

 It is no trick to make a living; anyone can do that, but that must not satisfy the merchant who has an S-W. Agency. Nothing less than success will satisfy us. This, as is sometimes thought, does not necessarily mean the mere making of money. The world is full of men who would willingly change a great store of wealth for the esteem of their fellowmen and the privilege of saying they had lived honestly. That's not success. We must use absolute honesty and integrity to make what money we can and must not strive for money under other conditions. This course will allow us to count the world's appreciation in dollars and cents.

—*The Little Paint Man.*



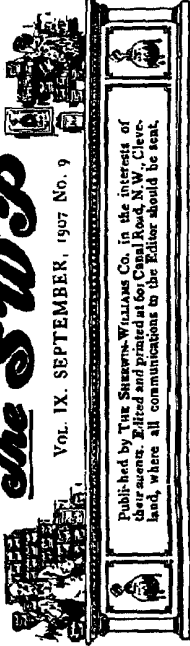
THE SWP

SEPTEMBER, 1907

Fall Campaign
Number

The S.W.P.

Vol. IX. SEPTEMBER, 1907 No. 9



Published by THE SHERWIN-WILLIAMS Co. in the interests of their agents. Edited and printed at 601 Canal Road, N.W., Cleveland, where all communications to the Editor should be sent.

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ARE YOU READY FOR THE BIG START?



SEPTEMBER 1st may look like any other initial day of the month on a calendar, but to us, to our agents and dealers everywhere it should have a deep significance. It is another point from which we push off for a new fiscal year. It is the opening of our big fall campaign, and what is of especial concern to us all, it marks the start of our large magazine advertising plans, which we are sure are going to help carry the S-W. banner to greater success and victory than before.

For several years past we have been steadily following well laid plans which should have for their effect the rounding up at profitable prices of a lion's share of the good paint and varnish business of the country for S-W. agents and dealers. Each year the results have been more gratifying, until this year all records have been smashed by a volume of increase far beyond previous seasons, and much greater than we had figured a year ago was possible.

The constantly increasing popularity and prestige of S-W. Products means more sales and better profits to the handlers of them for the future. We have arranged to make the most of our opportunities by pushing the brightest fall campaign and the most forceful and best directed magazine publicity ever known in the line and by the installment of additional equipment with which to handle promptly the increased business which is sure to come. Our salesmen,

too, are going out better equipped and more determined to help than ever before.

Now all this *we* are doing, but are *you* ready for the big start with us at the crack of the pistol. We need the thorough co-operation of our agents and dealers in our plans or they cannot succeed.

We need your enthusiasm to help win greater success.

Don't put off until tomorrow, but today get posted thoroughly with regard to all the details of our fall campaign. Accept the suggestions we have made for window dressing. Work up a special advertising display in your newspaper. If your paint stock is in the back part of the store or where it can't be seen by everyone entering, get it up in front. Clean up any soiled packages, sort up liberally and be able to make prompt delivery of any sales you make while your competitor may be obliged to ask for time to get the goods wanted. Look over your sample cards and folders and order a fresh supply of any needed. Wipe up your signs and show cards so they will appear bright and tidy. Freshen up your store front with a little paint and set a good example. Do some good, active work with your painters, architects and property owners who should be interested in our paints and varnishes, and ask our representative when there to help you with any important cases that show promise of business. Send us every week, or oftener if you can, a list of prospects we can do personal letter work with in your behalf. Think up some good, original plans that have never been used in your town or city for getting attention and business and push them hard.

You are in business to make money. The foregoing are some of the means to that end, not only so far as paints and varnishes are concerned but you will find that your entire business will respond and take on new life as a result of your work.

Get ready for September 1st.

Albert H. H. H.
5 Mgr. General Sales Dept.



GENTLEMEN, to appreciate the pride that is within me you must know that I am now and until this "Brighten Up" number of THE S. W. P. is in the mails, the editor thereof. This means that what I say goes and what I want left out is ignored forthwith. Roughly speaking, "I am it." This is a new departure for me, this editing business—although I have occasionally, at the regular editor's request, written a few odd things for his magazine. Perhaps you have noticed them? If you haven't you're not out much, and if you have I am not going to apologize for them, for space is too limited and I must get down to brass tacks, as the saying goes.

