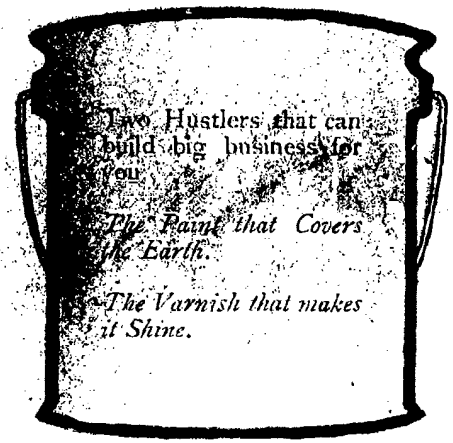
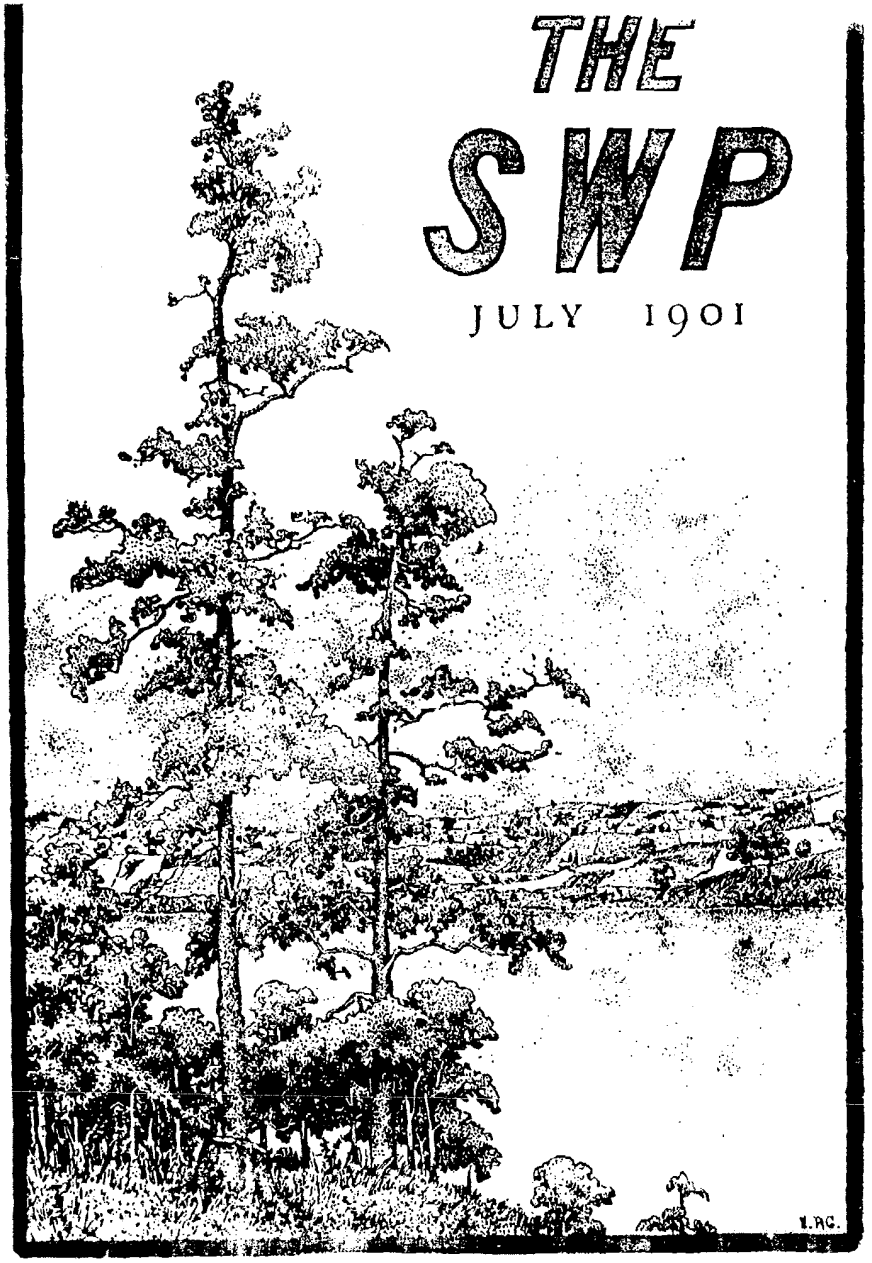


THE SWP

JULY 1901



N22724

THE S. W. P.

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

VOL. III. JULY AND AUGUST, 1901. NOS. 1 & 2

COMPLETELY SNOWED UNDER.

WE regret, deeply, that we have been unable recently to ship our orders in the United States with such promptness as we desire and strive for.

