

Advertise Now



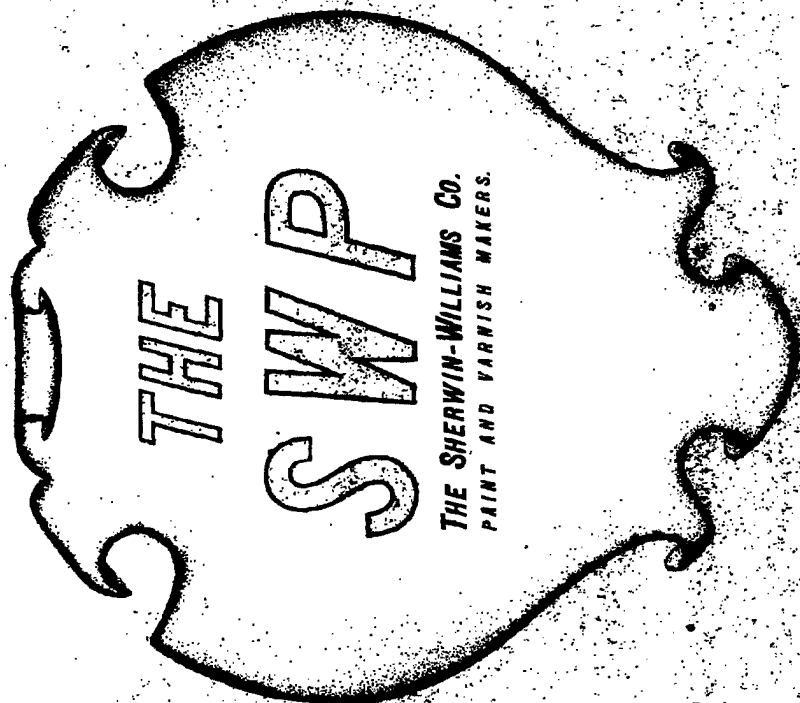
ADVERTISING properly employed is the greatest factor in business to-day.

Good Goods, Good Methods and Good Advertising will win success every time.

The Sherwin-Williams Paint Advertising is the very best of the kind. NOW is the time to use it.

Get it out where people can see it. Use every bit of it. It'll all help. It costs money, and properly used will pay you and us.

The advertising starts the trade. The quality of the goods holds it.



JUNE
1901

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. II.

JUNE, 1901.

No. 6

OUR INTEREST IN S. W. P. AGENTS.



IT'S doubtful if any concern ever took as much interest in helping their customers increase their trade as this Company does.

Why do we do it?

Because we believe it pays. It's a policy dictated by self-interest.

We're business people, strictly out after the greatest amount of business we can possibly secure. We believe *implicitly* in our goods, in our methods, in our agents, and in ourselves. We *know* where our methods are properly applied, success will follow, just as sure as night follows day.

Therefore we want every S. W. P. agent to apply to *his* business the same method, the same energy, and the same enthusiasm as we do to *ours*. We know the same results will follow.

People wonder at the rapid progress we are making in the world of business today. They can't understand it. Yet it's simple—so simple any one who will adopt like methods, and apply them in like manner, can do it.

All there is to it is this—*Pushing the sale of a good article with intelligence, enthusiasm and persistence.* Never letting up for a minute. Hammering away day in and day out. You can't hold back merit when pushed. Neither can you hold back S.W. P. under like circumstances, for it's the same thing.

Nothing succeeds like success, and there's nothing like S. W. P. Its success is in the air, every one talks of it, all who use it like it and recommend it, and so it goes on, growing and growing in popularity and sales, at home and abroad. Satisfaction and prosperity follow in its train.

It's made by a high class concern, it's sold by high class representatives, and handled by high class agents. It's in a class by itself, and has achieved the greatest success of any article of the kind ever sold.

We're proud of this success, but not satisfied with it. We're still a long way from the mark we have set for ourselves, but are steadily approaching it. We depend upon our agents for our progress, and it's our aim to do all in our power to assist them in the work. We take more than a passing interest in those who handle our products. We want to share with them any advantages we possess. We believe thoroughly in co-operation, and it's been our experience that where we help we get help.

The Sherwin-Williams Co.

REGARDING DELAYED SHIPMENTS.



