THE SWP

FEBRUARY 1902



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THE S. W. P.

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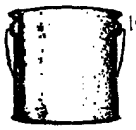
VOL. IV. FEBRUARY, 1902. No. 2

"THE S. W. P." GOES ON.



If we have ever entertained doubts regarding the value and usefulness of THE S. W. P., they have been banished forever by the responses we received on the postals of inquiry sent out with our last issue.

We were greatly surprised and much delighted over the large number of replies that reached us. They were almost without exception favorable and complimentary. We feel very much elated and braced up in this work, for there is nothing like appreciation to spur one on in his efforts.

We are encouraged to find so many of our agents so much interested and so ready and anxious to avail themselves of the helps and suggestions we offer. It will be more and more our purpose and effort to make THE S. W. P. a practical and valuable medium to the agent seeking to improve his business and working for a higher place in the commercial struggle.

One thing particularly pleased us in the replies we received, and that was to learn that the monthly visit of THE S. W. P. acts as a stimulant to stir up greater interest and more enthusiasm in pushing the sale of our products, and in the work of the store generally. That is one of the objects we aim to accomplish.

There is nothing like genuine enthusiasm in work. It's a real power—it's a tremendous force. The business or man that lacks it is handicapped and is to be pitied. Without it, the snap and zest that make things *go with a hum* are missing, and the results cannot be the same. Enthusiasm convinces—it's contagious.

If I were asked to state in a single sentence what has helped most to accomplish the remarkable success which our Company enjoys, I would say, "Pushing the sale of a good article *enthusiastically*." We believe in our product—we believe in our methods and we believe in ourselves. We believe also in our agents, and the better we know them the more we believe in them. THE S. W. P. helps us to get better acquainted, and so it goes on.



General Manager.

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PORTRAITS OF S. W. P. MAKERS.

H. A. SHERWIN, President.



H. A. SHERWIN.

WE wish to present through succeeding months the portraits of the men who are directing and managing the work of The Sherwin-Williams Co. in all its various departments. We want the agents to know the makers of S.W.P., to see how they look and to learn a little of their business history.

We shall in turn print portraits of the officers, managers, department managers, division managers and superintendents. What we have to say in connection with the portraits will always be brief, but we hope thereby to make you better acquainted with the Company and those at the head of affairs.

We most naturally begin with our President, Mr. Henry A. Sherwin, to whose keen foresight, wise judgment, and indefatigable work the Company owes its inception and so much of its present greatness.

What we are today is only the fulfillment of the hopes and ambitions of Mr. Sherwin. From the start he saw the future we are now realizing. His principles and business integrity have been the backbone of all our work.

The beginnings of the President's business career were as humble and unpromising as any could be. He was "the boy" around a country store, sweeping out, washing windows, running errands, doing the chores and sleeping in the little back room at night. But he had the Vermont grit in him, and an inborn sense of how to do things right. Coupling these with an honest American ambition to get ahead, there were no obstacles that could keep him down.

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In 1860, Mr. Sherwin came to Cleveland and served his apprenticeship in the employ of a small local dealer. He made a success of his work at that time, kept his eyes open and learned all he could from those above him.

In 1866, he started out for himself and laid the foundations of this business in a small store at 118 Superior St., retailing paints, oils, varnishes, brushes and glass.

The business grew steadily, expanding from the original store to larger and still larger quarters, adding new departments, entering the jobbing field, and finally beginning to manufacture. Good quality was the ruling feature all the way along, while good advertising was never lost sight of. In summing up the reasons for the constant growth and the success of today Mr. Sherwin says: "I attribute whatever success has come to the Company to an unfailing loyalty to good quality in our products, to good advertising, business character and hard work. Good goods and good advertising stand side by side, neither could have won without the help of the other."

Today, the President takes an active, untiring interest in the work and weliare of the Company. His counsel and judgment guide us still.

GETTING AFTER SPECIAL TRADE.

MANY S.W.P. agents confine their efforts to selling paints and varnishes to householders and to practical painters. Of course a great part of their trade lies in these two directions and they do well to push it along these lines as vigorously as they know how.

But, as S.W.P. agents, it is also true that they should be able to root up a good deal of profitable paint trade apart from the householder, and further increase their business with the practical painter.

Agents will discover, if they give the matter careful thought, that there are oftentimes several carriage and wagon repair shops, sign painters, and small novelty manufacturing concerns in their towns that use paint and that there is no reason in the world why they should not be selling to this trade as well as supplying the householder's needs in paints and varnishes.

The goods demanded by this special trade include, The S-W. Quick Drying Coach Colors, The S-W. Solid Rubbing Varnishes, The S-W. Carriage Varnishes, The S-W. Body Filler and Dry Vermilions and Greens.