This company that I make and you sell paint for is strong on campaigns. Did you ever see anything like it? Always trying by all means that are fair and square to beat past records—and what's more important—*doing it.*

Always ahead is the idea. Signs on the wall say, "We must keep ahead always." That's a trite way of saying "progress." We've got to progress—and for that matter so has everybody and everything on top of earth—or back she goes. It's like throwing a ball into the air; as soon as it stops going up it starts coming down. But I'm hardly down to brass tacks yet. Information about the Fall "Brighten Up" Campaign is what you want. That's more interesting because it means dollars and cents to you; there are few things more interesting than adding to our bank account. Just one more remark before we get down to the tacks. If I run



"I would ask you to consider my inexperience."

this magazine like a circus "barker" or a "spieler" on a "Seeing New York" coach ("On the right is Washington's Monument" and all the rest of it) I would ask you to consider my inexperience, as the polite amateur farmer said to the rooster before starting in to cut his head off.



I CAN see great things for the Brighten Up Campaign this Fall, and while I'm not a betting man, I'll risk five gallons of Kopal against a defunct bird's nest that this Fall Campaign is the best ever. Why do I think so? That's right, friends, ask questions, it's the only way to learn. If you can learn to ask intelligent questions you can make many riddles solve themselves, like the Irishman did when his son asked, "Paw, how big's a elephant?" "What size elephant, me son?" asks Paw. "Oh, a big elephant, Paw." "Er, about how big, me boy?" Presto! When the lad says how big, the old man is out of a hole without disclosing his scant knowledge of natural history. But I'm not going to resort to a subterfuge like that. You see I don't need to, for I've been studying the Brighten Up Campaign and am posted.

The first reason I have for thinking that this will be a big Fall for painting is this: Cold, rainy weather this Spring has kept many from painting who will do so this Fall if their attention is called to it, and our Brighten Up Campaign is made up of different ways of doing this. There are 90 or 100 million people in the United States and Canada—some of them very rich, most of them well off, and, I am sorry to say, a few of them poor. Every one of them, though, consumes a certain amount of paint and varnish. Of course they don't all buy it themselves, but they wear out what others buy, so it's practically the same thing. We are reaching one out of every three of these in the magazines, commencing with the September issues—and this is a very large percentage of the people in the country who can read. The nature of our advertisements is not to boom the sale of one or two of our products, but rather to impress upon the public that so far as paint and varnish is concerned "Sherwin-Williams" on paint and varnish is like the "sterling" mark on silver.

In *Collier's*, *The Saturday Evening Post*, *Century*, *Munsey*, *Everybody's*, *McClure's*, *Canadian Magazine*, etc., our ads will talk the quality and variety of our line. They will give the impression that this is a firm which has built up the largest paint and varnish business in the world through the quality and adaptability of its products. Adaptability is the great point we have in mind in making our products. For unless a product is adapted for a purpose it may be pure as the driven snow and still be not much better than that to paint with. In the *Ladies' Home Journal*, through the medium of a whole page, the women are urged to "brighten up" around the house and to use S-W. Products to do so. I think it would surprise some of us to

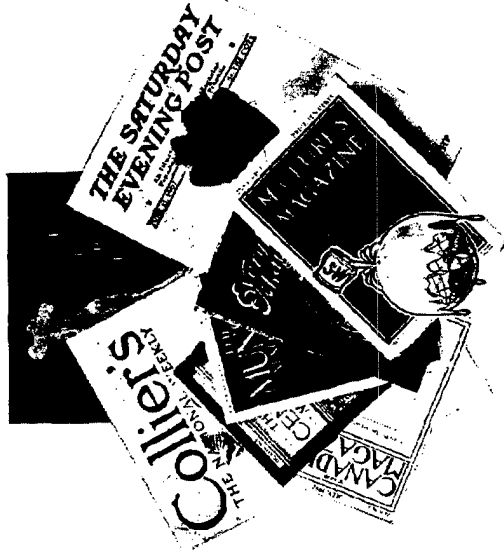
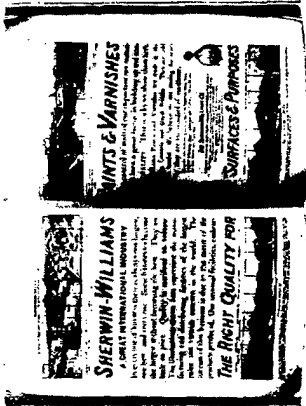