WE have simply been flooded with orders. Business has rushed in on us at such a rate that it has been utterly impossible to turn out the goods fast enough and make shipments with our accustomed promptness.

We are now, and have been for some time past, working our factories overtime. Every effort is being made to keep pace with the orders. We are as anxious to make prompt shipments as our agents can be to secure them.

We made provision for a much larger output in our manufacturing department, but, unfortunately, we have been disappointed in getting our new plant at Newark to running as soon as we expected. The wheels are about ready to turn there now, so that relief from our present overtaxed condition is in sight.

We want to thank our agents for their leniency and patience at this time and to ask a little further in-

dulgence. We assure you our very best attention is being given every order that comes in. Nothing is being neglected that will help us get the goods to you at the earliest possible time, and we'll soon be out of the woods and back to our old time promptness.

We wish to express our hearty appreciation for the excellent work of the agents in turning to us a volume of business that far exceeds anything we have ever experienced. The growth in the sale of S. W. P. is something astonishing—something tremendous. It beats anything of the kind ever known in paint selling. We're greatly encouraged and are planning for still greater things.

There's nothing can stop such a combination as ours:

A good concern,
A good article,
Good methods and
Hustling agents.

THE RELATION OF ADVERTISING TO THE COST OF GOODS.



IT has sometimes been suggested that part of the price charged for our goods is made necessary by the large expenditure we are making in advertising and that if we had less advertising we could give a lower price.

But good advertising does not make goods more expensive. Good advertising will lower the cost of doing business, and if it does not do this it is not good advertising. We want everybody to feel perfectly satisfied on this point.

We are often thus accused of making our prices high on account of our

advertising, while the fact is, if we did not do so much advertising and do it so well, our prices would have to be higher.

To us a proposition to increase advertising expenditures, or let us say, to do better advertising, in order to lower prices, would be more practical than a proposition to do less advertising to accomplish the same object.

Our advertising expenditure for the past year, while it was considerably larger in the aggregate, was materially lower in percentage to sales than it has been for many years past. Such

results are what we aim to achieve in this department, and they are largely dependent upon the character of the advertising and the care with which it is put into effect.

Take, as an illustration, a man who is doing a business of \$100,000 a year, and let us suppose his expenses are \$25,000, which is 25 per cent to his sales. He wishes to increase this business and he decides to advertise. Let us suppose that he decides on an expenditure for this purpose of \$7,500 a year. His expenses are then increased to \$32,500. By this expenditure, let us suppose, he is able to increase his sales to \$130,000 and at this rate his expenses, with advertising added, would amount to the same percentage as before, namely, 25 per cent. He has not increased the percentage of his expense and has sold \$30,000 more goods, and if his net profit was 5 per cent he has increased his net earnings by \$1,500. The amount named for advertising such a business should bring even larger results.

What we want to make plain is that advertising well done does not increase expenses, but will lower them. That is the way we figure in our business.

We watch the results in a very thorough and careful manner. Each Division and every Department is charged with the amount of the advertising used, and the amount spent in this way is constantly compared with

the sales. If the sales warrant the expenditure, it is all right, but if the results are not forthcoming, then there is something wrong.

This Company is not going to throw away any money on advertising if they can help it.

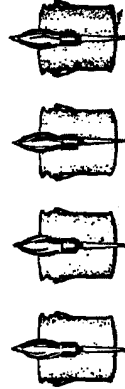
Our advertising has been a great help in building up this large business and it has enabled us to increase our output and give us as low a cost as we can expect, with quality maintained.

It has frequently been stated also that The Sherwin-Williams Co. charge higher prices for their goods on account of the money they spend for the benefit of their employees, such as the work we are doing in the way of lunch rooms, club room, etc.

