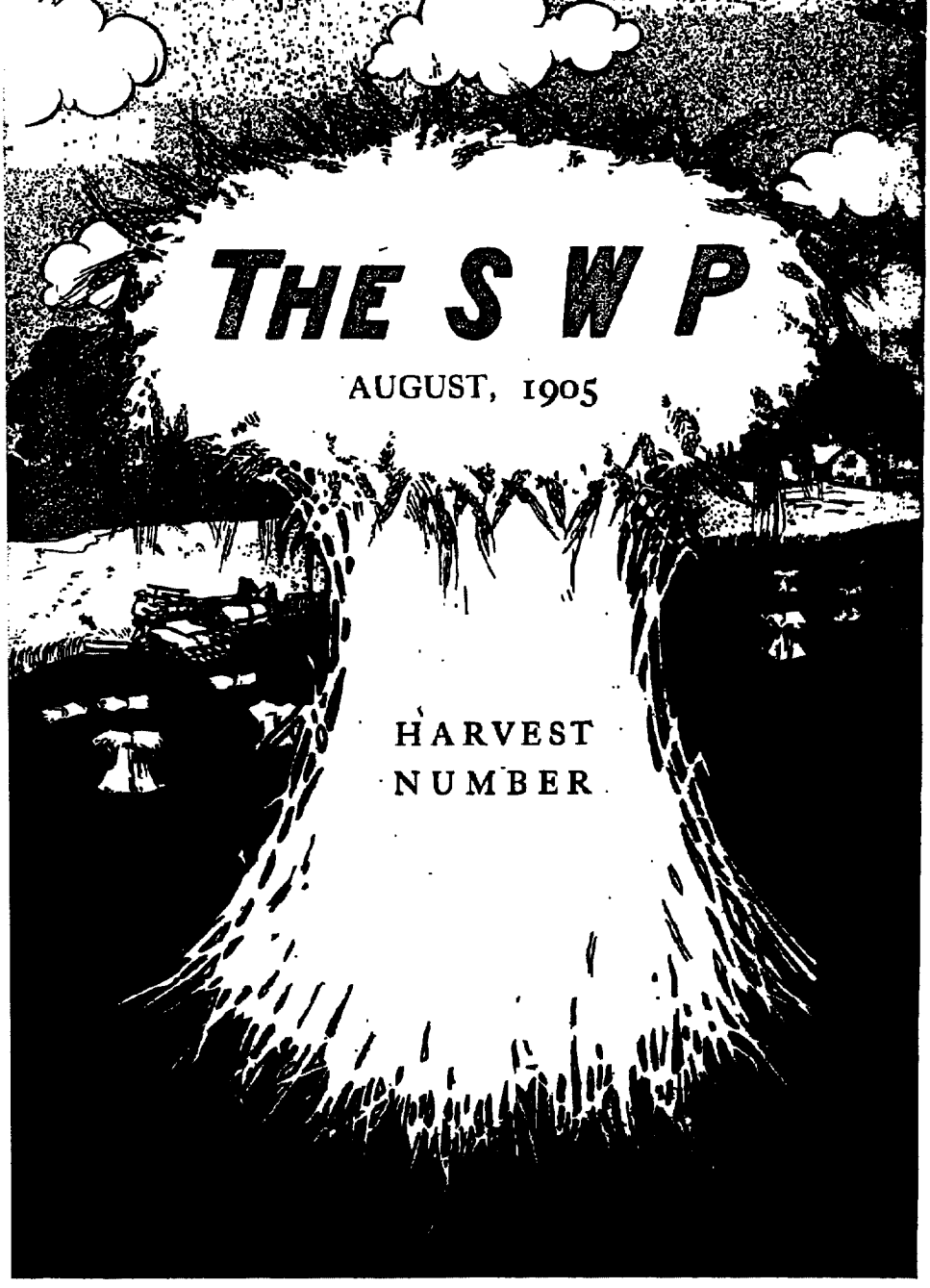
THE S W P
AUGUST, 1905
HARVEST
NUMBER

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 101 Canal St., Cleveland, where all communications to the Editor should be sent.

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SALES THE LIFE BLOOD OF A BUSINESS.

SALES, sales, more sales is the business man's greatest problem. It's comparatively easy to buy, to make or to handle. The great trick of trade is selling—*getting rid of the product at a profit.*

A demand exists only for staple products, but there's no money to be made on such articles, because of the competition resulting from everyone handling them. You've got to go out and *create* a demand for something *different* and *better* than the staple article, if you want to make money. And this necessitates a good article, and a good proposition forcibly presented and persistently pushed. You've got to *keep everlastingly at it* with new ideas and new methods if you want to win out in a big way, and if you are in business at all you ought to be in it to make the most of it and yourself. Halfheartedness or halfway measures won't do. You must go the limit.

It's our aim and purpose to help you to the very best of our ability with this problem of *more sales*. We have for a number of years been systematically and persistently engaged in creating a large market for our products in the fall. We have already done a great deal to increase fall painting, which has resulted in more sales for all of us. This year we have spent more thought, more time and more money on our Fall Campaign plans than ever before. We are out for a larger business than ever before. We have had to risk something in these extensive preparations, but we have faith in our ideas and confidence in securing the co-operation of our agents in carrying them out.

A plan is no good until worked. We have done our part in risking these extensive preparations, and we are positive they will bring results, both to you and to us, when put into effect. Now we want your enthusiastic co-operation. We want you to take hold of the proposition *with* us, and between us to work it out to a finish.

Remember, you can't increase your business any more than we can increase ours by sitting around waiting for people to come to you. You've got to go to them. You must make the advances, you must make the suggestions and do the urging if you want to get their business, and especially if you want to create new business.

You've got to show some enterprise and you've got to risk something. So take hold. Give our plans as outlined in this number of THE S. W. P. a good trial. Put into stock a reasonable amount of the goods we specially

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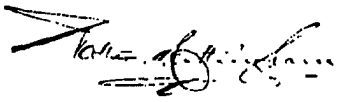
recommend for fall, adopt the methods suggested for pushing them. Brace up, get to work in real earnest, put new life into your fall work, and sales, more sales and greater profits will surely result.



Vice President and Gen'l Mgr.

THE FALL AS A SEASON FOR PAINTING.