"Paw, how big's a elephant?"

know what proportion of the income the women spend. However, I will say this, they spend most of it on things that make life worth living. So the magazines contain a good many hot shots for the Fall Campaign. The influence of our national magazine advertising will be strongly felt by S-W. agents throughout the country, although of course we don't attempt to disguise the advantage we ourselves will derive from it. Our selling policy

This is our double page ad in Sept. magazines

is such that *we only prosper and keep ahead as our agents prosper*. Now here's a good point in connection with this magazine campaign that I don't want you to forget. All inquiries from the magazine advertising that we receive will be referred to agents *to supply the goods*. This is the way it will be handled: Mr. John Doe of Hustletown reads in *Collier's* that there is a line of S-W. Products made especially for floors. He writes to us about it, for he has a floor that needs brightening up. We answer his letter—tell him all about Mar-not or Inside Floor Paint or whatever he needs, why it is best for the purpose and where to buy it in his



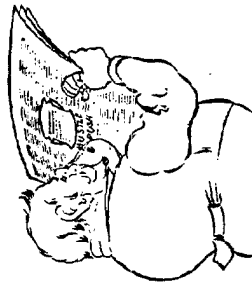
ask these magazines in future.

town—not merely saying “We have an agency in your vicinity,” but telling him that “Mr. Wm. Roe, 15 Front Street, Hustletown, is S-W. Agent and will be glad to supply you.” Then we send post card to Mr. Wm. Roe telling him that Mr. John Doe of his town has written to us about floor finishes, thereby “putting him next to a good thing.” And not only this, but we give our agents literature and information enough on the paint and varnish subject to enable them to become the authorities in their neighborhood. The doctor who knows the most about medicine has the most patients and makes the most money; the dealer who knows the most about paint and varnish gets the trade. Yes, sir, knowledge is a great thing, it's nothing to carry and it's the easiest thing I know of to market at a good price. But I'm digressing.

So much for our national magazine advertising, and now we pass to exhibit “R,” as the courier would say—news-paper advertising. It would take more space than is contained in THE S. W. P. to exhaust the subject of news-paper advertising. The name of those who owe their success to it is Legion, in fact it seems that a good article well advertised in the newspapers is a key to a house on Easy Street. If you believe this, which seems true to me and is borne out by facts, you have the paint business of your locality won out. For the good article is S-W. Products; space in your local papers is at your disposal, and if you haven't the time to devote to the arrangement of good ads we will supply them in the form of electros, and glad to do it. On the following pages are some of the electros in miniature. Give the number you want when asking for them, that's the only condition we exact, except—and this is not a condition, but a request—if you write in for one or more electros *use them*.

It's from the newspapers the world gets its general information nowadays—good news, bad news, and baseball news, which may be either good or bad according to our viewpoint. So naturally it's to the newspapers the world goes for information as to what to buy and where to buy it. Every merchant who is not satisfied with his present status (and none should be, for if you are satisfied with the business you do now you'll never do a larger one) should be represented in the newspapers. His ad should be like a sore thumb done up in a rag, conspicuous and a matter of interest;

it should be as changeable in form as a woman of fashion and as easy to read as a letter containing money. These characteristics, while not soberly stated perhaps, are the basis of operations in news-paper advertising on which men—and firms—have become famous. That's as true as anything I know, and you will find the successful merchant in every town is the one who does the best advertising; to which remark I tie the following string—provided he has “the goods” for sale. S-W. agents have “the goods” as far as paint and varnish are con-



“His ad should be like a sore thumb in a rag, conspicuous and a matter of interest.”

cerned. The special ad service that “Sherwin-Williams, Cleveland,” maintain is a good thing and I often wonder why more agents don't use it. Get our advertising specialists to plan you a campaign some time and supply you with lay-outs, not only for your paint business, understand, but anything you sell. We make no charge for it, but on the contrary are glad to do it.

