far as the question of harmony is concerned. I refer to varnish removers and the paint burner.

An instance of recent occurrence is perhaps fresh within the memory of the members of the Master Car Painters' Association, where a very costly conflagration resulted from the contact of the two agents mentioned above, as a result of which the least harmful of the two agents was ruled out of the shop, and, I believe, off the entire road. There is always danger of a conflagration where fire is carried openly about a building, and the danger is greatly increased in the paint shop, where the atmosphere is constantly impregnated with the combustible fumes and gases emitted from the various highly inflammable chemicals and liquids being constantly used in the various processes of cleaning and painting. On account of a realization of this danger, it is always a source of much concern to the master painter, who, at times, must intrust the paint burner to careless hands.

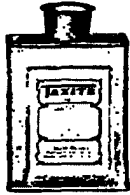
In view of the above mentioned objections to the open flame in the

paint shop, why, I ask, should the car painting fraternity continue to invite disastrous conflagrations by continuing the use of the paint burner? Varnish removers have superseded the carpenter's scraper and the work is performed much cheaper and more satisfactorily. Why should not paint solvents displace the paint burner on the exterior of our cars? The opinion has long been held by many painters that the use of solvents for removing paint from the exterior is not practical. This theory, or opinion, doubtless has its basis in the fact that paint removers of an encaustic nature had been tried, but penetrated the wood and proved disastrous to succeeding coats of paint and varnish, and as it is said "it is the burnt child that is afraid of fire," such compounds apparently received a "black eye" for all time. But there are other solvents upon the market in the form of paint and varnish removers which will accomplish this work effectively and without menacing the succeeding coats of paint and varnish. Most any of the semi-paste varnish removers of a volatile nature will accomplish the desired end along this line.

The writer has recently conducted experiments, and finds that the method is not only practical, but has the advantage over the torch that the work can be done by unskilled workmen, and may be done in the carpenter shop, or other places where it would not be wise or safe to use the torch. My method of procedure is to apply the semi-paste remover freely, then scrape off and wash the surface

with the liquid remover. The writer fully realizes that the recommendation of such a radical departure is to invite opposing argument from some perhaps who have come up "through fire," so to speak. Such argument is desired, as by that means the strong and weak points will be exposed, and if science has not already met the demands in this particular, it is more than prob-

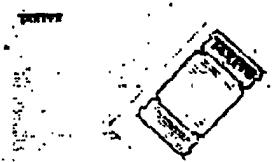
able that it will arise, equal to the occasion and give us something that will most effectively supersede the paint burner with its attendant dangers. Then with the steam heated and electric lighted paint shop, the master painter's cares by day will not only be greatly lessened, but his slumbers by night will not be disturbed by dreams of the reddish hue.



Taxite.

TAXITE the reliable paint and varnish remover. Do you sell it? It is thoroughly satisfactory in every way—is a boon to the painter who has always used the slow and dangerous "burning-off" process. There's a good demand for Taxite wherever paint and varnish is used. There's good profit in it. There's the painters' friendship in it.

There's more trade in it. Sell it. Write the nearest Sherwin-Williams office for prices.



Taxite Folder. Liberal quantities supplied with Taxite orders.



The River Boat "Grace". Owned by Major Meigs, U. S. Engineer, Keokuk, Iowa. Painted throughout with S-W. Marine Outside and Inside White.

AN ORIGINAL SYSTEM OF RECORDING PAINT SALES.



HE question of system in the paint store is awakening more and more interest and we are glad to know that many of our agents are adopting various plans and methods of recording paint sales and the conditions surrounding the use of each sale of paint.

We reproduce on this page a form received from S. W. P. agent G. C. Kellogg, Tiskilwa, Ill., which he says has proved invaluable not only as a record of business, but as a help in meeting and answering unreasonable complaints as to the quality of the goods.

Of course the precise form of the record is immaterial if it is convenient and shows the necessary facts.