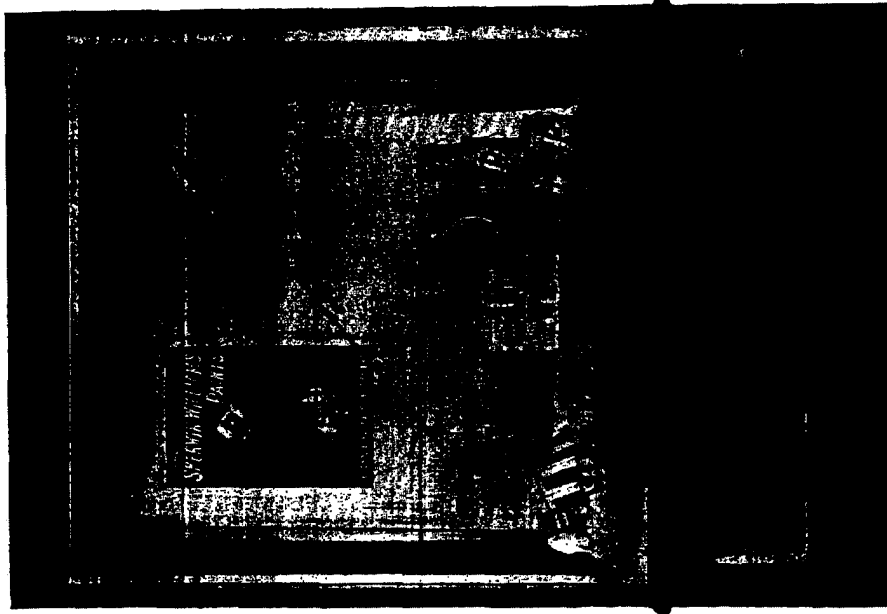
It has been said that the dealer and consumer pays for this. We wish to state emphatically that there is not a cent that is spent in this way that is charged into the cost of our goods.

This work is all paid for out of the net profits of the business by the shareholders of the Company. If the shareholders are willing to do this it is to their credit and they should not be taken to task for it.

We certainly would not fool ourselves for one minute by figuring such expenses into our costs. Our costs are figured in a most careful manner, and we aim to put everyone handling our goods in a position as good, if not better, than any other people in the business.



A FOURTH OF JULY WINDOW.



This window ought to prove an effective Fourth of July ad for you.

A large sky rocket (you can make one from card board and paper if it's not convenient to get the real thing, big enough for the purpose) is suspended from the window ceiling, with a gallon can of S. W. P. securely fast-

ened to the lower end of the stick.

A "cover the earth" poster should be hung in a prominent place in the window. The card reads: "We have covered the earth—To-day we start for the stars."

The window should contain a few flags, but don't overcrowd the display.

GIVE YOUR AD INDIVIDUALITY.

THE more we see of small town newspapers the more we are convinced that the S. W. P. agent has a splendid chance to make his ads stand out above all the rest simply by using the "Cover the Earth" border at the top and bottom of his one, two or three column space.

He will also need to use a little care about display, and it is because so many of our agents seem interested in making the most out of their newspaper advertisements that we bring the matter up again at this time.

Here are three rules that the S. W. P. agent can follow in all his ads:

First—Use the "Cover the Earth" border top and bottom of every ad you put in the paper.

Second—Don't overcrowd your space.

Third—Use display type very sparingly.

The "Cover the Earth" border is your trade mark. No one else in your town can use it.

Every time it appears it means you. It gives you a prominent individuality. Use it on all your ads, whether they talk paint or not.

Inside the border your ads should be arranged so as not to give a jumbled-up, confused appearance

that will prevent the border from standing out. It's very easy to overcrowd the ad so that you lose the effect of having a border on it. Don't let the printer run his type too close to the border.

Leave some white space around the type.

In most ads three display lines are all that are needed: a head line to start with, the name of the goods, and your firm name card at the bottom. The rest of the advertisement should be set in one size and style of type.

To illustrate the force of these three rules we have reproduced a few advertisements.

"Cover the Earth" border will be sent free to fit your space. Tell us the size.

Hardware for Hard Wear

Hardware for Hard Wear

Hardware for Hard Wear

Hardware for Hard Wear

Hardware for Hard Wear

Hardware for Hard Wear

Hardware for Hard Wear

Hardware for Hard Wear

VARNISHES THAT BREED ENTHUSIASM.
A Few of Many Letters That Show How The Sherwin-Williams Varnishes
Are Winning Their Way to the Front.



No Kick Coming Back.

The S. W. Co.

Gentlemen:—I have for some time past intended to compliment you on the excellent merits of your varnishes.

My delight and enthusiasm with the results obtained from using your varnishes has convinced me that they are the best on the market.

If The Sherwin-Williams Varnishes are used where intended the very best results will be the outcome.

It will be only a matter of very short time when these varnishes will be as popular as S. W. P.

To sell these varnishes is a pleasure, because when sent out, you can rest assured that there is no kick coming back.