Agents will be surprised at the large amount of these goods they can sell in the course of a year if they look up the trade.

The demand for The Sherwin-Williams Q. D. colors should be very large in the carriage and wagon repair shop, and with sign writers and painters. Go after this business. Someone in your town is getting it if you're not. And yet there's no one who can offer them the line of goods you can. From every point of view you are in position to give the best arguments and show results that bear the arguments out, if you carry the regular goods we've just mentioned in stock.

If you find the trade, the novelty manufacturers for instance, need specialties, there's no paint or varnish maker in the country better able to supply their wants than we are. Let

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us know what's needed and we'll put you in the way of making money.

Ask the salesman to post you on Q. D. Coach Colors and these other specialties when he visits you. If in looking up this business, you run across something you don't quite understand write to the Company. We'll be glad to furnish you with the desired information.

The largest fine carriage, coach and railway car makers in the country use our goods because it pays them. The smaller fellows can use them too, for the same reason. It's up to you to get most of them into line; but you can depend on our constant help.

Get after the special paint consumers in your locality. There's money in it for you.

Look it up now.

S. W. P. TALKS OVER THE COUNTER.

No. 1.—With the man whose first question is about the price per gallon

The Customer—What's mixed paint worth a gallon?

The S. W. P. agent—What sort of work do you want it for? You know we have paints for different purposes, for houses, barns, floors, etc. and the price varies somewhat.

Customer—I'm thinking of repainting my house and am just looking 'round a little before I place my order.

Agent—Yes sir. (Picks up an S. W. P. sample folder and opens it.) Now, here's the paint we recommend—The Sherwin-Williams Paint, Prepared. It's the most economical and satisfactory article we've been able to find and has been used extensively here in town, with success every time. (As the customer takes the card.) Good line of handsome colors, is'nt it?

Customer—Yes, what's the price of it?

Agent—How much do you expect to use?

Customer—Well, I don't know exactly.

Agent—What's the size of your house?

Customer—(Taking paper from his pocket.) Got the dimensions down, somewhere. Let me see. Yes, here it is. Thirty feet across, fifty deep. I figure that it averages about twenty-five feet high without counting the foundation.

Don't know as those figures are exact enough for you to estimate by.

Agent—They'll do very well for an approximate estimate. (Begins figuring.) That makes about 4000 square feet of siding to be covered. Now S.W.P. never covers less than 300* square feet, two coats, to the gallon. You expect to give the house two coats, I suppose?

Customer—I understand that's the best thing to do.

Agent—Always. Two coats for repainting, three for new work, is what we recommend. Well, then—if the surface is in fair condition it ought to take about—300 into 4000, thirteen times and a third over—call it thirteen gallons. It would take about

*In Canada the Imperial gallon covers 360 square feet two coats, being one-fifth larger than the U. S. Standard gallon.

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thirteen gallons for the body coats. Many cornices and trimmings?

Customer—Not many.

Agent—We usually find it takes about an eighth more paint for the trimmings and about a quart more for sash and doors on a house the size of yours. That would be a little less than two gallons more. We can safely figure on fifteen gallons. You'd probably have to bring some of it back, but its best to figure on a little margin. There's one thing certain—if it takes fifteen gallons of S.W.P. it will take much more of any other paint. S.W.P. is ground so fine and mixed so thoroughly with the oil that it flows out perfectly under the brush, and gives you the greatest possible body. The painters say it stands more brushing out than any other paint they've ever used.

A painter figured on sixteen gallons last year, on Dr. Brown's house down the street. He did the figuring himself, and when the job was finished he brought back five and a half gallons. By the way, if you want to know how Brown likes S.W.P., go to him. He's so pleased with the job that he tells me to use his name all I want to.

Well, to get back to the cost of the fifteen gallons. We sell S. W. P. at $1.65; that makes $24.75 for the entire job, if your dimensions are correct. It would undoubtedly figure up some less, because on the first coat the paint should be thinned with a half gallon of raw linseed oil to each gallon of paint, which will bring the cost down somewhat, and then too, the paint will probably cover more than we've figured.

Customer—Do you guarantee the paint?

Agent—Yes, sir! Every drop of it. If it's properly used on a surface in the right condition to receive paint it will wear longer and look better than any other paint you can buy. I'll guarantee it to do so and The Sherwin-Williams Co. will stand back of me. I tell you, sir, there's not a paint on the market that will give you as good results and prove so economical in the final cost as S. W. P. It turns out that way on every job we sell. I haven't had a single complaint yet and have been selling the goods for the last ten years. I've implicit confidence in the quality of S.W.P. and will stake my reputation on every gallon that leaves this store. Here's what the Company itself says on the label. (Takes down a can and shows label guarantee.)

(After some further conversation on quality, the ease of application, etc., the customer takes a color card for consultation with his wife, and starts to leave.)