We have been simply overwhelmed with the amount of business that has rushed in upon us the past six weeks. It has overtaxed our capacity—and we are snowed under completely.

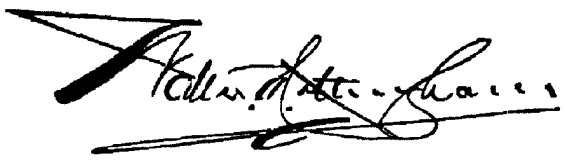
We are at it early and late to catch up, and I am glad to say making headway. Our Newark plant has now begun operation. With this very substantial increase in our facilities we will soon overtake the demands upon us.

We have had some very nice letters from our agents, who have shown a wonderful amount of patience and consideration, which we greatly appreciate in our present condition. We have had others which have been very severe, but we cannot blame the writers for we well understand the disappointment and annoyance consequent upon such tardiness as we have been unwillingly guilty of.

What we are most anxious about is that no one should feel we have wilfully overlooked or neglected their interests. We feel very keenly our inability to give the best service which we have enjoyed a reputation for, as we well remember with what persistence and force we pressed upon our agents for their energetic co-operation, and how well you have responded is largely responsible for our present embarrassment. We have never had anything like it. All our past records have been knocked sky high. We could, however, have taken care of it all had our plans for getting started early at Newark succeeded. The contractors delayed us. It's always the way in building. However, we have begun operations there now and we'll be out of the woods in a couple of weeks. We'll be in fine shape for fall. It'll be our aim to make up in promptness then for our delays this spring.

Let me thank you again in the name of the Company for your very generous and hearty support and your indulgent consideration. I promise you it will ever be our chief aim to make our relations pleasanter, better and more profitable.

Proud we are of our agents, who excel all others in the distribution of paint, and anxious we will ever be to serve you to the greatest advantage.



General Manager.

0007-SWP-000119727

TALKS WITH PAINTERS ON QUALITY.

Number One

GOOD paint is the painter's best friend because it gives the best results, and results are what count.

Poor paint can't give good results, no matter how good the painter who applies it may be and no matter how favorable the conditions under which the painting is done.

Poor paint is always bad judgment.

There's no way of figuring out how it can be used to the advantage of anyone—the man who sells the paint, the painter who uses it, or the man who has the painting done.

But no one suffers more through the use of poor paint than the painter.

It injures his reputation.

It spoils his chances for further business.

It wastes time because it works badly under the brush.

The man who has painting done lays the fault of a bad job to the painter as much as to the paint, and if the painter has chosen to use an inferior quality of goods, he is right in placing the blame just where he does. The painter usually gets the blame, however, no matter who selects the paint.

It is equally true, when good paint is used and a good job results, that the painter shares the credit with the paint.

The painters who succeed best and whose success lasts longest are those who tie up to good quality goods.

They look to the future.

They know that their success depends upon the satisfaction of their clients and that poor paint never gives satisfaction.

They always advise the best material that the market affords and are careful to point out the sort of work that must be expected if low quality goods are used.

They know that the biggest profits don't come through using the lowest priced goods, but on the contrary, that the higher priced goods bring the best returns.

A low cost by the pound or the gallon generally means a high cost by the job, with small profits and no satisfaction.

Good materials always mean a saving when final results are counted up.

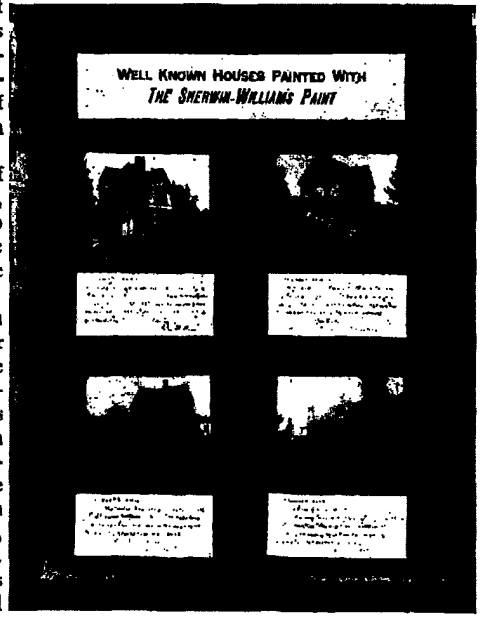


MAKE THE S. W. P. HOUSES ADVERTISE YOU.

THIS season of the year offers a good opportunity for getting photographs of houses painted with S. W. P.

There are many ways of using such photographs, but one of the best is to group them in a frame for window and store display.