Respectfully yours,

New Hampton, Ia. C. H. KUENZEL.

Painters Call for Nothing Else.

The S. W. Co.

Gentlemen:—We take great pleasure in saying that we have been handling The Sherwin-Williams line of varnishes for about a year and our trade has been well pleased with the goods. The painters are now calling for the goods in preference to anything else.

Our School Board has adopted The S. W. Spar Varnish for use on all outside school house doors. We know they are a good, honest line of varnishes and we cannot speak too highly of them.

Yours very truly,

Muskegon, Mich. TOWNER HOW. Co.

Best of Six, by a Severe Test.

The S. W. Co.

Gentlemen:—In order to satisfy myself of the relative durability of a few different makes of varnishes, nearly a year ago I began a practical test.

I took six makes of varnishes and applied them to the smooth surface of a long board,

each sample getting two coats. I then placed the board out in the weather where it has remained since May 1900. A glance at the board today is sufficient proof of the superiority of one of them above all others—that is The S. W. Co.'s "Kopal".

This sample remains as bright and smooth now as when first applied. All of the others are more or less blistered, whitened, or entirely gone. They were nearly all of a higher price than that of The S. W. "Kopal".

I made this test for my own information, and give you the result, unsolicited.

Yours respectfully,

New Hampton, Ia. L. L. BARGES.

Trade Steadily Increasing.

The S. W. Co.

Gentlemen:—I have sold your varnishes for nearly a year and my trade is steadily increasing on the same.

I can say the same for varnishes that I can for S. W. P. They have no competition in this town.

Your "Kopal" varnish I cannot say enough for. It gives satisfaction wherever used, and I would not be without it in my store.

Wishing you continued success, I am,

Very truly yours,

Tilton, Ga. S. G. SLACK.

Superior in Most Instances, Second in None.

The S. W. Co.

Gentlemen:—With your permission I wish to say in behalf of The S. W. Varnishes, that from practical test and use I find them superior in most instances and second in none.

To my fellow craftsmen I wish to say, I have been a user of varnishes for 20 years, and for an all around varnish The Sherwin-Williams "Kopal" fills the bill. Try it.

Very truly yours,

JOHN T. LORTZ, Practical Painter.
Atwood, Ind.

The Best Thing in the Varnish Line.

The S. W. Co.

Gentlemen:—When you discover the best thing in the varnish line tell others.

This is what I have found in "Kopal". For an interior finish I consider this the best, and by actual test I found it to cover one-quarter more surface than any other varnish I have ever sold or used.

Yours respectfully,

Wall Lake, Ia. FRED W. PAGE.

No Trouble to Sell.

The S. W. Co.

Gentlemen:—We have this to say about

We are truly yours,

Dixon, Ill. A. H. TILSON DRUG CO.



An S. W. P. House.

Residence of J. M. Sturtevant, Contractor and Builder, Emmetsburg, Ia.
Body 498, Trimmers 497 and White.

BACKING UP S. W. P.

We believe in backing up the good quality of S. W. P. with good quality in everything else that bears the name of The Sherwin-Williams Co.

Every can of Buggy Paint, Varnish

Stain, Enamel Paint and the other small lines, that leaves our factory must speak either for or against the quality of our goods, and we much prefer to have it speak for.

We can't afford to risk the reputa-

tion of S.W.P. and The S-W. Co. by sending out inferior goods in the smaller lines.

If a carpenter built a pair of steps for you out of rotten lumber, with faulty, unstable construction all the way through, would you trust him to build you a house?

If every can of our Buggy Paint you sell gave dissatisfaction would you expect the buyers to come back for house paint bearing our label?

A UNIFORM LINE OF THE BEST GOODS FOR ALL POSSIBLE WAYS OF FINISHING FLOORS.

There are many finishes for floors on the market, but you can find none of any make that are better than The Sherwin-Williams Floor Finishes, and very few as good.

You can find no complete line under uniform label, every article in which is as good as in The Sherwin-Williams Floor Finishes.

No matter in what manner your customer wants to finish his floor The S-W. Floor Finishes can give him the best goods that can be bought.

After he has decided on the method of treating his floor you are in position to sell him satisfactory goods for that purpose. He can't do better in any other store, and you don't have to argue him out of his way of treatment in order to make the sale, if you carry the full line of The Sherwin-Williams Floor Finishes.