WE believe in the Fall as a season for painting. We believe it has greater possibilities for the painter, the paint dealer, and the manufacturer than anyone has ever realized. It only remains for someone to develop them—make the best possible use of them—and that is what we intend to do this fall of 1905.

Our faith in the fall season as the most opportune time for painting is based on the following facts:

Farmers and town property owners have more money after harvest and are likely to spend some of it in fixing up their property.

The Fall season, with its approaching rough weather, makes the property owner more thoughtful for the condition of his buildings, implements, and the interior of his home.

Weather conditions are more favorable to good painting.

No early spring rains to soak into the lumber and leave it in an unreceptive condition for paint application. On the contrary, after the hot summer months, buildings receive paint more readily.

No gnats or flies to stick to the fresh paint.

The foregoing are facts, not theories, for we have experimented to see what could be accomplished by bringing these facts to the attention of property owners, and the results fully justify these statements. For the last four years we have organized special Fall Campaigns to go after those who had put off painting in the spring and who were apt to put it off until another spring.

This work has given us and many of our dealers greatly increased Fall business each year. It has been a very successful experiment and has led us to make more extensive plans for this year. We're going to make this fall bigger and more profitable than any previous fall for our agents and ourselves.

We want your co-operation. We are both striving to make money out of the paint business—you by selling the paint—we by making it, and what helps us, helps you.

We ask you, therefore, to make a thorough canvass among your patrons and obtain the names of those who put off painting in the spring and those whose property needs painting this Fall.

Put these names on the list blank which you will receive and send to us promptly. We will lose no time in going after every name you send us with strong letters and advertising, booming the Fall as a painting season.

We'll do all we can to create a big demand for painting in your territory. The greater demand for paint the larger your sales will be, and the larger your sales the more profit for you.

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THE time is not far distant when practically every floor in every home on the continent will be finished with paint, varnish, stain, or wax, instead of carpets. This is a big statement, we know, but it's true—every word of it. It all depends on the manufacturer of floor finishes and merchants who sell them. It depends on how they advertise and push them. There are good reasons for this. They are the reasons why we have made our line of floor finishes a leader in the campaign for Fall business.

Every housewife admires finished floors and wants them in her home if she has carpets. She knows they look better than carpets and that they are much easier to keep clean. Perhaps she doesn't stop to think that finished floors are more healthful than dusty, germ-collecting carpets which catch and retain the soil and impurities from one season to another, but she looks with dread upon house cleaning days when the back-breaking work of pulling out tacks, handling heavy carpets and pounding and beating them in the back yard, or the expense of sending them to the cleaner is necessary. These facts alone will sell Floor Finishes anywhere. There are others just as strong. The majority of housewives and property owners do not know that finished floors are *more economical* than carpets. It costs less to finish floors and buy a few rugs than to buy a good wearing carpet.

We know that when this is understood in your locality and when the mistress of the house realizes the great variety of finishes and styles that can be obtained from the S-W. Modern Method Floor Finish line, you can sell them to every home and for every floor in every home.

Years ago we saw the coming popularity of finished floors. We saw people of wealth discard carpets for expensive hard wood floors. We saw people of moderate means endeavoring to obtain similar effects by less expensive methods. It was our opportunity and we took it. We put our entire organization to work to make the best possible line of good wearing and artistic floor finishes. Nothing has been sacrificed to obtain these qualities. They are the product of years of study and patient experimenting.

It's your opportunity to sell them now. We are pushing them harder this Fall than we've ever pushed any line of paints before, S.W.P. excepted. The business is all about you and we want you to get it. Our campaign this Fall includes national trade journal advertising and direct to consumer advertising.

We are sending out to carefully sel-

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ected lists of housewives a large Floor Finish Circular. It is an attractive piece of advertising and gives complete description of the methods of finishing any floor, old or new, in any style desired. We are also doing extensive promoting work to public buildings, hotels, large stores and every source of floor finish trade. Wherever possible, our promoting departments are writing personal letters to prospective buyers. To make our efforts more effective, we are ready to furnish you color cards, bearing your name and business, large display cards showing complete line of colors, a liberal supply of "B19", a handsome little booklet on methods of finishing floors, for store use and distribution, suggestions for window display, newspaper electrotypes and personal helps too, if you ask for them.



Our Floor Finish Mailing Circular.

The following brief description will give you an idea of what the S-W. Modern Method Floor Finishes are, how any finish can be obtained and the range of colors and sizes of packages. Read it and enter with a will into our campaign for trade.

Painted Inside Finish.

Painted finish is suitable for any room in the house, especially on soft wood floors.

S-W. Inside Floor Paint combines the necessary durability with quick drying qualities. It's made to walk on and wear.

Colors: Orange, Light Tan, Gray, Dust Color, Yellow, Moss, Green, Slate, Light Brown, and Red. Size packages: Quarts, half gallons, and gallons.

Painted Outside Finish.

Paint made for inside use, or ordinary paint, is not good enough or adapted to severe exposure and hard outside wear.

S-W. Porch Floor Paint will give the best possible service under hard foot wear, exposure to rains and snow, and cleaning and scrubbing.

Colors: Continental Yellow, Light Olive Drab, Deep Buff, Light Gray, Dark Slate, Brown Stone. Size packages: Quarts, half gallons and gallons.

Stained and Varnished Finish.

A painted finish may not always suit the scheme of decoration, and the floors may not be in good enough condition for producing a natural finish by varnishing, or they may have been previously painted.

S-W. Floorlac is a specialty for finishing new, old or previously painted floors. With it most expensive hardwoods can be closely imitated.

Colors: Cherry, Oak, Green, Mahogany, Golden Oak, Walnut, Ground and Clear. Size packages: Pints, quarts, half gallons and gallons.

Varnished Finish.

Hardwood floors, finished with varnish, represent the highest class of floor finishing.

Mar-not is a tough and elastic floor varnish that does not mar or scratch easily. It has a full finish and retains its lustre for the longest time. A better floor varnish at any price cannot be made. Size packages: Pints, quarts, half gallons and gallons.

Waxed Finish.

For producing a polished effect over painted or varnished floors. S-W. Floor Wax is transparent, gives a high polish and wears well. Size packages: 1, 2, and 5-pound cans.