The illustration shown here is a suggestion for combining a few of the photographs with testimonials from the owners of the houses. Obtain the photographs of uniform size and have the testimonials written on paper furnished by you, of a uniform size, also. For such a display as this prominent houses should be selected.



Carefully mounted in a neat frame these photographs and testimonials would prove very strong arguments in next year's campaign, and would well repay the trouble required to make the display.

With every photograph of an S.W.P. house you should have the color combinations, the amount of paint used, the date painted, and where possible, the number of square feet covered, the names of the architect, contractor and builder.

Your best advertisements are the houses you have sold S. W. P. for. Make use of them every way you can. We've only given you a hint here. Work the scheme out and then write and tell us what you've done.

Get to work with the camera.

WINDOW CARD SUGGESTIONS.

An unique way of writing show cards for use during the summer season is to work them up with brush and ink on large palm leaf fans.

Any of the suggestions shown on page 4 can be carried out in this manner, those for soda fountains being especially adapted for it.

Place the fan on the inside of the window next the glass in the center of the pane with the handle pointing toward one of the corners, and you'll get every person who passes to stop and read.

0007-SWP-00011972

WINDOW CARD SUGGESTIONS.

See Article on Page 3.

Hardware.

ICE CREAM
FREEZERS
AND LEMON
SQUEEZERS
2 good hot weather investments

Hardware.

NON-BUSTABLE
GARDEN HOSE
Sends the water out
the nozzle—not out
of holes in its sides

Hardware.

"A yard of prevention is
worth miles of cure."
MOSQUITO NETTING
5 CENTS A YARD

Hardware.

JARS AND CANS FOR
JELLIES, FRUITS AND
JAMS.
A Big Supply at Small Prices

Drug.

IT'S A COLD DAY
WHEN YOU CAN'T FIND OUR FRESH
FRUIT SODA A DELICIOUS AND
REFRESHING BEVERAGE

Drug.

MAKE THE CHILLS RUN
UP AND DOWN YOUR BACK
by drinking a glass
of sparkling soda

Drug.

WE'LL TAKE IT
OFF THE ICE
FOR YOU AT
5 CENTS A GLASS
Soda—Ginger Ale—Root Beer

Drug.

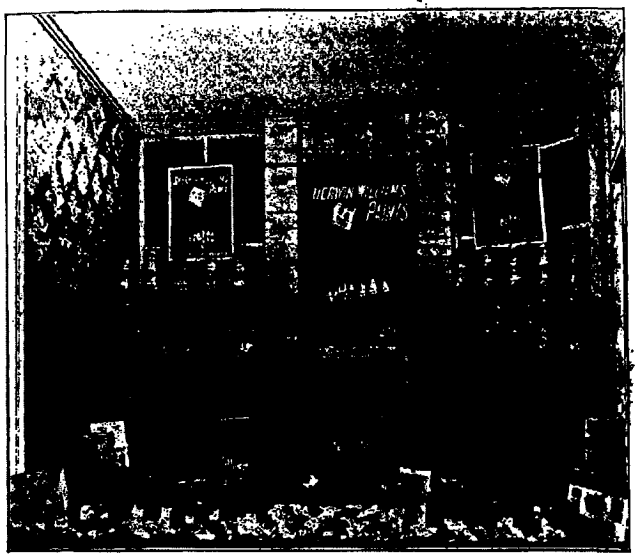
QUICK RELIEF FOR THE
GREEN APPLE PLAGUE
AND OTHER SUMMER COMPLAINTS

General Store.

A
CANNING SEASON PRICE
ON SUGAR
10 POUNDS FOR 57 CENTS

General Store.

DON'T ORDER BY MAIL
LET US DO IT FOR YOU. LET US
PAY THE FREIGHT. WE CAN
SAVE YOU MONEY ON ANYTHING
YOU WANT, WHETHER WE
CARRY IT IN STOCK OR NOT



A Cleveland Agent's Good Window. H. Rehburg, 1175 Pearl St.

VACATION LESSONS.

A SUMMER'S outing may furnish us a good many sound business lessons even though we try hard to dodge them. We carry our business minds into the woods, out on the streams or up the mountains, and in spite of ourselves, draw parallels from the commonplaces of vacation life and fit them to our work.

If we are out in a canoe paddling against the current, in the face of a strong wind, it is easy to see in our efforts something of the persistence and determination needed in business. A bad stroke of the paddle that puts us at the mercy of the wind and turns us from our course shows how necessary it is to avoid *wrong* moves in business if we don't want to double the force of the obstacles we're fighting. If we think to escape the wind and current by paddling down the stream, we find we must battle our way back, and are reminded that it doesn't pay to pick the easiest work first; it only makes us less fresh and fit for the hard work.