VISIT THE CLEVELAND PLANT.

We wish again to urge all agents visiting Buffalo this year to make a point of stopping at Cleveland for a trip through our factories.

You will feel fully repaid we are sure. It will be an investment in your business, an education that will

make you better able to sell paint and to sell more of it.

The latch string is out.

PUSHING ICED TEA AT THE SODA FOUNTAIN.

A Cleveland druggist last summer made iced tea a feature of his soda fountain with good success.

It was an idea that "caught on" with the people of his neighborhood, and because it seems somewhat new we think it may prove suggestive to some of our druggist-agents.

Good iced tea is a very refreshing beverage. Most people are fond of it. Made right, with a slice of lemon for those who want it, it is easy to see how it could prove a good fountain feature.

Window signs like the following could be used to advertise it:

A NEW DRUG STORE DRINK
ICED TEA 5 CENTS

JONES'
ICED TEA
PURE
REFRESHING
5 CTS.

GOOD
OLD-FASHIONED
ICED
TEA
5 CTS. A GLASS

ICED TEA
"LIKE MOTHER USED TO MAKE"
5 CTS. A GLASS

Try the scheme and let us know how it works.

Perhaps you could incidentally advertise your grocer's leading brand of teas and save part cost of the material.

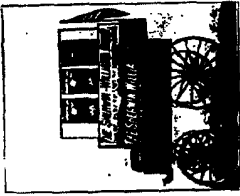
PATRIOTIC FLOATS USED BY S. W. P. AGENTS.



G. Napier, Bingham, Ill.
July 4th, 1900.



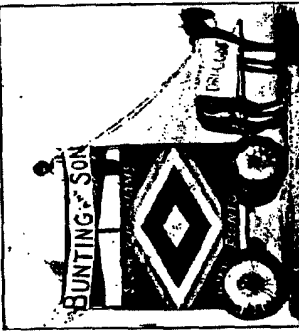
Will Braund, Port Hope, Ont.
July 1st, 1900.



A. C. Denson, Spawick, Mich.
July 4th, 1900.



Frank Leach, Oshkosh, Wis.
July 4th, 1900.



Bunting & Son, Dréid, Tenn.
1900 Carried.

SAFE PAINT.

THE man who buys paint for his buildings ought to look to the future and get the paint that will put off for the longest possible time the necessity of re-painting.

With lead and oil and many prepared paints the property owner runs the risk of getting poor results. With S. W. P. he runs no risk, for it's a perfectly safe paint and will give satisfaction in every way.

If the agent takes up the subject of S. W. P. from this point of view he will find the following arguments of con-

siderable weight in landing orders:
The reasons lead and oil alone do not make safe paint are these:

White lead mixed alone with linseed oil invariably chalks and powders, even if the ingredients are perfectly pure. But the chances of getting them pure are generally against you. Then, too, the painter by hand work cannot mix them thoroughly, and has no means of being accurate in his measurements.

The reasons many prepared paints are not safe are these:

The manufacturers who make them

sacrifice quality in order to sell the paint at a low price per gallon, or to get an exorbitant profit. They don't use the best materials and don't use the best methods.

The reasons The Sherwin-Williams Paint is perfectly safe are these:

It's made from pure lead, pure zinc and pure linseed oil—the zinc keeps the lead from chalking.

It is ground and mixed by machinery that does its work in the best possible manner, grinds the pigments finer and mixes more thoroughly than any other.

It's made by exact formulae and with a system of accurate measurement that makes uniformity of quality, color and consistency absolutely certain.

All the ingredients in S. W. P. are carefully analyzed in our own laboratories to insure purity, and from that start through to the time the paint is

sealed in the package, every step is carefully watched by experts and no loop-holes left for inefficient workmanship.

We have devoted thirty years to making nothing but the best possible paint. We sacrifice nothing to quality, because our experience has shown that the best paint sells best. It gives satisfaction and that increases its use. The consumer soon learns that the best paint is the most economical.

These, then, are the requirements of safe paint—all of which you will find, every time, in The Sherwin-Williams Paint:

Zinc—to keep the lead from chalking.