It will be readily seen that in the record given below there were materials used in some of the undercoatings which might possibly occasion trouble, and should they do so the record would be invaluable in placing the blame where it rightly belonged.

We strongly advise every S. W. P. agent to adopt a record of this character, and we wish to call attention again to the article in the February S. W. P. on "A Profitable System for the Paint Store." As a suggestion for improvement of the card reproduced below, we would advise the addition of another column showing "kind of lumber". It is a very important item in the application of paint and its subsequent wearing properties.

When Painted	What Kind of Building	Owner	Paint Used	How Treated	Remarks, Weather, Painters, Etc.
1904, May 6-12	Residence	J. B. French	Body, S.W.P. 354 Trimmer, S.W.P. 353 Sash and Doors, S.W.P. 352	1st Coat, Half Raw Oil and Colors Mentioned	Painted by Jones & Pos. Two Coat Work Over Ochre Priming
June 15	Barns and Outbuildings	O. Seaton	Venetian and Boiled Oil	Two Coats	Painted by Thomas Bros. Rainy - Wood too Damp, Work Hurried
August 4	Cottage	W. H. Brown	1st Coat, White Lead Oil Half and Half 2nd Coat, S.W.P. 355 and 349	Two Weeks Between Coats	Painted by J. Handy. Very Badly Weather Beaten
October 11	Residence	R. W. King	1st Coat, Lead, Raw Oil, 2nd Coat, S.W.P. 349 Trimmer, S.W.P. 352, Venetian Red		Painters, Thomas Bros. Slight Frost First Night. West and North Sides Had Been Primed

THE VALUE OF PREPARED PAINT DEPENDS UPON THE MAKER.

Mr. John Dewar, President of the International Association of Master House Painters Gives His Opinion of Prepared Paint in a recent issue of *The Canadian Painter and Decorator*.



It is not perhaps strange, even at the present day, that there should occasionally be found painters who still cherish the old fashioned preference for an imperfect hand made and half made paint mixture, rather than avail themselves of the credit, advantage and profit in a paint like S.W.P.

It is true today that the poor prepared paints outnumber the good ones, and the good are blamed for the faults of the poor.

So there are poor leads, poor oils, poor varnishes, but no one thinks of condemning all leads, oils and varnishes on this account.

As a matter of fact, the best paint that can be made today is good prepared paint. The materials are more carefully selected and proved, the grinding more close and thorough, the mixture more perfect and complete.

Such paint contains a far greater percentage of oil than can possibly be stirred in by hand, and it is the extra oil which insures the extra covering, the extra finish and the extra durability. It is safe to say that the majority of the fairest and most intelligent master painters and consumers of the present day are more and more ready to acknowledge these facts and give the best prepared paint their hearty endorsement.

We were much interested recently in a letter to the *Canadian Painter and Decorator* from Mr. John Dewar, President of the International Association of Master House Painters and Decorators on the subject of prepared paint. Mr. Dewar says:

"My personal experience with 'ready mixed paints' has been very limited. Yet from that experience and observation I have no hesitancy in saying it is my opinion they have come to stay, and in some sections they are really a necessity. It is true the average master painter is prejudiced against them, as taking from them that which rightly belongs to the craft, the manipulating or mixing of their own colors, but has not that applied in the past to many of the articles entering into our business, of which today we are glad to avail ourselves, taking the manufacturers word as to their purity and fitness, judging also as to their worth by results produced?"

"Old prejudices are too often stumbling blocks to the active progressive man of today. It is true we have various manufacturers as we have various master painters, but I am glad to know that the great majority strive for results, their aim and object being the best possible. To produce that, we must of a necessity eliminate as far as possible the 'cheap ready mixed paints' as well as the master painter whose object appears to be how cheap can I buy my material without regard to quality, the same spirit predominating in applying it.