For Unsightly Cracks and Seams.

S-W. Crack and Seam Filler, unlike putty and other similar materials, does not dry up, shrink, or come out of cracks. Water does not hurt it and it will stand hard usage. Size packages: 1, 2, and 5-pound cans.

We do not ask you to put in a stock you can't sell readily. Carry just what the demand will warrant and then push hard for business.

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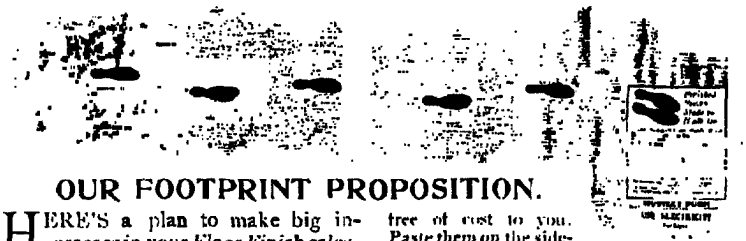

OUR FOOTPRINT PROPOSITION.

HERE'S a plan to make big increases in your Floor Finish sales. We've tried it out, and its a winner. It's a combination of good window display, novel posters and strong newspaper advertising. We furnish everything but enthusiasm and push, and if you study our plan and carry it out you'll get part of this from us without diminishing our supply in the least.

There is no question about the field for sale of Floor Finishes. You can have big sales of the entire line in your locality if you go after it. It's simply a question of telling the people you have what they need.

Naturally, the strongest and most effective talking point about Floor Finishes is their good wearing qualities. This is where S-W. Modern Method Floor Finishes outshine all others. They are made to wear—to give good service rather than to sell cheap and lose their bright, clean appearance after a few weeks under foot. This is the point to advertise.

Here is our footprint proposition in brief:

First. We want you to arrange the Floor Finish window display shown in this number. Just "follow the footprints" and you'll find it. This is a simple and easy window to trim. You can enlarge on the same idea if you choose, but be sure to tell the story plainly.

Second. Send in to us the post card enclosed for 75 footprints. These are sent free of cost to you. Paste them on the sidewalk in front and in the vicinity of your store. Make them walk to your window display or inside the store. The diagram shows our idea clearly. These footprints are made of tough yellow paper and will stand a great deal of walking on if plenty of paste is used. Best plan is to put them on the walks late at night or early in the morning, so the paste will dry and they will not deface easily. Any number of clever schemes can be worked out with them.

Third. Ask on enclosed post card for our footprint newspaper electrotypes. Use them in the local papers at the same time you trim the window and use the poster footprints. Order by number. The single column electros are Nos. 441 and 442. The five-inch double column electro is No. 440. You will need more of the small ones than of the large ones. There's one for each foot, so have them "make tracks."

If possible have them used as shown in the illustration at top of page. If not use the small footprints in the local columns and have the large one appear in a good position.

Have a good display of Floor Finishes "up in front" with plenty of Floor Finish color cards and show cards. This is certainly the best proposition ever, for trade and profit. It's for you, use it.

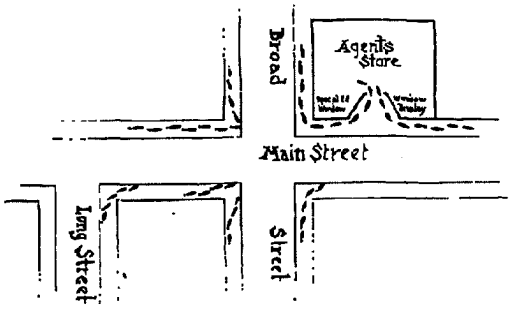

Diagram showing use of poster footprints.

Follow the Footprints





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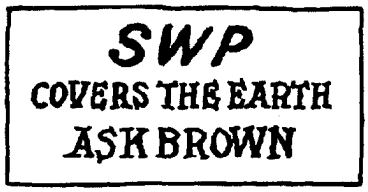
HOME-MADE SIGNS.

IN most stores there is a time between seasons when the office boy, the clerks, the delivery wagon and other helps have a good deal of leisure time, and this can be well improved in many ways.

One of our enterprising S. W. P. agents has had great success in the making of his own field signs.

Those we have supplied among our regular advertising features have always been most popular and effective, but have to be made and printed in quantity. It is the same sign for the hardware or the drug store, and with all our care and advantages it is impossible to get the cost down so as to supply them anywhere near as liberally as they are wanted. Besides this they lose in some ways the individuality, effectiveness and advertising power of a home-made sign.



Now every store has an accumulation of good boards of one kind or another from boxes, etc., which could be utilized in this way and do excellent advertising. The size could be adapted to the place where you want to put them, and the lettering need not be over regular or artistic, provided it is plain and readable at a fair distance and not too crowded. Some signs might be just the width of a common box board, say 8 or 10 inches, and 3 or 4 feet long. Sometimes these might be fastened to one or two good, firm uprights, two or three boards under each other, if desired. In most places, however, permission could be obtained to locate them on fences, barns or sheds, where the supports could be dispensed with. In such cases, if more than one board is used, it would be well to cleat them strongly together on the back.



To do it in the best way it would be well to take a drive about in a five or six mile circuit, decide on the places to be used and get your permission, if necessary, before preparing the signs to fit.

After the boards are cut of proper size and cleated, if necessary, they may require a little scraping or smoothing, then cover them well with one or better two coats of S. W. P. Gloss White. When thoroughly dry the lettering should be done with S-W. 1st Quality Lamp Black or Sign Writers' Black in oil, adding a little boiled linseed oil with about five per cent. of good drier like Dry-o-nite.









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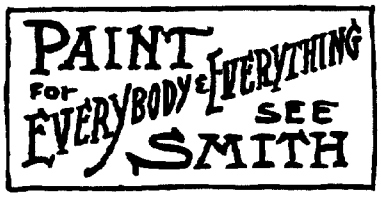
The lettering should be in the regular block letter style like this:

HUSTLE & PUSH

the size depending on the surface to be covered.

Never crowd your matter too much, but leave good spacing so that it will strike the eye quickly and be taken in at a glance.