The man who fishes at a certain rock on Monday and Tuesday without luck, and at the same rock makes a good haul on Wednesday, teaches us the old lessons of patience and sticktoitiveness. If he tells a story about large fish that he all but landed we may, if credulous, be reminded that there are opportunities in business, missed by others, that we ought to go after.

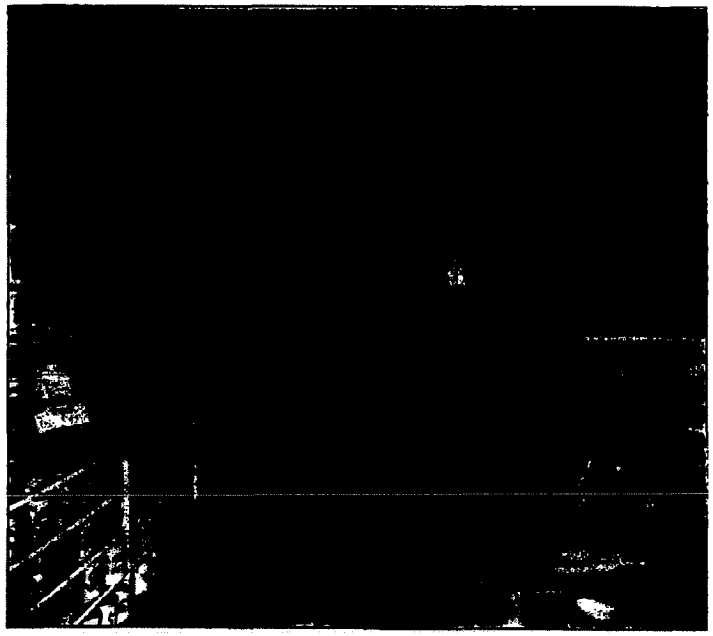
When the young lady, whose hook we have baited and whose line we have cast, holds up a string of fish

0007-SWP-00011972

each one of which we have taken from the hook for her, and exclaims: "See the fish *I* caught," we remember that much of the work in business life goes without honor. But when these same fish come on for breakfast we may learn that even unhonored work brings its reward in time.

In sailing the skiff, the calms typify dull seasons in trade through which some men are content to drift, while others get out the oars and put in extra effort to make headway; we are taught that if conditions are not favorable to take them without complaining. When a storm comes we see again that it is work, not worry, that brings us safely to shore.

Climbing up a mountain side shows us the value of caution—we must be sure of our footing before we reach higher, and in reaching we must not be too venturesome. Rotten branches, like unsound business principles, often look safe enough, but if we try to ascend by them we're apt to find ourselves at the bottom, with small chance of getting up again. We learn that moss growing on the face of the rock doesn't make a good foot hold, and that "surface work"—doing well only those things that our superiors see—is a risky way to climb toward success.



Interior of J. A. Ryder & Son's Store, Harrisburg, Pa.
S. W. P. up in front.

A WINNING VARNISH SPECIALTY.

KOPAL (known as ***Perfecto*** in Canada) is constantly growing in popularity as a varnish for general use.

Not one of the dealers who have placed it in stock has anything but praise for it.

We have a great many letters from those who are using and selling it, that tell of the wonderful success ***Kopal*** is meeting with in the United States. The same varnish, under the name ***Perfecto,*** has been on the market for many years in Canada, giving the same general satisfaction.

The following selection of letters shows the enthusiastic manner in which Kopal is being received:

Superior to Six Leading Makes of Spar

Traverse City, Mich., May 27, 1901.
The Sherwin-Williams Co.

Gentlemen:—After having used and compared your "Kopal" varnish on outside work with six of the best makes of Spar varnish, I find it is superior to any of them for the outside of cabins on vessels, on decks and outside of hulls, also under water parts of row boats, canoes and any place of great exposure. I am very much pleased with it.

Yours very truly,
J. A. MONTAGUE.

A Favorite With Ladies.

Santa Fe, N. M., Feb. 16, 1901.
The Sherwin-Williams Co.

Gentlemen:—Wherever we have placed your varnish it has given the best satisfaction. Your Kopal is a great favorite with the ladies, who have in turn recommended it to their friends and informed me it is the best they have ever used, flowing freely, in their spring and fall house cleaning.

Respectfully yours,
W. H. GOEBEL.

Satisfaction to Dealer and Consumer.

Centerville, Ia., Feb. 23, 1901.
The Sherwin-Williams Co.

Gentlemen:—At this time it gives me great pleasure to write you regarding your line of varnishes and Kopal in particular, which we have made a leader. No other varnish that I have ever sold has given such a measure of satisfaction both to myself as a dealer and to the consumer.