"We must realize the fact that the manufacturers, as a rule, are in business to cater to the demands of the trade, but what I do strenuously object to is the spurious mixtures put up by unprincipled manufacturers and

labeled 'pure goods.' I believe the up-to-date manufacturer occupies as good a position as the progressive master painter of today in determining the true value of a mixed paint. They call to their aid the best chemists in their line to determine both quality and quantity of the different parts entering into the product, thereby enlisting the aid of science as well as art.

"You will, I am sure, agree with me that in the matter of thorough mixing, the mechanical mixer is an improvement over the apprentice and the paddle. The writer a few years ago had quite a large job in New York, and when the question of exterior

painting was up, the owner requested that I use a certain 'ready mixed paint.' I demurred somewhat, as I was very much interested in the general results of the work, but after giving the owner to understand that I would not be responsible for it I ordered three barrels and used it on the residence, watching its application closely.

"I had to acknowledge merit, and when looking over the work a year afterward I would have felt perfectly satisfied to have acknowledged it as the work of my own mixing. It all resolves itself into getting the best from the most reputable maker and in applying it in an intelligent manner."

PUSH THE SALE OF S. W. P. IN FIVE GALLON PACKAGES.

THIS is the time of year to begin to look carefully after the *large* orders—and it is easy to see that they are readily located, can usually be secured with little effort and are profitable to handle. You can't always tell long in advance about the smaller jobs of painting or renovating, but for the whole house work, the buildings show for themselves.

This is the field for the largest increase in your paint sales and the advantage you can concede in price is often a help in securing the business.

One five gallon order is better than twenty quart sales—because it saves detail and brings results quicker.

It's a trade that pays to go after *hard*. It is well to greet every customer who comes into your store with "Good morning! Are you going to paint this spring?" Get your clerks to do it too and its surprising how many chances may be developed in this simple way.

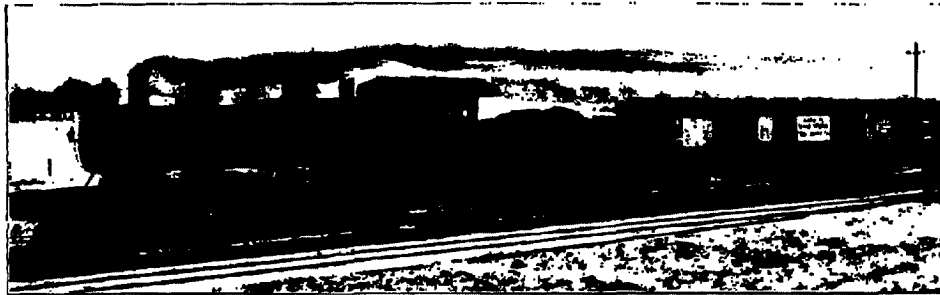
Every time you locate a large package customer, and are not sure to sell, send us his name, style of building, etc., and let us give you help through our personal letters, and other methods of going after the business for you.

Don't lose sight of the large trade.



A WORLD'S RECORD. THREE SOLID TRAINS OF PAINTS AND V

(See Description on Page

*Sherwin-Williams "Texas Special" No. 1. Eighteen Cars Left Cleveland, F**Sherwin-Williams "Texas Special" No. 2. Seventeen Cars Left Cleveland,**Sherwin-Williams "Texas Special" No. 3. Twenty Cars Left Cleveland,*

ITS AND VARNISHES TO TEXAS IN ONE YEAR AND SIX DAYS.

(Description on Page 42.)



Left Cleveland, February 4th, 1905, Arrived at Fort Worth, February 13th.



Left Cleveland, January 3rd, 1905, Arrived at Fort Worth, January 12th.



Left Cleveland, February 10th, 1905, Arrived at Fort Worth, February 20th.

THE THREE TEXAS SPECIALS.



TEXAS truly is a *star* state, and three train loads in a year and six days from a single business to a portion of single state is a great record.

And this is in addition to all the separate carload and bulk shipments we have sent into the same state from Kansas City direct. Altogether these train loads make a record for paint and varnish business by far the greatest ever known and they are splendid indications of the fact that S-W. Products will sell, and sell fast and that is why the trade want them.