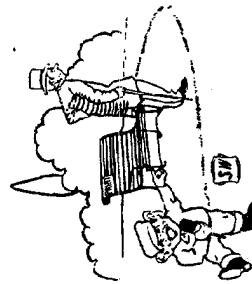
ET me see, magazines, newspapers; oh yes, *personal letters*. This feature is perhaps more responsible than any other single feature for the success of S-W. agents in controlling the paint trade of their localities. I think I heard some skeptic away in the rear say that this idea is not peculiar to our Company. True, Brother, but listen, there's as much difference in letters as anything I can think of.

S-W. personal letters are not the ordinary article of commerce, which, on account of poor paper, unskilled work and generally cheap “get up,” might just as well be addressed to “Jno. Doe's waste basket” as to “Jno. Doe, Esq.” Our personal letters are not distinguishable from the letters we write for other purposes.

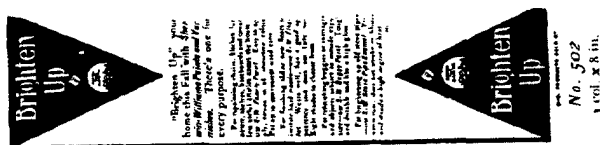
The paper is good, the heading is lithographed, the workmanship and composition of the letter are all that care and experience can make them. The result is that a deep and lasting impression is made on the person to whom they are addressed. They immediately think of The S-W. Co. as a firm that does things well, and the store which represents this firm must consequently be a first-class place to trade. Personal letters are one of the best plans we ever tried.

Fancy this: An agent sends us in from time to time during the season a list of 10 or 20 names of those in his town who are going to paint, or believes from the condition of their property, should paint. We send them personal letters exploiting S-W. P. and telling them where it can be had, and the agent sells 10 or 12 out of the 20. Put that in your pipe and smoke it. That's what frequently happens.

There's no waste in that kind of advertising, but on the contrary that may be termed



“A deep and lasting impression.”





**PAINT TRUTH
IN A NUT SHELL.**

When you paint your building there are two kinds of paint to select from: the Good—frequently paid for twice for the bad.

Paint—Tard and oil mixed by hand, and mixed by machine, is the most proper paint. It costs less, wears longer, and looks better.

That is why the particularly true of

**SHERWIN-
WILLIAMS
PAINT**

Costs no more to give you more than a tubful of truth than a tubful of spread
false paint.

[illegible]

HARVEST OVER

It's the best of wisdom to paint your property in the fall and protect it from rain, frost, and insects—no matter what you want to paint—any of our

SWEENEY-WILLIAMS PAINTS

If you want a good job that will last, use Sweeney-Williams Paints. If you want a good job that will last, use Sweeney-Williams Paints. If you want a good job that will last, use Sweeney-Williams Paints.

TIME TO PAINT

Sweeney-Williams Paint Co., New York, N.Y.

The STURTEWANT-Williams ENAMEL PAINT

For painting buildings, bridges, machinery, boats, etc.
In colors of white, black, red, blue, green, yellow, orange, etc.

It is impossible to make a enamel paint as good as this one. I don't say just word when saying that. It can be put on by spraying and can be put on by brush. It dries with a hard, smooth finish and it takes time in only kept clean.

There is no comparison between it and the many cheap brands of enamel paint. In fact on getting the Stewart-Williams Enamel Paint, you will get the best advice.

Made in America. Superior quality. Made in America and is guaranteed and the dealer's name.

PAINT THIS FALL

There's no better painting time than the fall. Weather conditions are usually very idealistic to good. No heavy rains to soak into the lumber as in the spring.

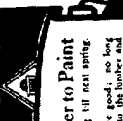
Paint and finish in such to the job right. It's best to protect your buildings against winter weather.

You'll get a good job if you paint now with

THE SHERRILL-WILLIAMS PAINT

It's the paint that's been used on the most important

houses in all the entire world.

[illegible]

Don't put on priming till next spring.