It is the varnish for a dealer to sell and recommend, knowing to a certainty that it will give good results even in the hands of an inexperienced person. The painters who use it once will use it always.

Yours,
CARL WEEKS.

Why it is a Winner.

Dixon, Ill., Jan. 29, 1901.
The Sherwin-Williams Co.

Gentlemen:—We predict that your "Kopal" varnish will be a winner for the following reasons: It is an honestly made article and can be used for exterior as well as interior. The merchant has not got to carry as many different goods to cover the same ground. The style of the package and the variety of sizes, from ½ pint to one gallon, enables one to dispatch business, during the rush, as you can furnish immediately any quantity wanted. Then again it saves capital, as one does not have to invest as much to keep stocks unbroken on this one article, as he would have to in carrying so many varieties as formerly. We are truly yours,
A. H. TILLSON DRUG CO.

Painters Insist on Getting It.

Florence, Wis., Feb. 16, 1901.
The Sherwin-Williams Co.

Gentlemen:—Early last spring when placing our regular stock order for S. W. P. we were induced to try a sample lot of Kopal varnish, and after having given it a fair trial we were compelled to add Kopal to our regular stock. Customers and painters ask for it, and insist on getting it.

Yours very truly,
E. W. PETERSON & CO.



0007-SWP-00011973

THE NAILS AND SUGAR OF THE PAINT BUSINESS.

DID you ever look at it this way?

White lead is to the paint dealer what nails are to the hardware dealer and sugar to the grocer.

It's the no profit line.

But it differs from nails and sugar in the fact that it's not a necessity.

The hardware men and grocers have nothing to offer in the place of nails and sugar. They are forced to handle them, profit or no profit.

The paint men, however, have S. W. P.—better than white lead in every way, and sold at a profit. There's no reason why they should handle large quantities of profitless lead.

S.W.P. can push white lead out of your stock, and you are the gainer in three points, when it does: You give greater satisfaction to your customers, you make good money, and you establish a reputation.

THE CLERK'S USEFULNESS IN SUMMER.

ONE of Chicago's big merchants, who started as a clerk in a small country store, was talking about the early days to a newspaper man not long ago. "The part of my work that I liked best," he said, "was the cleaning up, the overhauling of the stock and the hundred and one odd jobs that came during the dull season, when there were few customers to wait on."

Later in his interview, in reply to the question, "To what do you attribute your success?", he said, *"I always kept busy."*

Every employer can appreciate why this man got ahead. He had the true spirit of work in him—the spirit that every employer is constantly hunting for, and not often finding.

Always keeping busy means something more than waiting on customers, and the clerk who learns to fill up his time "between customers" and during the summer's dull season, with good, profitable work, may even be an indifferent success at handling trade and still be more valuable to his employer than the fellow who is a first-class salesman, but a shirker in the rest of his duties.

Summer is the clerk's best opportunity to prove his usefulness. If he ever has a chance to earn his money and make his employer appreciate his services it is during July and August, when the other fellow's energy melts away and when human nature prefers to sit out under the awning instead of buckling down to work inside the store.

But the buckling-down process is the one that pays. It does you all kinds of good. It keeps your blood from getting torpid; it keeps your wits sharp; it makes your muscles supple and strong; it keeps your eye bright and keen. In a word it keeps you awake and alive.

And above all it promotes your employer's interests and puts the store in shape for fall business.

Begin now to see what can be done this summer to improve conditions in the store, to make it more attractive and inviting. Study for ways to better your position in handling trade. And when you've found what's needed, go ahead. *Do it now.* Keep busy.

Arrange the stock to the best advantage, both for convenience in getting at it and for the sake of appearance.

Paint the shelving, or whatever needs it inside the store. Brighten everything up.

Paint the store front if it needs it—a good ad for S. W. P. and an improvement in the town street.

Clean out all the drawers and the space under the counters. Throw out all trash and useless stuff that lumbers up the corners and fills space that can be turned to profitable use. Let daylight into the dark corners.

Make an attractive display table for the centre of the store, where seasonable goods can be shown from time to time during the year.

Wash the agency sign and give it a coat of "Kopal" or "Perfecto". 'Twill make it good as new.

Build a cabinet for color cards, something to keep them clean and all together, in a convenient place.

Put the bundle counter in good order.

Go over the mailing lists of possible customers and bring them up-to-date. If you've never had such a list, start one now.

Letter up show cards to be used when the busy times come.

Study the advertising booklets and literature pertaining to the goods you sell. Make yourself familiar with every selling point the manufacturers give you. If you want to read up S. W. P. literature select any of the booklets in the following list that you haven't in your posession now, and send to us for them, ordering by form letter. We'll be mighty glad to send them.