Agent—If you get prices from anyone else, make them figure on the entire job, giving them the same figures you gave me. Remember that the economy of paint lies in the amount of surface it will cover to the gallon, the length of time it will last in good condition, and the ease of applying it. If you take those things into consideration, I know there isn't anything that will paint your house for less money than S. W. P. You'll find other paints at a lower price by the gallon, but they always figure higher by the job, because they cover less surface to the gallon and cost more for the labor of applying them.

Customer—Well, I think you'll see me again. It looks as though you had the right proposition.

0007-SWP-000118624

WINDOW CARD SUGGESTIONS.

Hardware.

WIRE AT ONCE

one of your fields with XX Fencing. Nothing looks so neat as a wire fence. Our's will last a life time. Plain, barb or patent.

Hardware

EASILY BROKEN

All previous records of our sales in Cutlery. Before they all go get in on some of these splendid values in table knives, razors and scissors.

By the way — our lamp chimneys are *not* easily broken.

Hardware.

HAVE A LOOK AT 'EM

Something that all need at one time or another is a good screw driver. We carry a large stock of only the best grades.

Drugs.

CAN KILL IT

No matter how severe your cough, we can kill it. Sure relief with our cough cure.

Drugs.

PERFECTION POINTS

We use every precaution in filling prescriptions and never make mistakes. You can also depend on us for absolutely pure drugs.

Drugs.

LIKE A CHARM

This is how the furniture polish we sell works. Try it.

It's the best polish on the market for polishing up the piano and fine furniture.

Wall Paper.

POPULAR WITH THE LADIES

Our line of wall paper has always won favor with the ladies. They know if they buy wall paper here it is always right. Right in style and right in price.

Wall Paper.

A CORDIAL INVITATION

is extended to all to look over our window shade fabrics, curtain poles, line of wall paper, &c. The smartest stock of these goods in town.

General Store.

MID-WINTER BARGAINS

In winter clothing, underwear, shoes, gloves and mittens we've cut the price. We want to clean out these lines to make room for spring goods. Many genuine bargains.

General Store

LARGE ORDERS

In groceries, dry goods and staple lines of general merchandise we can handle the largest orders. Closer prices on large orders. Only the best goods.

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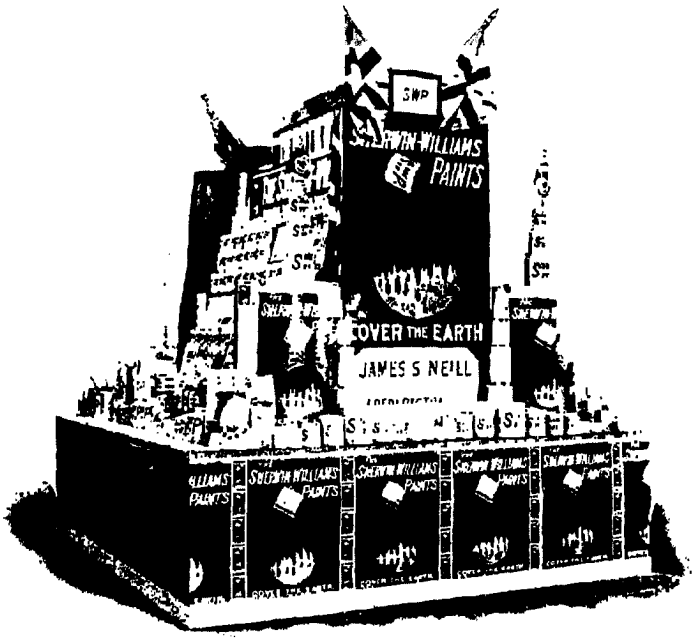

A fine display designed and used by James S. Neill at the Provincial Fair, Fredericton, N. B.

LET S. W. V. CROWD OUT ALL OTHER VARNISHES.

In recently looking over a large number of testimonials received from agents in regard to their experiences with The Sherwin-Williams Varnishes our eye lit on the following, and we could not refrain from picking it out for publication:

The Sherwin-Williams Co.

Gentlemen:—Your varnishes have given us the very best of satisfaction. We have discarded all other varnishes and expect to handle yours exclusively the coming season. Our painters are very well pleased with them and say they are first-class.

Yours truly,
WELFORD & MACK.

Spencerville, O., Dec. 16, 1901.

We can't expect all our agencies to act as Welford & Mack have done, but it is nevertheless our hope that we may so impress you with the actual worth of our varnishes that you will make them your leaders—put them beside S.W.P., way up in front.

It'll pay you to do so. The varnishes can win business for you.

Every *good* article you sell in your store is an advertisement for you—the very *best* you can have.

Every *poor* article is also an advertisement for you—the very *worst* you can have.