A summary of dates and figures will be interesting.

The first Texas Special of eighteen carloads left Cleveland February 4th, 1904, and reached Fort Worth for distribution on Saturday, February 13th. This was a noteworthy achievement and attracted great attention, as at that time it was the largest paint shipment ever made to retail dealers.

Early after the convention last fall came the pressure for prompt stock shipments to fill our Texas orders for 1905.

One train was quickly filled and the second special of seventeen cars left Cleveland January 3rd, 1905, reaching Fort Worth on the 12th.

And still the orders kept coming in.

It was soon seen that a third and even larger train would be necessary to meet the demands of this trade.

Our third Texas Special left Cleveland on February 10th and arrived at Dallas on the 20th. There were twenty cars crowded to the limit with S-W. Products.

The special representative of the Department of Publicity, who accompanied this last train, to look after the decorations, flags, posters, and the distribution of advertising and souvenirs, reports that the greatest interest was displayed all along the line in the train and in Sherwin-Williams Products.

The traffic department of the R. & O., Chicago & Alton, M. K. & T., and Rock Island railways, over which lines the shipment was made, deserve the greatest credit for their efforts in keeping the train nearly on schedule time, in spite of adverse weather conditions.

The combined showing of fifty-five cars for a limited locality in less than thirteen months is a record in the paint and varnish trade which has never been any where near approximated by any other similar line of manufactured goods. It is a *Texas record*, a *world's record*, and a *Sherwin-Williams record*.

PROTECTED BY COPYRIGHT.

This and subsequent numbers of THE S. W. P. magazine will be fully protected by United States copyright.

By referring to the first page of this issue—the title page—it will be noted that we grant the privilege of reproducing articles and suggestions in THE S. W. P. to Sherwin-Williams

agents and dealers only.

We are spending a large amount of time, thought and expense in the preparation of these monthly issues for the benefit of our agency connections, and we have felt it only fair that they should be protected as far as possible in the exclusive use of any such aid and help as we may be able to offer in this way.

"ALL OTHER PAINTS OUT OF THE ROAD."



I want to call particular attention to the letter quoted below, not only because it shows the possibility of building up a fine paint trade in a short time—but it emphasizes the value and importance of personal attention and continuous hustle. Mr. Johnson, of the Johnson Hardware Co., S. W. P. agents at Fitzgerald, Ga., not only believes in making constant use of all the helps we can give him, but is watchful and active in

working up schemes of his own to reach out for business in a more local way.

He believes in this trio:

Good Paints;
Good Methods;
Good Work.

Any one of these principles will accomplish something—but altogether the combination is irresistible and will win out as sure as the sun shines. Mr. Johnson writes us as follows regarding his success as an S. W. P. agent:

The Sherwin-Williams Co.

Fitzgerald, Ga., Oct. 22, 1904.

Gentlemen:

In looking over our old files, I find Oct. 1, 1901, is the date of our first bill of S. W. P., amount \$31. We bought this for a trial package from which to judge quality and finish. We soon found that we had *all other paints out of the road*, and the demand for S. W. P. has grown steadily ever since, and our sales at the present are equal to about 3,000 gallons of S-W. Products per year.

Our success is attributable, first, to the use of S.W. P.; second, *because we carry a full line of S-W. Products*, from dry colors to high grade varnishes. Our varnish stains and colors in oils are eagerly sought for by every painter in this town because of their strength and fine finishing qualities. Our house paint is used in preference to _____, _____, _____, etc.

It is no uncommon thing for us to deliver from ten to twenty gallons of house paint every day for thirty days at a stretch. As to our individual opinion of the matter, our nine years experience in paints had been a series of experiments until we struck S.W. P. From that day we have had no explanations to make, nor apologies to offer for the quality of finish, durability or desirability of S-W. Products. We can further say that along with the good quality of a complete line of S.W. P., we have invested our personal attention and uttermost exertion, happily successfully, before the most desirable patrons, and consequently reap the personal gratification to an enviable degree, and profit in proportion.