A—"About Prepared Paint."
B—"Paints for Practical Painters."
B-1—"What to do When Your House Wont Rent."
B-15—Kopal Booklet.
B-16—"Varnishes for House Painters and Decorators."
B-19—Floor Finishes.
B-20—Architects Booklet.

Read all the color cards carefully.

These are only a few suggestions of the many things a clerk can do during the dull season. There's some thing in every store—in some stores less than we've mentioned, in some stores more.

But in no store is there so little to do that the clerk can't keep busy all the time if he wants to.

Keep busy.

WHERE TO GET PAN-AMERICAN INFORMATION.

S. W. P. agents who contemplate visiting the Pan-American Exposition at Buffalo this year, can obtain accurate and trustworthy information regarding accommodations, etc., from the *Buffalo Business Men's Association, 215-217 Main Street.*

The Information and Rooming Bureau of this association can direct you to good accommodations at reasonable rates and furnish you with all information needed. You can engage rooms in advance by mail or upon arrival.

If you stop over in Cleveland don't forget that our latch string is always out at 100 Canal street.

0007-SWP-00011973



An S. W. P. House.
Residence of Mr. A. W. Jones, Burlington, Kan. Body, 478; Trimmers, 349, 367 and 487; Porch Floor, 391.

PAINTS THAT SELL IN THE SUMMER.

'T'S a good plan to keep some kind of paint pretty well in the foreground, even through the dull months of summer.

There's a scattering demand that should come your way, and by putting in a little more effort than the other fellow you can land this demand nearly every time.

Buggy Paint, Enamel Paint, Bath Enamel, Varnish Stain, Family Paint, Aluminum Paint and Wagon and Implement Paint all have their summer uses, and it's a mistake to let people forget you handle these goods.

Use the show cards to advantage. Dress a window appropriately once in a while. Try using part of your newspaper space occasionally.

You'll accomplish two things by work of this sort—direct the demand that already exists, your way, and create a demand that would not have existed if your advertising had not appeared. The man who thought his porch chairs would do for the season, looks at them more carefully after he has seen your Buggy Paint show window, and decides to paint them up. The man at home on his vacation decides to include some painting among the odd jobs he's doing about the house, because he saw your hint in the paper. And there are many paint needs such as these that will develop into a very satisfactory business if you stimulate them with a little more work than is usual at this time of the year.

Here are a few "locals" that might prove helpful, or suggestive at least:

While you're living out doors so much you'll find it's a good time to paint up some of the sitting room furniture. The S-W. Varnish Stain and The S-W. Enamel Paint in stock in all shades. See Hustle and Push, the Paint Men.

No fires these days. Good time to paint the registers, radiators and stove pipes. The Sherwin-Williams Co. make special goods for this work. See Hustle and Push, the Paint Men.

Boy home from school can do just as good painting with The Sherwin-Williams Paints as a man can. Send him down to Hustle and Push; they'll show him how on anything that you want painted. Good fun for the boy, too.

Going away for a few weeks' vacation? Good plan to use The S-W. Bath Enamel on your tub before you go. Gives it plenty of time to get good and hard. Other things needing painting, too. See Hustle and Push, the Paint Men.

A pint of The S-W. Aluminum Paint will do a big lot of painting—water tanks, gas fixtures, radiators, gas stove, and a score of other things needing painting can be given a bright, silver finish. No bad odor to this Aluminum Paint, and a pint goes a mighty long ways. See Hustle and Push.

Through using some of the farm implements? Why not paint 'em up before putting them away? See Hustle and Push about The S-W. Wagon and Implement Paint.

FLOOR FINISHES HAVE WON THEIR WAY.

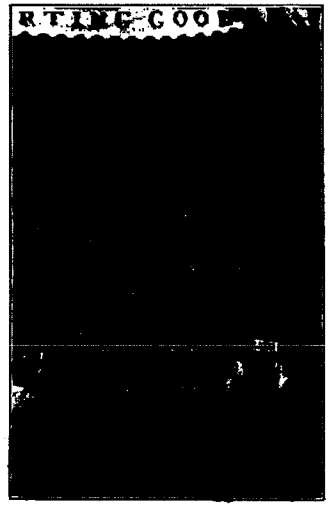
The first season that The Sherwin-Williams Floor Finishes have been on the market as a uniform line, is nearing its close. It shows a big increase in sales for each of the goods represented, and we wish to thank the dealers who have helped to push the line to the front.

We shall continue next year the same effective methods of popularizing this line, and may extend our advertising into new channels that will prove of special benefit to every man handling the goods.

If you have not shared in Floor Finish sales this season, figure on getting in line next year. Let us have a trial order for your fall trade.