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READ WHAT A FEW OF OUR BEST

IN January we sent a postal card out with every copy of THE S. W. P. On i
you think of it? What would you suggest to make it more helpful to you?
Replies have been pouring in on us ever since. We have received h
the work. Out of all the replies only seven said they did not read the m
of them all we've had to be content with printing the few that follow. Read them a

E. H. Davis, Ohiopyle, Pa.—Best trade paper I get.

Panneton & Blouin, Three Rivers, Quebec—It's the most useful review we have had so far.

B. F. Osborn, Rippey, Iowa—The most helpful thing for the retailer I have ever seen.

A. J. Walker & Co., Truro, N. S.—We would not like to be without it. We all read it through.

A. N. Patriarche, Marlette, Mich.—It is the best way you can make valuable suggestions to agents in regard to goods.

F. P. Van Hoesen, Rochester, N. Y.—I hand it to my clerks and it certainly helps to keep up their enthusiasm.

The A. B. '' Paint & Glass Co., Topeka, Kan.—' ' ubscribe and pay for it if you did not send it free.

Gordon & Heustes, Robinson, Ill.—We do read THE S. W. P. I think it caused us to quadruple our sales in 1901.

G. W. Spaulding, Lexington, Mass.—It's an inspiration to read THE S. W. P.; never fail to get some good points from it.

A. L. R. Gardner, Dennysville, Maine—Think well of it. It's full of good ideas and I ought to look it over more carefully.

The E. B. Purcell Tdg. Co., Manhattan, Kan.—Of course we read THE S. W. P. It's the best thing for you to do for the trade.

J. M. Naylor & Son, Garland, Texas—We read it with great pleasure and think it of inestimable benefit to those who sell S.W.P.

Geo. Smith, Gardner, Ill.—The best I ever saw. It is good paint talk and will put a man on the right track if he will read it and act.

Louis E '.' Wadena, Iowa—I find it helpful in · aint, also other goods. It's a good tonic if used as directed each month.

Gleason Bros., Brougham, Ont.—We read THE S. W. P. before we read our daily paper on the day it comes, because it pays us better.

H. H. Dryden, Sussex, N. B.—THE S.W.P. magazine is read regularly by all and we can't do other than give it our hearty endorsement.

S. W. Crawford, De Soto, Mo.—It enthuses and strengthens our confidence in S. W. P. Keeps an agent pushing forward, not lagging behind.

Morse Bros., Cabot, Vt.,—Many valuable suggestions and helps. Causes one to think more of his paint business and especially of The S-W. Co.

Smallpage Bros., Eagle Grove, Iowa—We read THE S. W. P. thoroughly for its good, practical suggestions. It will help anyone who reads it through.

H. M. Hitchcock & Co., Redwood, Minn.—It cannot help but stimulate the interest of the dealer in his paint business. We value its suggestions very highly.

Chas. J. Fix, 808 Main St., Buffalo, N. Y.—Sure, we read THE S. W. P. It's all right. A nice, newsy magazine and the man that lays it aside misses a good thing.

W. F. Warning & Co., Blanchester, O.—We read every word of THE S. W. P. and find by following the rules laid down in it, it is a great help to our paint trade.

C. S. Royce, Malvern, O.—A good magazine that helps to keep up my enthusiasm for S.W.P. It's to the point and up-to-date. Would miss it if you discontinued publishing it.

M. B. Weaver, Centreville, Kan.—We all read it and like it. The clerks think a lot of it. One thing in our store we are proud of and that is The Sherwin-Williams Paint.

Jno. Lutes, Atwood, Ind.—I like it very much, because it is sent out by a company that I have every confidence in. Anyone may bank on what The Sherwin-Williams Co. says.

Chas. Underhill, Hopewell Junc., N. Y.—Do I read THE S. W. P.? Yes, Sir! and it is all right. It has a spirit of "hustle" that is contagious. I have received much help from it.

G. J. Wilson, Cumberland, Ont.—Yes, I read THE S. W. P., for it is filled with good ideas. It is the most systematic and persistent form of advertising that has come under my notice.

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AGENCIES THINK OF "THE S. W. P."

it we asked these questions: *Do you read "The S. W. P." magazine? What do*

ndreds and hundreds of cards full of the greatest encouragement for us to continue gazine or that it was of no use. The rest were enthusiastically in favor of it. Out nd see if you're getting as much good out of these monthly pages.

F. C. Kenower, Harvard, Neb.—I read THE S.W.P. thoroughly. My greatest aid in making sales of S.W.P. I learn from its pages any things which otherwise I would be ignorant of.

Theo. Hauck, Columbus Grove, O.—Yes, I read THE S. W. P. and so do the clerks. We all like it and it's well worth reading even if you had no paint at all. Good business ideas for any line.