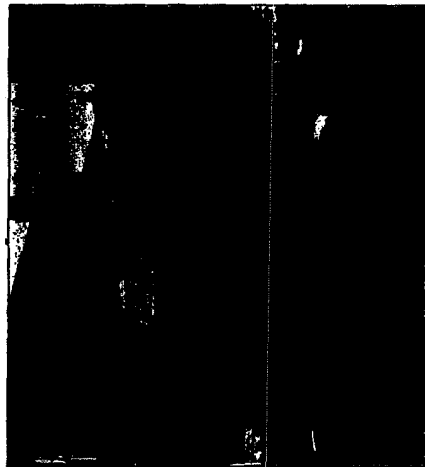
Machinery—to give fine grinding and thorough mixing.

Pure Materials.

Exact Formulae.

Accurate Measurement.

Uniformity.



One of the ways G. T. Chamberlin, Hartford, Mich., lets the town know he sells S. W. P.

S. W. P. ADVERTISERS.

What the Agents Are Doing in the Way of Special Advertising



If you feel sure there is a great deal of special advertising being done for S. W. P. that we never hear about. If you are doing any of it make a note to send us samples or a description of the work. *Do it now.*

Many agents can testify to the good this department does them in the way of offering suggestions, and we are confident that an exchange of ideas of this sort benefits us all, both those who give and those who receive.

Good Phrases Used by Agents in S. W. P. Ads.

By Apple Plumbing and Heating Co.,
Westchester, Pa.

A good stock can not be purchased at 25 per cent less than standard goods, unless it is 25 per cent short in measure or quality. As you pay, so shall you receive. The best full measure paint is S. W. P.

By F. T. Vanhoosen, Rochester, N. Y.

Our prices are for "best goods," first, last and all the time. We are in the business to stay and S. W. P. stays with us.

By C. J. Lincoln Co., Little Rock, Ark.

*It spreads and covers,
And shines and lasts;
The best on land or sea,
And bears The Sherwin-Williams name,
With a solid guarantee.*

By E. P. Laugesen, Clintonville, Wis.

The Sherwin-Williams Paint is the kind that sticks to a building the longest of any. See that your paint cans are marked S. W. P.; then go on painting.

By G. L. Levitt & Co., Wilson, Kans.

If you can get the best paint at a lower price per job than poor paint, it's wisdom at least to investigate our claims.

By J. H. Sayward, Haverhill, Mass.

I sold during the past year 1,246 gallons of S. W. P., which at the lowest estimate covered 373,500 square feet of surface two coats, and the result is pleased customers.

By C. H. Prescott & Sons, Tawas, Mich.

*To drink or not to drink.
Now here is a question that means dollars to you!*

Our paint maker says: "Do not spread or brush paint too much. It only requires to be spread evenly."

The Sherwin-Williams Co. says: "Brush out The Sherwin-Williams Paint thoroughly, it has body and should be spread out; that

E. C. Abdill, Danville, Ill., has a novel name card, used in place of the firm name and address. It is used at the bottom of his advertisements and in other conspicuous places. It usually appears displayed something like this:

**TALK
WITH
ABDILL**
35 Vermillion St.

J. H. Trippe's Sons, Canton, Pa., are using a novelty, consisting of three colored discs of card board so arranged on a wheel that by pulling a string the cards produce many changes of color, similar to kaleidoscopic effects. The back of the wheel is covered with paper on which this ad. is printed: "This illustrates a few of the colors found in S. W. P. We sell it." It's a novelty to attract the children, and "as the twig is bent so is the tree inclined."

We have received a neat, spring-like booklet from Minton's Family Drug Store, Clayville, Pa., advertising their general business, with a page or two devoted to S. W. P. It shows enterprise and should have brought business.

Mr. Alfred Deig, S. W. P. agent at Glenboro, Man., never loses an opportunity to advertise S. W. P. He not only uses all the regular advertising we send him to good advantage, but even knocks down the packing cases the goods come in, and nails up around town the sides bearing the red letters S. W. P.

SHOW CARD SUGGESTIONS.

See Article on Page 95.

Hardware.

We've made a big hit
with these hammers
50 CTS. FOR 1/2 DOZEN

Hardware.

HOT WEATHER PRICES
ON COLD WEATHER STOVES
COME IN & SEE
THE BARGAINS

Hardware.

HOW TALL IS YOUR GRASS?
We can fit it with
LAWN MOWER
SICKLE OR
SCYTHE

Hardware.