Weather conditions are good, so long as spring rains do not soak into the lumber and rot it. But if you wait until the weather is so dry that the rain paint will not stick to the rough paint, the paint put on now will give protection against winter storms.

Good Weather to Paint

SHENKIN - WILLIAMS PAINT
 MANUFACTURED WITH
 SOLUBLE OILS

is the safest paint to use.

It gives the best protection as it is not washed off by rain.

Have your contractor paint this fall and you will not have to get out to see about it next spring.

SOLD BY

UNROUNDING showing small a marked the size thing. Write u. They're all app

people up to the fact that the A lot of people don't apprec the time to paint and "Bright Agent. Advertise that this

[illegible]

PAINT NOW

The fall is a splendid time for painting your fences. The weather is just what you need to make the job. Finish up before the first good thing to come along is a heavy frost. If you wait any longer, you'll have to wait a long time.

SHERWIN-WILLIAMS PAINT

people will tell you all the good and sure things about it. They'll tell you it's the best and greatest thing.



Finished Floors

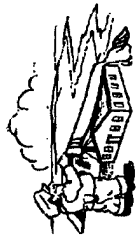
And up are replacing carpet everywhere
cheapest, most beautiful, most reliable.

The Sherratt-Williams Method Floor-Finishes
for tacking oil or varnish to any type floor,
hardwood, tile, concrete, etc. It is the only
method known to the world.

For more facts, please write to the Sherratt-Williams
Floor-Finishes, Inc., 1000 Broadway, New York,
N.Y. 10003.

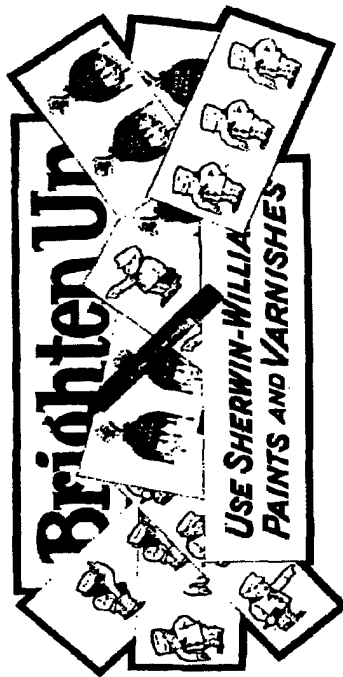
For "What Floor-Finish-Is Best For Me?" write to
Sherratt-Williams Floor-Finishes, Inc., 1000 Broadway, New York,
N.Y. 10003.

"going some" and the ringing of cash registers all over the country shows it's going in the right direction. Mr. E. C. Van Petten, our agent at Ralston, Okla., was short, sharp and to the point when he wrote, "Your Advertising Department is a dandy. *I have sold paint to nearly every man I have requested your help on.*" Then Mr. E. Smith at Carrollton, Ill., says, "We are sure that your system of personal letters is the very best advertising medium to increase the paint business," and I am sure we must have nearly a bushel of letters expressing the same opinion from men who are on the ground and know. We are looking for long lists from our agents of those who will or should paint this Fall. If you haven't the names, get 'em, for it's certainly worth while. Send us the names and we will see that they buy S. W. P. from you, and as you have already bought it from us, what could be fairer? But don't forget to back up with enthusiasm what we write about S. W. P., because whatever doubtful or wavering opinions I have on other subjects I am sure of this—there is no better paint or varnish made than that which bears the "S-W-P." mark. I have worked right where it's made since the time when you could cover the whole blooming plant with a blanket, practically, till now it's the biggest of it's kind, and I know "quality" has done it, no three-shell game of financing, but the goods that go in every can.



"Cover the whole blooming plant with a blanket."