Aaron Child & Son, Gravenhurst, Ont.—We read it and are proud of it. It helps us very much in selling S.W.P. It helps us explain to customers why S. W. P. is better than other paints.

A. B. Francis & Co., per C. O. Anderson, Manager, New Castle, Neb.—Yes, we do read The S.W.P. *and keep them all.* A splendid help. We read it from cover to cover and think our time well paid for.

Hamilton Paint & Glass Co., 345, 347 Elm St., Dallas, Texas—THE S. W. P. is a good thing for every man to read whether he handles S.W.P. or not. It ought to make every clerk in any kind of a store more useful to his "boss."

McNeal, Ewing & Shandy, Tarkio, Mo.—We read every line of it. It gathers ideas from people interested in paints from all parts of the world and distributes them again with suggestions that mean much to its careful readers.

Donahue & Ballou, Worcester, Mass.—We read every word in THE S. W. P. It is the best magazine that comes in the store, as it shows us what other folks are doing with your goods. It also helps us a good many times in making a sale by showing and reading it to our customers.

Hoover Bros., Milroy, Pa.—We read every line of THE S. W. P. Value it very highly for its breezy suggestions and general wide-awake tone. It is one of the best trade journals we get. It gives us just what we would get were we to take a trip out among the other dealers, only in a better way.

Brief Extracts from Some of the Postals.

It's O. K.
It's all right.
It's instructive.
Think it's great.
It's a good stimulant.
Makes me enthusiastic.
It's very valuable to us.
Look for it every month.
There's not enough of it.
Read it two or three times.
Just what live agents want.
It's enthusiasm is catching.
Read every word and file it.
I hand it out to the painters.
Cannot afford to lay it aside.
It gives us lots of good hints.
Keeps one from getting rusty.
Would not like to be without it.
It's a good thing; push it along.
Anxiously look for each number.
We all need it from start to finish.
It's a good schooling for the agent.
It helps us every way to sell goods.
Worth any dealer's time to read it.
Helps to keep salesmen brushed up.
It keeps us in touch with each other.
It helps me to write an adv. quickly.
It helps me to display and sell S.W.P.
Infuses ginger and presents useful hints.
Get many good points out of every issue.
It hammers home the right kind of facts.
Better than any other trade journal we get.
Hand it over to customers after reading it.
Read every word in it and eager for more.
Inspires new vigor into our paint business.
It's a great help to us as well as our clerks.
Gives one new thoughts and rules to follow.
I open it and read it before I do my letters.
Know more about paint every time we read it.

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S. W. P. ADVERTISERS.

What the Agents Are Doing in the Way of Special Advertising.

THIS is a page that should interest all S.W.P. agents. It is devoted to the special advertising S. W. P. agents are doing in newspapers and by other methods. From this page agents should be able to get a number of good ideas—ideas that will help them advertise their own business. That's what the page is for, and it's kept up by agents sending in to the editor of THE S. W. P. samples and descriptions of their S.W.P. advertising.

We want all our agents to remember this and not leave us out when they are doing any advertising. Getting together on this advertising question is one way we can assist one another; it's one way we can make the most of our opportunities in trying to give S. W. P. the right kind of publicity.

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

By Montgomery Paint and Glass Co., Montgomery, Ala.

S. W. P. stands for Sherwin-Williams Paint—purity, covering capacity, lasting qualities.

By Cashner & Miles, West Milton, O.

The Sherwin-Williams Paints are made for painting anything paintable. A special paint for each surface, not one slap dash mixture for all.

By Chas. C. Ten Broeck, Kingston, N. Y.

The Sherwin-Williams Paint is made in one quality only, the very best. There is no second grade.

By J. H. Sayward, Haverhill, Mass.

Do you want to shine? If so, just remember that I have the best all-round varnish that is made, and the name is Kopal. It is made by The Sherwin-Williams Co., which is a sufficient guarantee of its quality.

A blank account book, substantially covered in magazine form, was recently issued and sent out complimentary to all their friends and patrons by P. M. Kempster & Co., S.W.P. agents at Prophetstown, Ill. The size of the book is 11x19, and is called the Farmer's Journal. In addition to the ruled blank pages, with respective headings, the book contains a page or two of tabulated information, covering a wide range of practical subjects, relating to farmers and their work. The inside of the back cover contains an excellent Sherwin-Williams advertisement, well written, cleverly displayed and illustrated. There is certainly nothing wrong with Kempster & Co. and their Farmer's Journal.

We reproduce on this page a two-column newspaper advertisement used by the Wakefield Hardware Co. of Greensboro, N. C., the day their stock order of S. W. P. reached them. This is the sort of advertising that creates talk and wins business.