FLY TIME
AND
HIGH TIME
You Put in Your Screens
Doors \$1.00 & up
Windows .25 & up

Wall Paper.

WALLS NEEDN'T GO NAKED
when there's good paper
like this at 5 CENTS A ROLL.

Drugs.

COME INSIDE
TO GET COOL INSIDE
SODA
WATER

Drugs.

MUCH NEARER ZERO
AT OUR SODA FOUNTAIN
THAN ON THE STREET

Drugs.

What will YOU have?
SODA
GINGER ALE
ROOT BEER
MILK SHAKE
?

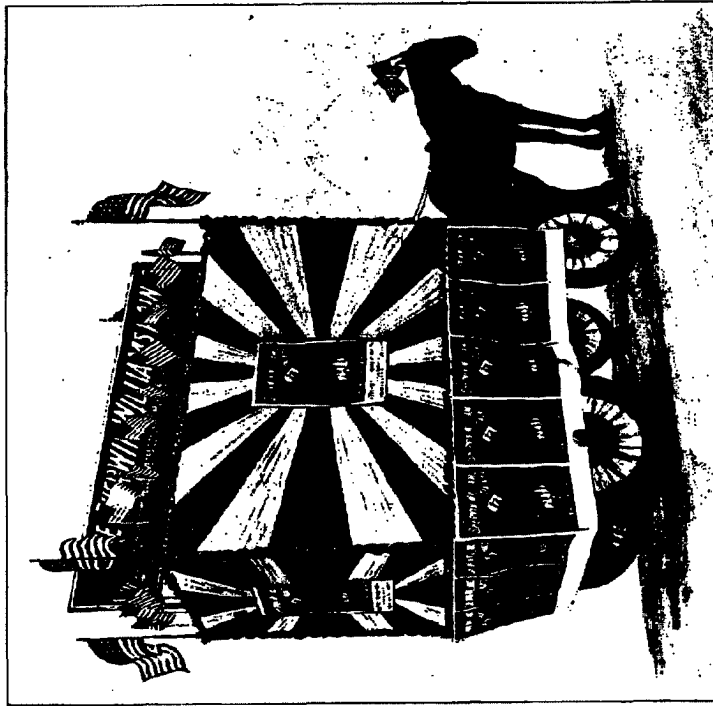
General Store.

WARM WEATHER WANTS
We can fill them all

General Store.

FISHING TACKLE
that'll catch fish
PRICES
that'll catch you

A FOURTH OF JULY FLOAT.



This illustration is presented as a suggestion for a simple and attractive street display.

It's chief merit is it's height. It is built up so as to tower above the ordinary float, and would therefore attract attention from a long way off.

The construction is very simple and consists of a four post skeleton frame, with two diagonal cross-pieces on each side to make it rigid. Red, white and blue bunting radiate from the center of the two sides and the back, with a "cover the earth" poster where the strips of bunting meet. In front an opening is left in the bunting through which the driver can look and handle the reins.

The arrangement of flags, bunting and advertising is made as simple as possible, to be most effective.

If you plan a display of this sort, figure up the number of posters (24 inches wide) you will need to trim your wagon and ask us to send them. We shall also be glad to furnish the two oil cloth banners that run along the top, if you do not already have them, and a number of cover the earth "dodgers" to be distributed along the way.

ADVERTISING POINTERS FROM WARD.*



NOTICED a very attractive paint window the other day, representing a house set in a yard with fences, walks and fountain.

The house was built with quart and quarter pint cans in a corner of the window. The walls were quart cans, nine quarts long on the side, seven in front and five high. The roof was what is termed "quarter pitch," that is one side at a right angle to the other, and was covered with quarter pint cans lying on their sides and running from ridge to eaves. Where the cans came together at the ridge a row of quarter pint cans was laid along, making a good finish to the roof. The gables were filled in with quart pint cans, ends out. A porch ran across the front of the house, the foundation built of quarter pints, four cans wide and two high. On these was placed a piece of heavy card board for the porch floor. There were eight posts, four quarter cans high, four on the front and four against the house, with another piece of card board laid on for the roof. The porch railing consisted of six posts, one can high, four in front and one at each corner of the house. Between these posts is a railing made of two pieces of wood a quarter of an inch thick by a half inch wide, painted white, with gimlet holes in them through which quill canals-hair pencils were put to represent pickets. A pair of steps in

the centre of the porch was made of white oil stones.