I MUST tell you about the symposium over in the filling room the other day. We were all sitting around on boxes and cans, and we got onto the subject of advertising, not as applied to The Sherwin-Williams Co. distinctly, but advertising in general. One of the men said he could remember when firms didn't advertise and they got on all right I contradicted him. Nobody ever did business without advertising. A man living in the Stone Age propped two slabs up on end and put another across the top. Then he told his friends he was prepared to exchange bear skin skirts for polished pebbles. That's advertising. The more friends he told the more customers he got and the better the quality of his bearskin the bigger his trade. Every man who has a sign before his door is an advertiser. You can't keep a store and not advertise even if you wanted to unless you had it in a windowless cellar. I just told them that to show that advertising is logical before it's anything else. Advertising is the logical and reasonable means we take to let the people know we are in a certain business, and why they should buy our particular goods. That's all



O advertise in magazines, newspapers and with letters, circulars and any number of ways and neglect to make good use of the shop window is poor business. Let's follow this thing up. First there's national magazine advertising which tells all the people always that Sherwin-

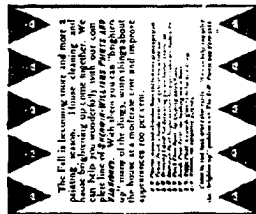
Williams is the maker of a specialty for everything that is painted, stained or lacquered, and that's pretty near everything. Take a look around and notice what things are "finished"—everything practically except animals and the things we eat. Then there's the local newspaper with your ad showing that you are "Johnnie on the spot with the goods." Then there's our personal letters putting the matter very plainly before the ones who should buy, to say nothing of innumerable fence posters, gigantic sign boards along railway lines, big painted "cover the earth" signs on brick walls, and a thousand and one ways by which the public is kept reminded of the prominence of S-W. Products.

Now we are coming to the part where the campaign tapers down to a point. The window display is the last link in the chain of arguments which we use to sell S-W. Products.

In many cases it's the goods prominently displayed in the window that add the little touch of persuasion or conviction that changes Mr. Man into a Brighten Up customer for us. He sees in your window a striking display of the actual goods he's been hearing so much about—and you get the business. That's how we judge the success of our campaigns—by the

business we do—by the business our agents do. If we didn't do more business every year we wouldn't be keeping ahead—remember what I said about the ball thrown in the air. Every S-W. agent was mailed a tube marked "This is your Fall Campaign." It contains the following features:

- 5 cover the earth corner pieces
- 2 right hand vertical paint men strips
- 2 left hand " " " "
- 2 top horizontal " " " "
- 2 bottom " " " "
- 1 Brighten Up streamer
- 1 S-W Paint and Varnish streamer
- Poster giving full information in regard to our magazine campaign and the directions for trimming the windows.



No. 501
Double cut. x 5 in.

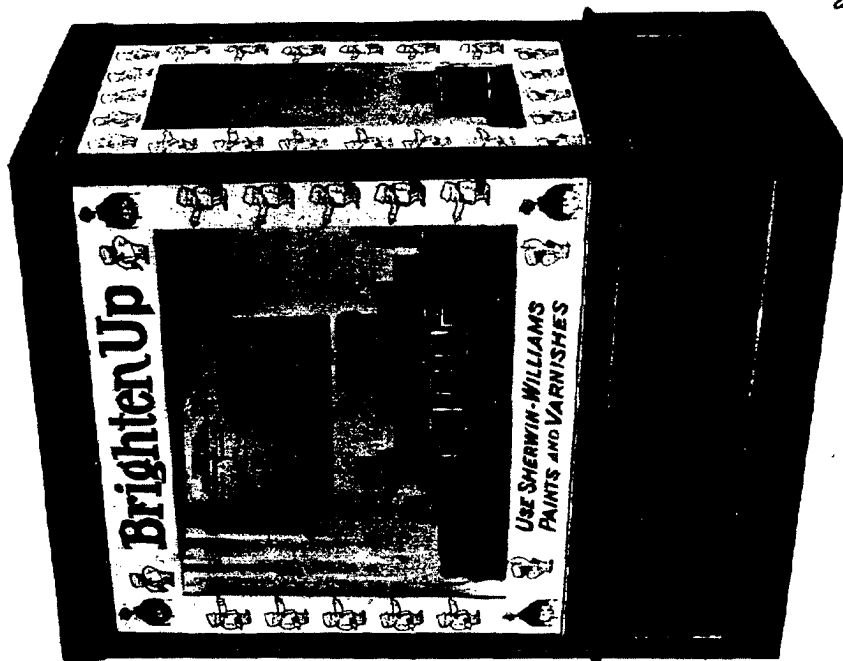
Our ingenious agents, with the aid of the contents of the tube, will have no trouble in discounting this effort of ours.