In the way of outdoor display advertising one of The Sherwin-Williams Company's 24-sheet posters did good service recently in New Hampton, Iowa. In a central part of the town building alterations presented a splendid dead wall for advertising display, and our agent in New Hampton, L. L. Briggs, secured without delay the best space on the wall for S.W.P. It is doubtful if any of The S-W. posters ever did better service than the one put up by Mr. Briggs, and he is to be given every credit for know-



A newspaper ad. of the Wakefield Hardware Co., Greensboro, N. C.

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ing how to take advantage of a good thing in advertising when the opportunity presents itself.

One of the best S. W. P. agents in the Maritime Provinces in Canada, is James S. Neill, of Fredericton, N. B. At the Fredericton fair he had an S. W. P. exhibit (illustrated on page 23.) that was a revelation along the line of paints and varnishes to all who saw it. The full S-W. line in both paints and varnishes was exhibited and the display was so large and attractive that it created no end of favorable comment. One of the leading Fredericton papers wrote the exhibit up to the extent of half a column, from which we append the following extract:

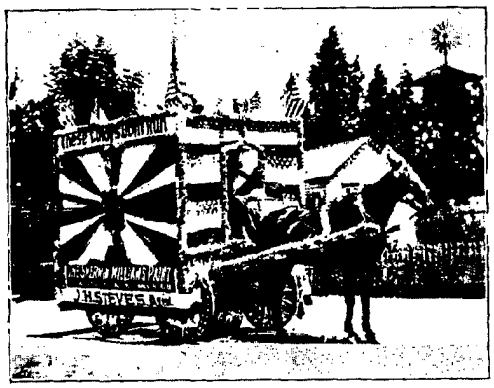
Mr. James S. Neill, the hardware merchant, has been selling The Sherwin-Williams Paints for several years, and each year they grow more and more into popular favor. A conspicuous example of what excellent results are obtained by the use of this paint is shown on Mr. Neill's own fine residence. The sales of this famous paint are increasing season by season and not only has it enormously the largest sale of any one make of paint in this city but, as well, Mr. Neill's sales of Sherwin-Williams Paints are among the largest in the Maritime Provinces. He now buys it by the car load, and the exhibit made at the Fair is taken from his regular stock.

The Morse Hardware Co., S. W. P. agents at Swan River, Manitoba, write in: "We are acting on your hints re-advertising, both in the press and in our store windows. We are after the paint trade here, and intend to have it."

Carter Bros., S. W. P. agents at Picton, Ont., send us the following:

"A Toronto jobbing house placed the ———Paint, a short-measure paint, with a tinsmith in this town, and we thought perhaps you would like to know how we fought it. The tinsmith opened up his ———paint, Friday night, and the next Monday morning we had the Government Inspector of Weights and Measures here from Belleville, to look after the case. The inspector thoroughly frightened the party, telling him that to offer such paint for sale would be an infraction of the law. We followed it up by putting a local notice in the papers next day. The notice reads:

"A firm is putting a brand of paint on the Canadian market done up in 1-2 pints, pints, quarts and half gallon cans, U. S. Standard. As U. S. Standard is one-fifth short of our measure it will be well for parties in buying paint to see that they get good Canadian measure."



Fourth of July float used by J. H. Stevens, St. Helena, Cal. It follows a suggestion made in the June "The S. W. P."

0007-SWP-000118630

A NEW LINE ADDED TO THE FLOOR FINISHES.

WE have strengthened our Floor Finish line by adding to it a Crack and Seam Filler.

This new Crack and Seam Filler is a tough, elastic composition for filling unsightly cracks in floors and seams in decks of vessels.

On old floors, where the grain of the wood has cracked or the boards have shrunk apart, The S-W. Crack and Seam Filler is used to produce a smooth, uniform surface for finishing.

It is also used on new flooring that does not come together completely and on decks of vessels. It seals up the cracks thoroughly and prevents them from clogging with dust and dirt. It is elastic and will not dry up and shrink as putty does.

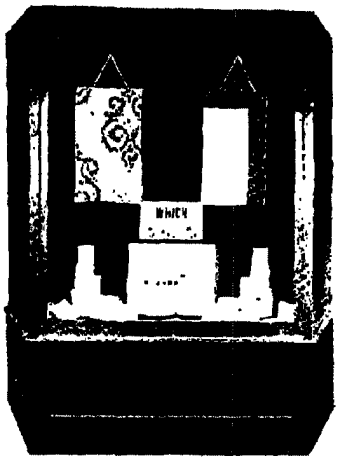
In cracks of kitchen floors and base-boards, in cupboards and around sinks, it will be found especially good to prevent the gathering of grease and dirty water, bugs, roaches and disease germs. It is uninjured by water and will withstand any usage that a good floor finish is subjected to. It is very easy to apply and will cut down the cost of finishing by giving a better surface for the paint or varnish.