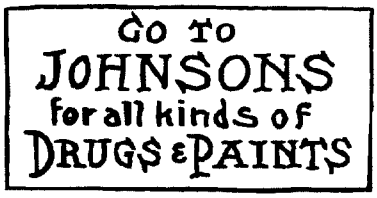
Unless you have a painter, don't try to make them artistic. only be sure



they are plain and readable. We are showing a few samples from which you will get suggestions for making.

In many places you may be able to make use of conspicuous and accessible rocks by the roadside, which should have a good coat of white well dried before the lettering. The sides or roofs of buildings might be used in the same way and might be obtained for no expense or a very nominal outlay.

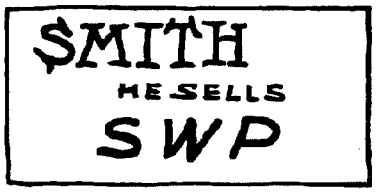
We should advise some uniform matter and lettering, so that anyone seeing one sign would locate the



others as belonging to you and then have a similar sign in front of your store or on a large card in your window to recall the outside display.

This will make good summer work and be one good preparation for a vigorous Fall Campaign.

In fastening up the signs see that the work is thoroughly and securely done. Make allowance for shaky fence posts, lose rails. strong winds and stones from the hands of the roadside boy.



A sign or two may be destroyed and lost, but they should all be listed and a tour of inspection made from time to time with materials for necessary repairs. The total expense will be trifling and you will be surprised at the trade it will bring to your store.

THINNING AND ECONOMY OF S. W. P.

By A. W. Ballard.

THE 16th of this month will complete my 25th year with The S-W. Co., and in every year of that time my confidence and assurance has grown stronger and stronger that there is not a paint made in the world which will paint a house so well. for so little money as S.W.P. The facts, however. have recently been distinctly forced upon my attention in an exceedingly practical way, on the house







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in which I live, and here is the result.

It is a twelve room house, surface 3600 square feet. It was painted eight years ago and in fairly good shape for re-painting. For first coat I took:

3 gals. S.W.P., Body Color, @ 1.60	$4.80
3 gals. Raw Linseed Oil, @ .60	1.80
1½ gals. S-W. Trimmer, @ 1.60	2.40
1½ gals. Raw Linseed Oil	.90
	$9.90

This after thorough mixing gave about nine gallons of paint ready for use. The painter has gone over the entire house, one coat body and trim, and I have 1½ gallons body color and ½ gallon trimming color left. So I have actually used seven gallons of paint to cover 3600 square feet of surface, one coat.

I added the oil and did the mixing myself so that I know these figures are correct. Every one remarks on the fine appearance of the house. It looks so well that I might leave it with this one coat if I cared to do so, and shall leave it anyway until the flies disappear.

You will note that the nine gallons of paint cost me $1.10 per gallon and covered a little more than 514 square feet, one coat, per gallon. For second coat I estimate that it will take in addition 2 gallons body color, 1 to 1½ gallons raw oil, ½ gallon trim, and 1 gallon raw oil.

This will be in all 15 gallons of S. W. P. and oil for an elegant piece of two coat work at a cost of a little more than $1.13 per gallon.

The figures enforce two facts that I have always championed: First, that S.W.P. will take with proper stirring far more oil than is usually added, and I think we should let it be understood that in no case will we guarantee the most satisfactory and economical results unless these suggestions for thinning are closely followed.

In the second place they show clearly that no S. W. P. agent should have any need of cutting the price on S.W.P. below $1.60 per gallon even in central localities to show its unmistakable saving over lead and oil or any other prepared paint. At distant coast points, with added freights, this price should, of course, have extra cost of handling added. There is no more occasion for sacrifice here on the part of our agents than there is for them to put their hand to their money drawer and hand out a gold dollar for 90 cents of a customer's money.

When you can give a customer a paint that will cost him, properly mixed, $1.10 to $1.13 per gallon, that will cover, well brushed out, 300 to 350 square feet, two coats to the gallon, and that will give a finish and durability that is unequalled, he is getting the best and the cheapest paint on which the sun shines.

I want to say right here that I have never seen, since I began to look into this matter of thinning, a single gallon of S.W.P. that would not stand a gallon of oil to a gallon of paint for either first or second coat, and for third coat at least a half gallon of oil to a gallon of paint. A little turps in second coat is all right, too.

Now this matter of thinning is not guess work with me, but the result of careful and thorough experiment. And I believe that every S. W. P. agent should be fully posted on the real merits of this product and sell it at a price where he can make a little money.

The goods will do it. The Company will back them up and the agents will feel a solid and substantial interest in maintaining a fair gold dollar price that will encourage them in their best efforts and redound to the better satisfaction of every customer.







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PUSH HOUSEHOLD SPECIALTIES.

You can make big profits by pushing S-W. Household Specialties this Fall. There's a specialty for each purpose and you can sell them with the conviction that they are best for that purpose.



The S-W. Family Paint is a linseed oil paint specially prepared for home decorating and painting. Particularly adapted for painting tables, boxes, flower stands, shelving, etc. It wears well and is easy to apply. It dries with good gloss and will stand plenty of soap and water. It is the best household paint on the market. Made in 26 attractive shades.



The S-W. Varnish Stain is a stain and varnish combined. Can be used on new and old woods. It imitates the natural woods, and is a splendid specialty to push in the Fall.



The S-W. Buggy Paint is a gloss paint of great durability and splendid covering capacity. The colors are clear, clean and bright. It has proved its worth under every test given it. Put up in half pint and quart tin packages, and is made in eight good shades.



The S-W. Aluminum Paint is one of the most adaptable paints on the market. There are dozens of places in the house where it can be used to advantage, on either wood or iron surfaces. It gives a beautiful lustre finish, does not discolor, and has no disagreeable odor. Just the thing for radiators, gas pipes, stoves, etc.



The S-W. Enameloid is a varnish paint for inside walls and ceilings and wood work where a high gloss finish is desired. It has splendid covering capacity and wears long. It is easy to apply and is easily cleaned. Enameloid is made in eighteen beautiful shades. Use our advertising helps and push it this Fall. It is a trade winner. Try it.



The S-W. Enamel. Particularly suited for home decoration. It gives a hard, high gloss enamel finish to chairs, settees, tables, bedsteads, iron furniture, wicker work, etc. For years good enamel has been too expensive for people of moderate means. S-W. Enamel is good and at the right price. There's profit and pleased customers in every can.