Openings for the front door under the porch and two windows at the side were made by leaving out quart cans from the wall structure and fitting them with card board painted to represent the door and windows.

The fence surrounding the yard was built in the same manner as the porch railing, except that the posts were three cans high, with wooden handles in the canals-hair pencils to make the pickets longer. There was an opening in the fence for a gate, and from the porch steps to the gate a walk was laid.

The fountain in the centre of the yard was made with a milk pan about fourteen inches in diameter and two inches deep. White oil stones were piled around the sides up even with the edge of the pan to give the stone effect. The inside of the pan was painted white.

The fountain itself was a piece of turned wood painted white, with a hole through the centre not larger than a pin hole. The water was supplied from a five gallon can hanging about five feet from the floor on the inside of the store and connected to the fountain with a rubber tube. The waste water ran through a hole in the fountain basin into a five gallon can under the window.

The window used for this display was on the left going into the store, and the house was in the corner farthest from the doorway and faced at an angle toward the front.

A grass yard can be made either with real sod, or excelsior dipped in green paint.

If you have a window in which you can put this design, the appearance

when finished is well worth the trouble and time you will spend in arranging it.



While in a small town in Texas I saw a men's furnisher's window that could be turned into a good "hurry up" paint window. The window, front and side, was coated evenly with whitening and water. Then spaces had been cleaned just the size of a folded shirt and in each cleaned space a

WINDOW CARD SUGGESTIONS.

Window cards are good advertising, if the cards are well worded, well lettered, advantageously displayed, and frequently changed.

On page 92 we give suggestions for ten cards for various lines of business, that can be followed by S.W.P. agents, we believe, with success.

Cards such as these are best if lettered on paste board cut to about 11x14, or one quarter of the full sheet of board as you buy it. Good wrapping paper can be used.

If you have no one in your store who can do good, plain lettering, it is far better to write the cards in large script, using crayon, charcoal or blue pencil on wrapping paper.

There are three ways of displaying the cards: pasted to the inside of the front glass, framed and hung in the centre of the window, or placed on the floor of the window. The first is in most cases the best way, unless the card calls attention to some one article in the window, near which you ought to place it in order that the connection may be perfectly plain.

The cards if pasted to the front of the window are in the nature of a bulletin of your business and should be changed every few days. You can get people to looking for your announcements if you make them interesting and attractive.

We plan to give suggestions for show cards every month. If you use them, tell us how and with what results.

TO EASTERN DIVISION AGENTS.

We wish to express our sincere thanks for the patience and consideration with which the agents of the Eastern Division bore the delays in shipment caused by the removal of our warehouse and offices from New York to Newark.

We shall endeavor to repay them by better service in future than we have ever given in the past.

All mail heretofore sent to New York should now be addressed as follows:

*The Sherwin-Williams Co.,
Brown St. & Lister Ave.,
Newark, N. J.*



PLAIN FACTS.

Business comes to those who work for it.

Good quality is the only safe foundation.

A store that makes friends makes money.

S.W.P. keeps the old and brings the new.

There's only one way to advance—by going ahead.

S.W.P. means progress; lead and oil means stagnation.

Standards of excellence: The Sherwin-Williams Paints and Varnishes.

The top is the only place that can satisfy the enthusiastic S.W.P. agent.

S.W.P. makes constant and steady gains because it's constant and steady in quality.

Every building painted this season with S. W. P. will do talking for you next season.

There's no argument you need in selling paint that S.W.P. can't truthfully supply.

Your store front and your show

windows tell the public what sort of merchant you are.

No matter what sort of competition the S.W.P. dealer has to meet, he can always beat it out.

Two things to work hard for: A constantly increasing business and a growing reputation.

The clerk who gets ahead is the one who uses every minute of his time in the interest of his employer.

They used to say, "There's no money in the paint business," but that was in the lead and oil days.

Every varnish as good for the purpose as it's possible to make it! That's the principle back of S.W.V.

A railroad train without a track to run on has but a little rougher time of it than the business man without a system.

Every can of paint and varnish with the name of 'The Sherwin-Williams Co. on it holds convincing proof that the best is cheapest.

S.W.P. is the result of conscientious effort to make the very best painting material possible, coupled with the ability and means to do it.

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."