The S-W. Floor Finish line is now very complete, including, as it does, the following list of products:

For Inside Floors—THE S-W INSIDE FLOOR PAINT.
Also FLOORLAC. (Imitates natural woods.)
For Porch Floors—THE S-W PORCH FLOOR PAINT.
For Varnished Floors—
THE S-W DURABLE FLOOR VARNISH.
For producing a wax finish—THE S-W FLOOR WAX.
For unsightly cracks—
THE S-W CRACK AND SEAM FILLER.

With the present full line of The Sherwin-Williams Floor Finshes it should be an easy task for the dealer to round up a good trade in these products.

He's master of the situation for The S-W. Floor Finishes for their respective purposes cannot be surpassed by anything of their kind on the market. All that he will have to do is to first find out the nature of the floor



A Good Floor Finish Window.
Hang a dirty piece of carpet beside a nicely painted section of flooring, with a sign that reads: "Which? A dirty carpet or a clean, painted floor?"

and he can advise the customer as to which is the right kind of finish for him to use.

For old or new, rough or fine floors, he can supply the right finish with every confidence that the goods will give the very best of satisfaction.

One of the greatest advantages you have in carrying these Floor Finishes is, that you don't have to scatter your buying among a number of manufacturers. You get facility in keeping up your stock.

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POINTERS FROM WARD.*

DOWN in Texas they are hustlers. They have a big, growing state, full of good business at present and the promise of more in the future. They know how to advertise and are constantly at it, taking advantage of all opportunities. I find some of the most progressive dealers I come in contact with down there, and every S.W.P. man is pushing the paint for all there is in it.

At Dallas we are represented by the Hamilton Paint & Glass Co. They are doing good work for S.W.P. in nearly every kind of advertising. The only thing I'll speak about here is the original and very attractive window display they used recently. In the center of the display was a coat on a stand. In the collar they placed a can of S.W.P. with a brush on top of it. On the floor a few more cans were carefully arranged, with a card in the foreground reading: *Try one coat and be convinced.*



A Texas carpet store had a few rugs in one of their windows with a little black-and-tan dog shut in with them for an hour or two, off and on, each day. Sometimes he would be running about, sometimes barking at the passers-by and sometimes curled up asleep. But all the time he carried out the wording on the card at the side of the window—"*Dog on Good Rugs.*"

Why not adapt this to S.W.P. Fill the bottom of the window with cans of S.W.P. and let the dog in on top of them. Let your card read: *Dog on Good Paint.*



Our agents at Fort Worth, Texas, Brown & Vera, have a novel idea in selling wall paper. Instead of the paper in their racks numbered as is usual, they have given names to the choice patterns, selling them as the select patterns from some school of design.

The result is that ladies come in and ask for wall paper by name, having seen it in some friend's house. Should a customer go to any other dealer and ask for paper by these names Mr. Dealer is "up a tree."

Here are a few of the names they use:

Rey Henrie Tapestry.	Louis XIV.
Colonial.	Rose Arabesque.
Bayeux Tapestry.	Conventional.
The Wilton.	Renaissance.
Josephine Stripe.	Empire Design.
French Roco.	American Beauty.
Empire.	



A Texan, who is a novel advertiser, told me that he had good results from the following idea:

He made a dummy man for each of the roads coming into the town, by stuffing combination suits of underwear with excelsior and dressing them up in old clothes. He hung them up in trees near the road-side, with this sign on each: "Don't hang on to your money when you can get bargains at Brown's Paint Store." The dummies were placed at night, and were the talk of the town next day.

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

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An S. W. P. House.
Residence of E. K. Tewksbury, Winthrop, Mass. Body, 365; Trimmer, 462; Blinds, 362.

BECOME A NAME SENDER.

IN order to get business now-a-days, we have to go after it.

There was a time when trade was largely drawn from personal friends and acquaintances, but that day has passed. Conditions are different; we have larger areas to draw from, stronger competition to meet, and if we expect to make more than an ordinary success, we must do some good, strong hustling.

On the whole, we're a level-headed people. Sentimentality does not cut much figure in our buying. Using a slang expression, most of us are inclined to say "Show me," before we are ready to invest our hard earned dollars.

Sometimes the work may seem hard and the pace too hot. Working alone it is hard and at times very discouraging. It seems foolish to push and to work year in and year out selling some manufacturers' goods without the slightest help from them. Looks like all work and very little pay.

The Sherwin-Williams agents never labor alone. We are constantly working, thinking and planning for them. Our entire forces are organized to give them the best helps; to

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make it profitable to them to sell S.W.P. Our advertising system is so thorough and our personal help system so effective, the agent who makes constant use of them may rest assured of success.