The S-W. Bath Enamel makes old bath tubs look like new. It is made expressly for this work and is exactly suited to the purpose. It produces a porcelain-like surface that withstands hot and cold water without cracking or checking.



The S-W. Stove Pipe Enamel. It's a splendid preparation for brightening up old stove pipes. It makes them look like new and prevents rust. It will not smoke or blister. It stands a high degree of heat, spreads very easily and wears well. The Fall is the time to push Stove Pipe Enamel.







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USE THE LOCAL

WE wish we had room to tell you what local newsp our agents and dealers. If you could stand see that it is one of the most potent forces in making s has been the means of overcoming all competition and trade. We don't know of a single agent who has our special ad service to any large extent who has trade of his locality and increasing his sales.

We are anxious to have you use our newspaper a our campaign for Fall business. Supplement our direc ional trade journal advertising with advertising in yo lines we are pushing. They are furnished you free o *land business for you.* You should have our big "N proofs of 150 good ads. Use them. Commence nov

We Have Solved the Advertising Problem for You. U

SHERWIN-WILLIAMS FLOOR FINISHES

SHERWIN-WILLIAMS FLOOR FINISHES

SHERWIN-WILLIAMS FLOOR FINISHES

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LOCAL PAPERS.

it local newspaper advertising has done for many of could stand in our shoes for a moment you would in making sales and building business, and that it npetition and getting the lion's share of the paint nt who has used our newspaper electrotypes and it who has not succeeded in controlling the paint les.

newspaper ads this Fall. Enter into the spirit of ent our direct-to-consumer advertising and our nat- rtising in your local papers. Select electros on the d you free of all cost. *Our combined efforts will* : our big "X-Y" booklet at your elbow. It shows mmence now for the biggest Fall paint trade ever.

You. Use Our "X-Y" Electros and Special Ad Service.

SHERWIN-WILLIAMS FLOOR FINISHES

SHERWIN-WILLIAMS FLOOR FINISHES

SHERWIN FLOO

SUCCESSFUL S. W. P. AGENTS.

A. Sweet & Co., Winchester, Ontario.

IT is a mistaken idea to suppose that the practical painter is naturally hostile to the use of a high grade prepared paint like S. W. P.

It is true that many of them have had unfavorable and unfortunate experiences with cheap and inferior mixtures and are sometimes disposed to class all ready to use paints on the same level, forgetting that there are plenty of poor leads and poor oils as well as poor mixtures, and that is no reason why the bad should condemn the good.



Mr. A. Sweet

During all our manufacture of S.W.P. for about thirty-five years it has always been one of our strongest efforts to bring it to the direct critical attention and test of the practical, intelligent master painter, to get him to open the package, stir the paint and examine as to odor, consistency, fine grinding, thorough incorporation, extra percentage of oil—all qualities which appeal strongly to the man who has been more familiar with hand made goods. Then we want him to put a brush into it, apply it himself and note the spreading, covering and working as compared with anything he has tried. No fairminded man can withstand this showing, and if more should be needed, the extra finish and durability will do the rest.

But to get the painter interested you must go after him and convince him, not so much because you want to sell him particularly S.W.P., but because you want his general trade, and here you have something that will be bound to save his time, put money in his pocket, add credit to his name, and bring him more work.

You get him fairly started and leave S.W.P. to do the rest.

We show in this article portrait of our S.W.P. agent, Mr. A. Sweet, of A. Sweet & Co., Winchester, Ont. This agency commenced handling the paint as far back as 1900, and their business has increased handsomely every year.

Mr. Sweet was met at the outset by a disfavor toward prepared paint on the part of much of his painters trade, but having first satisfied himself about S.W.P. and seen exactly what it was, how it was made, and what it would do, he resolutely determined to win the painters and soon had their enthusiastic support and liberal business.

This is how he puts it:

"When we began handling S.W.P., there was a strong prejudice against it on the part of our painters, in fact,







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none of them would have anything to do with it.

"By degrees, the opposition was won away, until now we have no better customers for S.W.P. than the regular practical painters. This result has been brought about by persistent work, steady advertising, and keeping everlastingly at it. We have made use of the advertising helps furnished by the Company, particularly the window displays. Last year we got up an advertising car for the trades procession at the 1st of July celebration, which proved a first-class ad for S.W.P. We have confidence in the goods ourselves, and take advantage of every opportunity to recommend them to our customers. Our trade has grown steadily year by year, and we hope to make this the banner year for S. W. P. A. SWEET & Co."

WE ARE HELPING YOU GET BUSINESS.



Attractive folder sent to painters in U. S. and Canada.

YOU know our old slogan. It's as old as our business and the secret of our success.

"*The way to get business is to go after it.*"

The merchant or the company who waits for business with folded hands doesn't make money enough to pay rent and buy bread, let alone put a comfortable balance in the bank each month.

We believe in going after business. This is not only The Sherwin-Williams spirit, but it's The Sherwin-Williams practice as well. We employ the best brains and the best talent we can obtain to write and design business-getting features of all kinds, booklets, folders, mailing cards, letters, etc., and hundreds of thousands of each are mailed every year.

We have a system, too, that shows conclusively that they bring results. They are bringing business to you.

This advertising is going to property owners, to housewives, to painters, to contractors and builders, to architects, to every source of trade. *We are helping to convert our products into money through you.*

The illustrations show two of the forceful folders we have just mailed to painters and to architects. They tell the story of our Varnishes, our Driers and our Shingle Stains.

In these, as in all our advertising and promoting work, we are referring buyers to you. Your profit comes first. Many more features are going to consumers this Fall. Some are printed and others are on our presses.

You are not alone in your efforts to land Fall business. We are with you every minute.



A novel advertising feature just mailed to architects.







0007-SWP-000119194

VARNISH GUMS AND VARNISH MAKING.

FROM the standpoint of reputation as well as profit there is no line of S-W. Products which should appeal to the agent or dealer with greater force than the *S-W. Varnishes*, and the one who fails to appreciate of what value they may be made to him as business bringers and money makers is losing some of his best opportunities.

The watchword of our varnish line is "They're right", and that tells the story in a nut-shell. The many grades offered are adapted to the varied wants of the careful householder, the critical master painter or the painstaking manufacturer.