Fall is the time for a great deal of renovating and re-decorating about the house and offers a good opportunity to land orders for Floor Finishes.

If you are not fully acquainted with the advantages of this line we want an opportunity to present them to you in a special letter. Write us.



A neat window display by A. B. Noble, St. Catherines, Ont.

0007-SWP-00011973

PROFITABLE SUMMER ADVERTISING.

By Charles Austin Bates, in "Good Advertising" for June.

THE hot, dusty, enervating days of summer are waiting just around the corner. To nine-tenths of the retailers they mean dull days—sometimes very dull days. Spring and early summer trade is already on the wane.

From now until the Fourth of July the general trend of business will be down hill. After the Fourth of July, if stagnation results, the exact status of it will depend largely on the locality, its environments and its people.

The retailer who conducts his business, and particularly his advertising, on intelligent, progressive, modern lines, lays plans and projects for the quiet period just as he does for the busy business months.



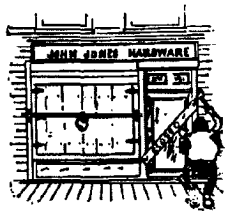
"The hot days are waiting just around the corner."

All merchants should do this very thing. Too many of them continue along regular lines of advertising until store receipts have so fallen off that they realize expenses must be cut. Then they apply the ax to the advertising. Generally they cut the dog's tail off close behind his ears.



"Then they apply the ax to the advertising."

The store is compelled to struggle through the summer season without a line of publicity. This is radically wrong. Even the merchant who indulges in such a practice will acknowledge it. Some one has said, "The time to advertise big is when business is bad." There is a great deal of truth in that, but it does not necessarily mean that advertising big in dull times means spending more money than in busy times.



"Just as much sense as in closing during the dull months."

During July and August, if you circulate among the stores, you will hear many merchants say, "If I could close up business until fall, I could save money." But he does not do it. Why? He may reduce his force of clerks, but he does not discharge them all. He does not attempt to let the store run itself. Why?

However, this same thoughtful merchandiser cuts out all his advertising, takes his sign from the daily newspaper, and lets the public forget about his store. And they will forget. The public are a mighty forgetful lot.

There is just as much sense in cutting out your store advertising as there would be in closing during the dull months. It will not be advisable, either, to advertise as heavily as when people have clothing, furniture and other



"He will keep his fingers on the public's pulse."

wants, and are preparing to fill them.

There is a happy medium that any store-keeper can discover and realize if he only tries. This happy medium is the use of a judicious amount of space. It should be an amount of advertising gauged by the thousand and one influences that affect such retailing. It should be a decision reached in advance of the dull period—not a decision that means he will use half his regular space regularly, or even a quarter of the regular space regularly. It means that he will keep his fingers on the public pulse. He will minimize or expand his summer advertising appropriation as conditions warrant. He will watch the trade barometer.

When business falls off, your own interest in the advertising often depreciates. Store news is neglected, because there is only a little business. the ad that was good enough for yesterday will be good enough for tomorrow. Perhaps that's what you say and do. But each and every ad should be given the same careful attention every day in the year.



"The people can be led."

Advertising is the food on which business thrives. When business is healthy, it requires a good, substantial diet. When it is sick, it does not require the same amount of food, but it needs nourishment just the same.

Business health is just like human health. When a man is sick, he does not stop eating—entirely. He takes a mild course of nourishment, a tonic and a stimulant. When business is sick it needs a tonic and a stimulant.

The first heavy buying for summer does not supply everybody with everything they need. People desire and require various kinds of merchandise all the time. They need things even when little is bought. That need exists. Then it devolves on the advertiser to insist upon the same being supplied. If the need is not apparent, perhaps the advertiser can create it.

The right sort of an ad at the right time would round up a lot of these needs and transform them into money.

People need to be told what they should have. They can be led and they want to be led. It rests with you whether you or someone else does it.



0007-SWP-00011973

ADVERTISING POINTERS FROM WARD.*

AS general or national advertising helps everybody who is selling S.W.P., it will interest you to know what I think one of the best locations for a "Cover the Earth" sign in the country.

The accompanying illustration shows a sign at Niagara Falls. In taking the picture the camera was placed on a line between the approaches to the steel arch bridge (built on the site of the old suspension bridge) and the Cantilever Bridge. All trains of the Grand Trunk, Canada Southern, Michigan Central, Wabash and Erie railroads running to and from the Falls cross one of these bridges and get a clear view of the sign. All trains of the New York Central run between the sign and the river.



A good sign at Niagara Falls. 200 trains pass it every day.

Altogether some two hundred trains pass this location every day, and at slow speed on account of the crossings.