If you have any doubt that our Company has one of the most elaborate and best placed systems of outdoor bulletins extant I would suggest the following itinerary: Start at New York (keeping your eyes open all the way); go up to Buffalo; across to Toronto; down to Montreal; out to Winnipeg via Chicago; down the Pacific Coast to San Francisco; up to Kansas City and Omaha; down to New Orleans and Florida; across the Atlantic Coast, touching at Baltimore and Boston; take the steamer to England, Europe and Africa; thence to islands all over the world which the average person hardly knows are on the map, and when you get home you'll realize that our trade mark is no idle boast, but for a fact S. W. P. "covers the earth."



Come and see the Window Display on the next page.



THERE is the picture of the window trim I spoke about. You see it's the easiest thing in the world to carry out and it makes quite a presentable appearance, eh? I am getting near the end of my "Personally Conducted Brighten Up Tour" and I want to say this—*Don't be satisfied until your paint department is paying as well or better than any other.*

You can do this all right not only by securing and holding the trade in your locality through S-W. Products, but by judicious and systematic advertising you can *create* business. By advertising to people who should paint you can influence them to do so. You can tell people the satisfaction of Brightening Up their houses. *This is a feature which does not apply to any other*

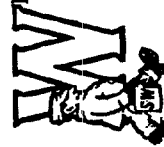


That's the Big Sick Campaign

branch of your business. We get letters from agents saying that each year their paint business has increased 25 or 50% until now it is the best paying department in their store and they generally add—"and this year bids fair to be the best yet." When handled intelligently and with a reasonable amount of push ("We must keep ahead always") the S-W. agency is an asset to a dealer's business he won't care to part with.

At the top of this page is a picture of the "Fall Campaign Tube," which every S.W. Agent should have by this time, as it was mailed from Cleveland some few days ago. Did you get yours? If you did not, write us a p. d. q. letter and we'll send another the same way.

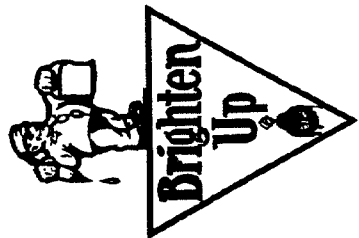
I HAVE never run a retail store, in fact I have never even worked in one, but I have my ideas on merchandising gathered from my experience in buying. This is my justification in expressing ideas so emphatically on the advertising subject. I know from experience that a man does not carry on a vigorous advertising campaign and then run his store in a slovenly manner. I know that advertised goods are the most dependable for many reasons. When goods are advertised they have to be practically turned inside out and so have to be good all the way through. They have to have points which unadvertised goods do not need, in order that they can be exploited by advertising. I know that if a firm depended on their advertising and not on their wares to make good they would not last longer than the proverbial snow-ball in the Netherlands. I know that a firm which advertises year after year is making a good article, in fact I know that no matter how good their advertising is, their goods are better.



WITH the exception of the following page of "locals" I am through now, and as I have a few more lines to fill up I want to say this: Don't underestimate the personal element in business as a business puller. I don't mean to trade on your friendship, expecting that because a man is your friend he should not be extended the consideration and courtesy afforded a stranger, but all other things being equal, the shop where "the square deal and the glad hand" thrive is the shop first thought of when a man has money to spend.

And don't forget—

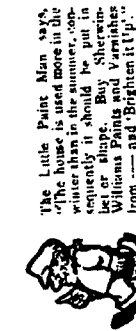
"WE MUST KEEP AHEAD ALWAYS!"



No. 511

Ask for as many as you will use *and use them.*

DOWN below are some "Brighten Up" locals for newspapers. The reason that locals are good business pullers is mainly because everybody reads them. I know how it is myself, I always read the short paragraphs in a newspaper first before I tackle the large ones. I think most everybody does. Moral—be sure and use some "locals" in this campaign. Write in to us and say, "Send me Little Paint Man electros for local No. —," as per numbers that are given below.



No. 514

The Little Paint Man says, "The house is used more in the winter than in the summer, consequently it should be put in best or shape. Buy Sherwin-Williams Paints and Varnishes from — and 'Brighten it' up."