The study and manufacture of varnishes has been most absorbing and interesting to us for many, many years.

We are anxious that everyone of our S-W. agents should know more about our varnishes, and have planned a few articles on the subject for this magazine.

We hope they will prove of interest. The more you know about them the better you will like them, the more confidence you will have in them and the stronger you will talk them.

It is true that there are few operations in the line of any industry which require greater skill in the selection of materials, more constant care and judgment or a more accurate adjustment of outside facilities and conditions than the selection of gums and other materials for the making of thoroughly *reliable* and *dependable* varnishes.

To meet the varying requirements for different classes of work or degrees or methods of finish, varnishes must be more or less pale in color—easy flowing and elastic to a high degree—and yet dry quickly to a hard, durable surface that will present the highest possible finish and yet withstand the abrasion of the hardest wear.

The methods of manufacture in themselves are simple and natural, but require to be followed with scrupulous and painstaking care, varying in some material considerations according to the special characteristics desired in the particular kind of varnish under way. A slight variation in the precise kind or proportions of ingredients, the degree of stirring, the heat maintained, the rapidity of cooling, the thickness or limpidity, technically the viscosity, of the mixture, may induce blistering or cracking, checking or crawling, pitted or clouded effects or slow, tacky drying, which are some of the disappointments and sometimes unexplainable troubles of the varnish user.

The variety of varnish gums used as a base is not large, but the differences in quality are widely multiplied, so that the question of proper selection and sorting becomes one of prime and critical importance.

Amber is very hard, and the finer grades exceedingly smooth, clear and translucent. It is found among the sands and clays of the Baltic, Swedish and Danish coasts and in Eastern Germany. It sometimes forms and dries hard around insects or plants, entombing them in a solid transparent cage.

It is not used as extensively for varnishes as it has been, though still valuable for some of the higher grades of violin and coach varnishes.

Shellac is a gum substance from the East Indies. It comes from granular excretions which exude from certain scale insects, forming shells for the protection of their eggs and deposited on twigs of trees, etc. The females are imbedded in the mass and in







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perishing, furnish a red fluid valuable for brilliant crimson and scarlet dyes. These are dissolved out of the excretions or lac, leaving the shellac gum, which is purified and dissolved in alcohol and used largely in priming varnishes and lacquers.

It is too brittle, however, for extensive under-coating.

Copal—This name has been applied to such a large variety of gums and resins that it is to some extent misleading. Many are very inferior in quality, come from different sources, and vary widely in their properties.

The East African or Zanzibar Copal exudes from trees and the poorest is found in a raw state at their roots or near the surface.

The ripe copal is found buried several feet in the earth over a wide belt of the country.

It is extremely hard, elastic under changing temperatures, most valuable for many high grade finishing and polishing varnishes. The best is especially adapted to exposure and trying climatic conditions.

The New Zealand or Kauri Copal is doubtless the most valuable and popular gum on the market.

It is a fossil deposit of sap from the immense Kauri pine found in large groves in Northern New Zealand. It escaped from the tree, slowly dropping to the ground, made its way into the earth and in thousands of years became buried more and more deeply.

There are now said to be ten or twelve thousand Kauri diggers covering these fields in search of this hidden treasure. It is often dug up in the open land where not a trace of the original trees remain.

Nearly every day is a hunting day for the diggers and they go out prospecting with a barrow or a sack, a long, sharp spear and a spade. By tapping and piercing the ground in favorable spots the valuable deposit underneath is located and uncovered. Like other mining, there are many fruitless days and then a lucky strike will make up for all.

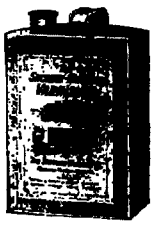
The gum then requires most careful sorting as to size, color, hardness, transparency and other qualities only evident to an experienced eye.

In the past quarter century the demand for Kauri Copal has far exceeded that for the Zanzibar, inasmuch as the former by proper selection has all the most desirable qualities and affiliates more readily with linseed oil and other materials.

To meet the enormous increase in demand a very large quantity of second, third and lower grade Kauri is procured from swamps and marsh lands, but it is soft and inferior and of little value.

The high grade Kauri is steadily advancing in price as its tractable qualities have done much to encourage the use of varnishes and varnish paints and the demand for consumption has gone far beyond any figures that would have been dreamed of a quarter century ago.

TO BE CONTINUED.



Push S.W.V. with us this Fall.

We are making a special campaign on Varnish and we want you to get the benefit of it in your varnish output. Use our advertising features, our window displays, our newspaper electros, and talk the goods. Send in to us lists of painters and consumers for special letters. We mean to get the varnish business. Help us.

SHERWIN-WILLIAMS FLOOR FINISHES

SHERWIN-WILLIAMS FLOOR FINISHES

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0007-SWP-000119196

PUT LOCALS IN THE NEWS COLUMNS.

WITH all the volume of displayed advertising it is not always easy to decide on the most effective means of attracting attention and impressing what you have to say on the minds of your customers.

A few brief locals inserted in your paper among the regular reading matter are often exceedingly helpful.

It is a good time as the fall season opens to adopt this means of publicity. and we offer a few suggestions. Use them in the local papers during the Fall Campaign. See that your name appears in every separate paragraph:

Omit the habit of using old fashioned hand mixed lead and oil on your buildings. It is powdery, perishable and behind the age. Let ——— tell you why Sherwin-Williams Prepared Paint is better.

Some people seem to think that the Russian-Japanese situation is "a bad mix up". This is the case with very many of the cheap mixed paints offered for sale at cut prices. It is dangerous to trust them. Go to ——— and get good paint for all purposes.

You would never believe what beautiful effects in interior decoration can be secured by the use of the Sherwin-Williams Interior Colors. Get sample cards of ———.

When you buy a gallon of paint insist on a full U. S. standard gallon. Don't trust a paint that is short in quantity; the quality is most likely short as well. ——— keeps the Sherwin-Williams kind. Honest goods and honest measure.

Wise men take good care of their tools and implements and make them clean and bright with the Sherwin-Williams Wagon and Implement Paint, or Buggy Paint, before storing away for the winter. This preserves them for longer use and better service and keeps their working qualities up to the standard. ——— will tell you all about it.