Our first invoice of S.W. P., three years ago, was \$31. Our demands now make us buy from \$500 to \$600 every ninety days. Trusting these few lines will be of assistance to you, I beg to remain

Yours truly,

C. H. JOHNSON.

SUCCESSFUL S. W. P. AGENTS.

Marshall & Noble, Lyons, N. Y.



HERE is always a marked difference in the growth and success of those agents who take an interest in getting out to make business and those who

and persistent efforts of this character.

It's a case of "hard work and plenty of it" which makes the shortest road to success.

We show this month illustrations of our S. W. P. agency established with Messrs. Marshall & Noble, Lyons, N. Y. They have won their success by just the kind of hustling described above and write us as follows:

"It gives us great pleasure to say a word in regard to our very prosperous paint business, due, we believe, to the merits and methods of S.W.P.

"Our sales have increased from fifty to seventy-five per cent every year since we have handled it. The way we push in this line is by keeping a careful list of all paint possibilities and watch like hawks for every new chance.



A. E. Marshall

prefer to sit still and wait for business to come to them.

There might be exceptional and favorable conditions which would enable a man to realize a tolerable success with good goods and faithful attention in the store without personally going out after business, but in the competition of the present day it is ever the outside aggressive work which counts the most for reputation, makes the most business friends and draws the most new trade.

There is no business so large or patronage so established that it cannot be splendidly increased by judicious



Chas. A. Noble

Then, at every opportunity we explain fully the advantages in using The Sherwin-Williams Paint and the money saved by doing so.

"We believe fully in securing a line of paints which cannot be surpassed and in carrying but the one single line, putting all our strength, force and energy into it.

"Every dealer should regard it as a great advantage to secure the S.W.P. agency, and he cannot afford to let his competitor get such a line. We find the constant increase and satisfaction found in our paint trade has helped very much to make our general business more prosperous.

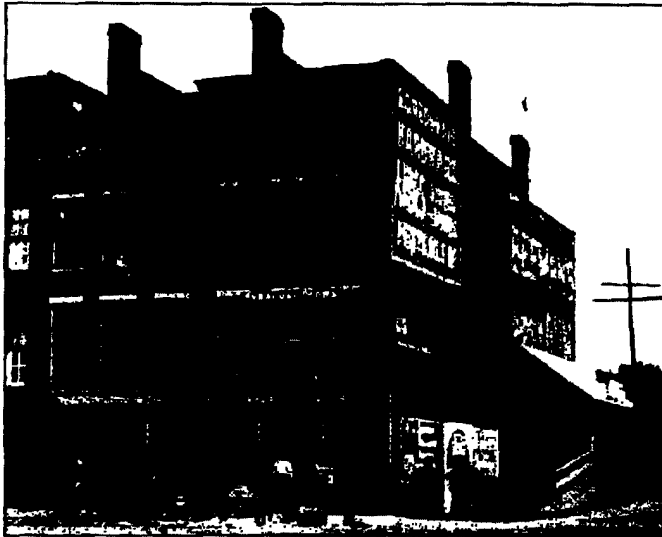
"We are yet to have the first complaint from any sale of S.W.P. This is a record itself."

Messrs. Marshall & Noble are thorough believers in newspaper advertis-

ing, our calendar mailing, property owners' letters, etc., and it is by free use of what we offer and close follow-up attention on their part that they find the work so pleasurable and profitable in every way.

Any concern in any line of business who can secure the right goods like S. W. P., push them with the right energy and enthusiasm and with up-to-date progressive and aggressive methods will never fail to capture the lion's share of paint business in any town.

An Irishman was painting his barn, and was hurrying his work with all his strength and speed. "What are you in such a hurry for, Murphy?" asked a spectator. "Shure, I want to get through before me paint runs out," was the reply.



Store of Marshall & Noble, S. W. P. Agents at Lyons, N. Y.