The "Cover the Earth" signs are also well distributed in Buffalo and Niagara and along the railway between the two cities, and are doing good advertising for "paint dealers everywhere".

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

Pointers on Window Dressing.

No window display is complete without a card of some kind. The best, when practical, quotes prices.

"One at a time is good fishing." One line of goods at a time is the best window dressing.

Make a tastefully arranged display of writing materials in your window. Put with it a card written boldly in blue pencil on a sheet of foolscap: "Do you owe a letter?"

Get some pieces of old stove pipe and gas pipe, in fact any old pieces of pipe of any kind, and place them *in a straight line* across your window, two-thirds of the way from the front. In front of them display a lot of tobacco pipes. Let your card read:

OUR PIPE LINE.

If you're a druggist, get the ice factory in your city to freeze you a special cake of ice with this card in the centre of it: "Ice Cold Soda."

If you're a hardware man, get them to freeze an ice pick, an ice shave and a lemon squeezer into the cake. Card to read: "Hot-Day Tools."

Put 'em in a pan in your window and let the crowd watch 'em melt.

Dress your window with screen doors, screen windows, wire cloth, mosquito netting, fly traps, fly paper, insect powder and bellows. Let your only card be a big one on the front, reading in large letters:

FLIES

SEND PHOTOS. OF YOUR DISPLAYS

We want to get photographs of the patriotic floats and displays you use this year.

Let us reproduce your ideas in the pages of THE S. W. P.

Every time you have a photograph taken of anything connected with your store work remember that we can use a copy to good advantage. We'll be glad to pay you for the extra copy you send us.

Don't forget that we need photographs of your special displays.

STORE REPUTATION.

The reputation of a store, like that of a man, is no mean part of its capital. Honesty is an asset of appreciable value. Any one can afford to be honest at the loss of a good deal of present gain, if for no higher motive than that honesty will yield larger profits in the future. The merchant who, to turn a few dollars quickly today, permits the reputation of his store to be placed in jeopardy by any unwise policy, is simply selling a fortune for the paltry sum that he receives. To keep reliable goods, to sell them at fair prices, to represent them just as they are by word of mouth and through the press, and to turn one's back, finally, upon all crooked dealing of whatever kind, may not be a short cut to fortune, but it is the only way to acquire that enviable reputation which is alike honorable to a manly man, and profitable as well.—*Trade Magazine.*

THE S. W. P. NOT TO APPEAR IN AUGUST.

This issue of THE S. W. P. covers the months of July and August. The next number will be out September first.

We realize that August is the wrong season to talk paint, that the majority of our readers are interested in other things at that time, and would get little benefit from reading THE S. W. P. and have very little inclination even to read it should it appear.

The idle person who will not work, and the wasteful person who lays nothing by, at the end of the same time will be doubly poor—poor in possession, and dissolute in moral habit; and he will then naturally covet the money which the other has saved.—*Ruskin.*

0007-SWP-00019734

PLAIN FACTS.

Courtesy wins business.

"Cheap" paint means failure.

Varnish you can swear by—that's S.W.V.

You get individuality through pushing S.W.P.

Business has no use for men without backbone.

July and August are the months for ideas. Work 'em out.

However unpleasant a duty may be, shirking will be more unpleasant still. Do it now.

The Sherwin-Williams Varnishes will prove their superiority every time they're used.

Stick unswervingly to right dealing and high quality and you'll merit good fortune.

An honest paint gives an honest ring to your voice when you're talking with the trade.

It's good business policy to put lead and oil in the background and S.W.P. up in front.

The dealer who tries to push "cheap" paint soon finds himself out of step with his trade, and out of step with success.

Without good advertising, in these days of competition, it's impossible to make the most of your business opportunities.

The man who wants to get the most for his money isn't the one who tries to pay the least.

The man who takes hold of S.W.P. and S-W. business building methods gets to the top every time.

A solid stock of The Sherwin-Williams Products is the best way to fortify yourself against competition.

Advertising S.W.P. advertises *your* store and no other. Advertising lead and oil advertises every store in town.

A bright, clean store and bright, well-trimmed windows help, mightily, to disguise the dull days of summer.

The summer months prove what sort of stuff clerks are made of. The good ones keep busy, the poor ones loaf and complain of the weather.

S. W. P. means more to the dealer than simply so many cans of stock on his shelves. It means business life and energy, enthusiasm, progress, success.

Summer is the paint dealers' planning time. How are you going to get bigger business in the coming fall and spring than you ever had before? Plan for it.

Your reputation must stand or fall on the quality of the paint you sell. Your success or failure in the paint business is sealed up in the cans on your shelves.

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."

0007-SWP-00011973S