Have you pictures? Brighten up the frames with Gold or Silver Paint. Durable in quality, brilliant in lustre. A small can spreads wonderfully and costs almost nothing. Anybody can put it on. See ——— about it.

Stove pipes in the fall are often a source of vexation and trouble, but it is surprising how a little S-W. Stove Pipe Enamel brightens them up, makes them look better, fit together easier and they last so much longer. Get it at ———.

A little of Sherwin-Williams Varnish Stain brings brightness to the home, cheer to the fireside and an air of comfort and elegance to every room in the house. Made in the best colors to imitate the choicest natural woods. You can secure the most expensive effects at the smallest cost. Old chairs and tables, cupboards and furniture can be refinished in splendid style with slight expense and trouble. ——— will tell you how.

It is easy to sell you poor paint at a low price in a brightly colored can and call it good. You can't tell about it yourself until you have tried it, and then it may be too late. The only safe way is to buy from those you know and get what others have tried and *always found honest and reliable*. Buy the Sherwin-Williams Paints of ——— and you will never be disappointed.

You get *paint insurance* with every can of paint you buy of ———. *It insures* purity, quality, protection to your property, economy to your pocket and satisfaction to yourself.

Make rugs out of your carpets and brighten up your floors this fall with the Sherwin-Williams Modern Method Floor Finishes. Your floors will be easier kept in order, far more readily and thoroughly cleaned and more healthful and up to date in every way. Finishes of all kinds to give any style on any kind of a floor. Get full particulars and directions from ———.







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GOOD WORDS FROM THE TRADE.

Trade Still Booming.

I am having such a call for S.W.P. that I cannot supply the demand. I am compelled to turn customers away. Please rush this order as I haven't a gallon of G.W. in the house and I had a call for several gallons today and am expecting a larger call tomorrow.

I find that some at first want lead and oil, but I have not failed to please with S.W.P. in a single instance.

W. J. LIVELY,
Marmaduke, Ark.

It Pays to Sell the Best.

Messrs. Oberg & Schlieve, Eau Claire, Wis., put in a stock of S.W.P. in January last; up to July 1st they have sold exactly 58 complete jobs of house paint. They also state that they have sold enough Enameloid to paint as many houses inside.

They sell S-W. full line exclusively, including varnishes, and as Mr. Oberg says, are S-W. agents from A to Z.

This is the first year our paints have been sold by Oberg & Schlieve, and their good results have been obtained by their taking advantage of our full advertising methods, by looking up every prospect on the outside and carrying a complete line of the best goods made.

W. H. KANE.

An Enthusiastic Testimonial.

In a recent call on one of my Washington agents he was complaining some about keen competition from low priced goods and we were dwelling on the pros and cons of high quality and favorable values as against cheap, low priced mixtures.

While we were talking, an old hoary headed patriarch came in, and as he entered the door the agent asked him, "Well, how did you get along in your painting with S.W.P.?" He said "All right! I've just got on the third coat. It's the best paint I ever used, and I've been painting for fifteen years."

I want to say that no words of mine had as much effect in stiffening the backbone of my agent, satisfying his judgment and putting him in good humor as this blunt, honest opinion and compliment the granger paid to the merits of S. W. P.

G. G. MOWAT.

S. W. P. in Manila, Australia and Ireland.

We are interested in a copy of The Manila American received from our S-W. agents, The American Hardware & Plumbing Co., at Manila, Philippine Islands. The text is well displayed and reads as follows:

"Have you bad habits? Do you use lead and oil, for instance. *Sherwin-Williams Paint* breaks that habit. Covers more surface, shines brighter, lasts longer, brushes out better, saves time, more uniform, more economical. There are more *mores*. Paint man knows. See us."

We have also a clipping from the Morning Herald issued in Perth, Western Australia, with displayed advertisement of S-W. Products sold by our agents, Messrs. John Church & Co., wholesale iron mongers at Fremantle.

Dockrell Sons & Co., Ltd., S-W. agents in Dublin, Ireland, send us some of their enclosing slips for promoting S-W. House Paints, Enamels, Metalastic, Interior Finishes, and a cover the earth post card on S. W. P.







0007-SWP-000119198

OUR ART DEPARTMENT AT YOUR DISPOSAL.

UNDOUBTEDLY many paint sales could be made that are now lost if the attractive, impressive, and magic influence of color combinations were presented. Color is one of the most potent forces in attractiveness. Whatever it touches straightway becomes a thing to absorb our attention.

We believe that very few of our agents are aware of the extent to which our Art Department can be used to this end. Very frequently you will find people who experience difficulty in selecting harmonious combinations when preparing to paint, or who have not the time to give the matter due attention. Right here is where our Art Department may be utilized. Send direct to us, or have the party interested send, a photograph or architect's elevation drawing of the house or buildings to be painted. In case the photograph or drawing cannot be conveniently obtained, send a brief description of the buildings. State what their present color is, and whether much foliage is near or not. Condition of surface should be given. When we receive this, we will prepare and send to you the specifications giving most appropriate colors, and the quantity of paint required. This is all done free of charge.

Keep this before you when talking paint, and make it a point of contact with those who require such help. You will be surprised to see the influence it will have in making a paint sale.

HOW TO REDEEM FLOOR WAX COUPONS.

AS we have announced on another page of this issue of THE S.W.P., a special campaign on Floor Finishes will be made this fall.

There is every reason to believe that greatly increased sales of Floor Finishes may be made if this method is pushed enthusiastically.

You will receive blanks from us which you will fill out with the names of housewives whom you think will be likely to use floor finishes.

On receiving these names, we will mail our Floor Finish "E" circular. This folder will have the agent's name and business address printed on it. It will also contain an envelope in which will be found a coupon. This coupon will entitle the holder to one sample of S-W. Floor Wax when presented at your store.

You will readily see how effective this scheme can be made. It will bring a large number of people to your store who might not be reached successfully in any other way.

For every pound of Floor Wax ordered by you, a sample can of wax will be sent.

Should you exhaust your supply of samples, or should you have none on hand, you can redeem the coupon presented to you in the following manner:

Take the name and address of the person presenting the coupon. Then send it with name and address to the Division Office. The sample will be mailed by us to the name or names sent in. With each sample of Floor Wax we will send a letter stating that S-W. Floor Wax, in regular sized packages, can be obtained at your store, or if it is not in stock, that you will no doubt be glad to order any quantity needed from us.