INGERSOLL'S LUNA PARK.

A New Amusement Enterprise in Cleveland, Using Sherwin-Williams Products Almost Exclusively.



We reproduce herewith an illustration of Ingersoll's Luna Park, a new recreation ground now being completed in Cleveland.

Luna Park is beautifully located at the beginning of the picturesque swelling hills through eastern Cleveland, and a good example of an up-to-date exposition park, with fine buildings, ball rooms, restaurants, roller coaster, shoot the chutes, band stands and plenty of the more quiet nooks and picnic grounds.

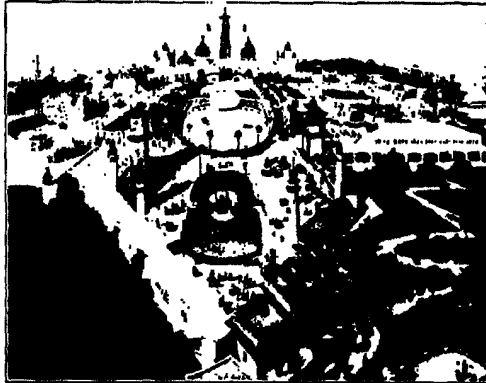
The arrangements for electric lighting are lavish and promise brilliant display.

The buildings are being painted with S-W. Gloss White and the orders already placed amount to a very considerable quantity. Other Sherwin-

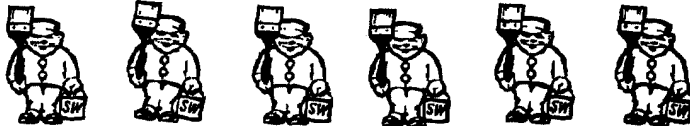
Williams Products are being used in the work, including Dry-o-nite (the master painter's dryer) and Sizing Oil for sizing canvas.

Opportunities of this kind for paint output are multiplying all over the country and we

hope our agents and representatives will keep them carefully in mind. Don't wait for the orders to come to you, but go after them.



Luna Park, Cleveland, now nearing completion. Orders to date for S-W. Products include, among other items, 23 bbls. S. W. P. (G.W.), 4 bbls. Dry-o-nite, 8 bbls. Sizing Oil (for Canvas).



WINDOW CARD SUGGESTIONS.

S. W. V.
Brightens
the Earth.
Let it
Brighten
Your Home.

Thinking
about
Painting?
Then
think
about
S. W. P.
Get it here.

Excello
means
most
Excellent
Varnish.
Try it in-
side your house.

S. W. P.
Covers most
surface.
Looks best.
Wears longest.
48 Colors.

No work
too good
No usage
too hard-
for.
Kopal
Varnish

Sherwin-
Williams
Varnishes.
They're
Right.

Good
Varnish
for all
kinds of
good work.
That's —
S. W. V.

Finish your
floors in
paint,
varnish,
stain, or
wax.
Use
S. W. Modern
Method Floor
Finishes.

For good
results
use
S. W. P.
when you
paint
this Spring

A GOOD sized piece of brown or white wrapping paper and a blue pencil are the only "artists" tools required to make good, business-getting window cards. Put up a new window card every two or three days—it takes but a moment of your time and the time will be well spent.

If you can localize the cards by a few short words of reference to some local subjects of interest—so much the better.

Try the hand written window cards. It's good advertising at small cost.



A MOST effective window, and very easy to prepare. S. W. P. cans are arranged in the form of a semi-circle, thin boards being placed between the third and fourth rows to form a support for the cans above the two openings. The "cannons" can be made with pieces of stove pipe, or dark colored card board.

Sign: "S. W. P. protects your house. It stands the weather."

TAXITE

REGISTERED

A reliable paint and varnish remover. A reliable product to *use* and a reliable product to *sell*. Taxite saves work for the painter, saves property for the property owner—no danger from fire as in the old "burning off" process. Every S.W.P. agent should sell Taxite.