No. 515

The Little Paint Man says, "Floors, to be had from —, makes the most wonderful transformation in old, worn and shabby floors. Sherwin-Williams make it so. It's the best for the purpose."



No. 516

The Little Paint Man says, "Sherwin-Williams Family Paint, sold by —, is the greatest thing out for 'Brightening' up cupboards, shelves, baseboards and a hundred and one things about the house. These things should be nice and bright for the dark winter months. Soap and water don't affect this paint."



No. 519

The Little Paint Man says, "The fall has many advantages as a time to paint, there is no dust blowing around, the weather is just about right for painting. No winter wind to make the work wet and soggy. Besides, perhaps, the home or barn needs protection from the weather this winter. See — about Sherwin-Williams Paints, which will outlast and outcover any paint made."



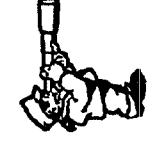
No. 517

The Little Paint Man says, "Radiators, gas jets, stove rails and all exposed fittings of that sort should be painted with Sherwin-Williams Radiator Paint. It looks like oil but wears like iron. — has this and many other specialties for 'Brightening Up'."



No. 518

The Little Paint Man says, "Suppose you go in and see —, across the street from Sherwin-Williams. He has a good line of cupboards or 'chairs'."



No. 519

The Little Paint Man says, "Paint a sanitary standpoint various floors and they are no trouble to look after if 'Brightened' right. See —, agent for Sherwin-Williams, and ask him about the S-W. line of Floor Finishes."



No. 520

The Little Paint Man says, "The fall is a better time than the spring to houseclean and 'Brighten Up.' All the summer dust is there and we spend much more time at home in winter than in summer. Just make a house if the things around the house that are 'dingy' how they can be 'Brightened Up' with Sherwin-Williams Paints and Varnishes."



SHERWIN WILLIAMS PAINTS & VARNISHES

An Appeal to the Pride of
the Owner of a Home

Every one who owns a home is anxious that that home shall make the best appearance possible. Two things are necessary to produce satisfactory results in painting and varnishing a home:

First — a satisfactory color scheme — that is, a harmony of colors which make the outside of the house agree with its surroundings, and in each room a satisfactory arrangement of color which agrees with furniture, floor coverings and wall decorations.

Second — paints, varnishes, stains and enamels of such good quality that they not only give the exact color effect required, but sufficiently durable to keep up the attractive appearance of the house in spite of wear and tear of living in it.

This is offered by the Sherwin-Williams paints and varnishes. We not only make every kind of paint and varnish used for a house and the best quality of that kind, but we make suggestions for the selection of colors, varnishes, stains and enamels so that any given idea can be carried out and carried out with the best materials. That is why it is necessary for every home owner to know what the name "Sherwin-Williams" means in paints and varnishes. You should see to it that when you give an order to your local painter for painting your house, or any part of it that he uses Sherwin-Williams paints and varnishes. Every good

painter knows these goods, and every good painter is glad to use them. He may not always do so unless you insist on it, but if you do insist on it, you can secure these paints and varnishes and thus secure for yourself the best investment for your paint money.

In large work it is always best to have a practical painter apply paints and varnishes to get the best results, as he has made a life-long study of the best methods of painting and varnishing. But there are many things which you can paint or varnish yourself by using our ready-to-apply paints. For this purpose, we make several kinds of paint and varnishes in the right colors, which any housewife, with a little care, can use to advantage.

In nearly every important town or city there is at least one Sherwin-Williams agent who carries all our products, and will be glad to tell you about them.

As a help to you in solving the vexed questions connected with painting a new home or remodeling an old one, we will send you, free of charge, a little book entitled, "Paints and Varnishes for the Home," which gives a complete list of all the Sherwin-Williams paints, varnishes, stains and enamels. It is a book which will be of great help to you.

This book is sent only to help you out if you want it, but does not help you make a correct selection, or that you can get to your painter in the most intelligent way. When you ask for the book give the name of the dealer town where you usually buy paint.

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This is the full page ad in the Ladies Home Journal for August—Read it.