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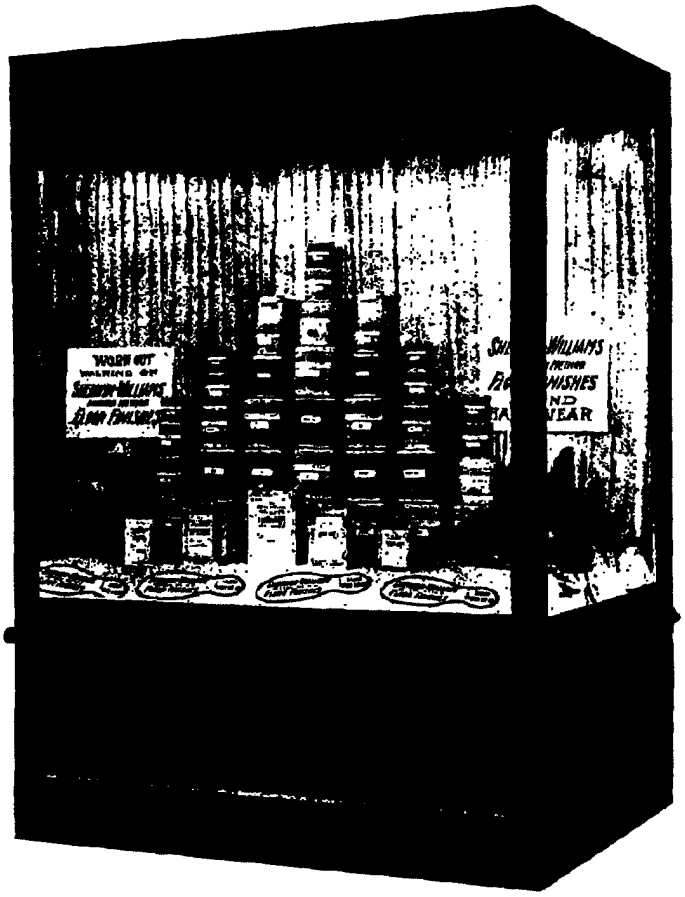
THE FOOTPRINT WINDOW.



GET a lot of old shoes, any kind, any size, see that the soles are worn through. Arrange cans of S-W. Modern Method Floor Finishes, Inside Floor Paint, Porch Floor Paint, Floorlac, Mar-not, Floor Wax, and Crack and Seam Filler as shown above in pyramid. Put a pile of the worn out shoes on either side with the two large window cards made of card board and lettered "off hand". Use the words "Worn Out Walking On S-W. Modern Method Floor Finishes" for one and "Sherwin-Williams Modern Method Floor Finishes Stand Hard Wear" for the other. Put some of the yellow poster footprints in front. Enlarge on the suggestions if you choose, but bring out the same ideas shown herewith.





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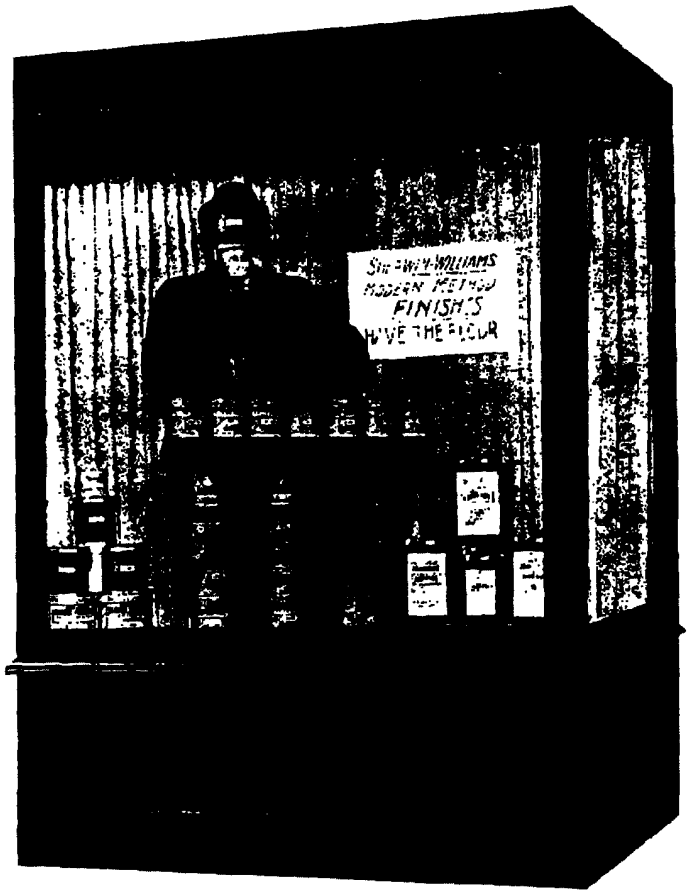
MODERN METHOD FINISHES HAVE THE FLOOR.



BUILD man from cans of S-W. Floor Finishes. At height for shoulders use a short board, with small cans on it to hold the coat in proper position. Sleeves can be made natural by stuffing with paper. A small table with a row of Floor Finish cans, a mallet or hammer for gavel and group of Mar-not and Floor Finish cans on either side, with the sign "Sherwin-Williams Modern Method Finishes Have the Floor", complete an attractive display.

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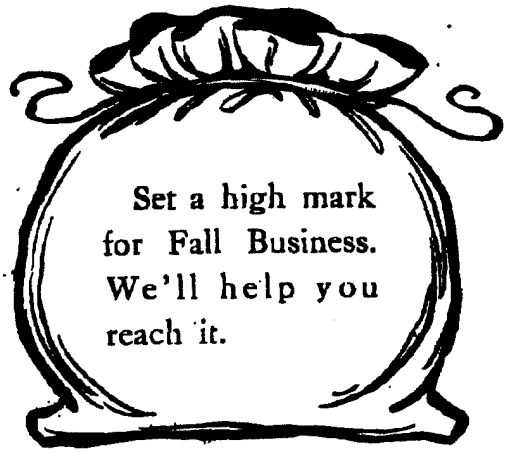

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