But our work and efforts to win business for our agents lose half their force if the individual agency does not co-operate heartily with us. We are prepared now to go right in and hustle with you and for you to make the spring season of 1902 the banner season for you. Are you with us?

Working together we can down any opposition. Let us stand side by side then, shoulder to shoulder, pushing and working one for the other. Use our personal letter system, display our advertising, use newspaper space, keep us in touch with your local conditions so we may concentrate forces when necessary.

We have a department organized for the express purpose of helping you. It's there for you to use it; to write letters for you to property owners, to painters, to contractors and builders, to architects. These personal letters are bringing in orders every day to those agents who send us the names.

The best co-operation you could give us would be to send us *now* the names of all intending paint users in your locality. Keep in touch with the painting outlook and just as soon as you learn a man is going to paint let us know. Send one, two, three or a dozen names a week. We will write to all of them without cost to you.

It will pay you, and pay you well, to test the pulling power of our "personal letters." And it will pay you particularly well to "Do it now."

NOTE.—Do not confuse names intended *for "personal letter" work with your spring* mailing circular list. For personal letters send us *only the names of those whom you know will positively paint some property soon.*

BACKBONE.



HAT'S what is needed in business.

Backbone to build up trade on a solid, sure foundation.

Backbone to raise it high above the ordinary.

Backbone to stand up behind the counter and talk the highest grade of paint against so much trash that is offered.

Without back-bone a man might as well be a jelly fish, for any solid good he can do himself or anybody else. He's not fit for the hard battles of life.

Backbone pays. If you have it, count it in as one of your best and biggest assets. It'll keep you upright in business affairs when the jelly fish fellows are stooping to low and underhand methods. It'll help you hold your head high at all times.

In the time of panics and business depression it's the men with backbone who stay on top and weather the storms.

Backbone, you see, that makes you stick to good quality and right methods, gives you a reputation and brings you a class of trade that panics cannot materially effect. You get the *solid* people on your side—people with backbone themselves.

Stand rigid, therefore, firm and unbending toward the cries of "cheaper, cheaper." The *best* is none too good. The truest economy lies in the *best*.

Stand up for it, then!

Have backbone!

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PLAIN FACTS.

Particular people purchase S.W.P.

The agent can if it's an S. W. P. can.

Perseverance oftener wins than loses.

Fortune favors those who know how to work.

It is labor that gives a relish to pleasure.

The paint that wears is the one that wins.

Trust what you know; and know what you trust.

Words are a lot, but actions are the whole thing.

There can be no good painting without good paints.

Move with the times if you would enjoy good times.

Get ready to spring S.W.P. on the public this spring.

We advertise to secure trade; and make goods to *keep* it.

Work with consumers always strengthens the dealer.

To have and to hold a good varnish trade, sell only S-W. Varnishes.

In the paint trade the dealer selling S. W. P. is "miles away from thin ice."

An energetic persistence in a certain course sooner or later leads to successs.

In commercial affairs those who stand still play right into the hands of adversity.

S. W. P. for the World and the World for S.W.P. That's what we're all working for.

A successful business is not produced by chance but by intelligence persistently applied.

The Sherwin-Williams Products are known by the people. And the more they know of them the better they like them.

If a wide and general sale of an article is a conclusive test of its merits, S.W.P. is in every sense highly meritorious.

"Good courage breaks ill luck to pieces." Don't lose courage because the opposition is active. Meet it with its own weapons. Better still, *use our weapons.*

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."

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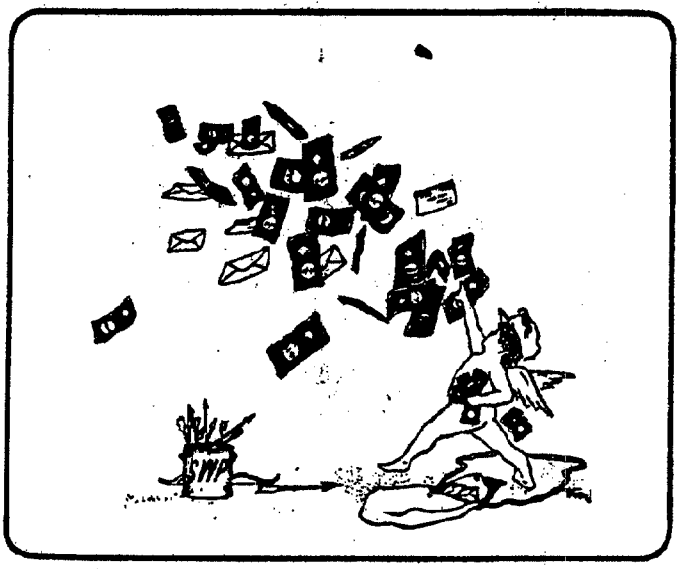
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