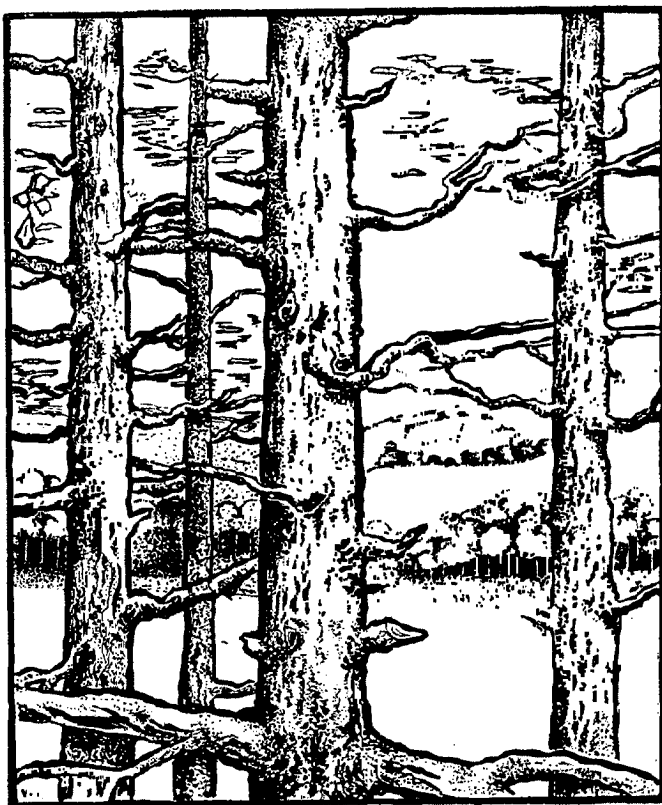


THE
SWP



APRIL
1902



THE S. W. P.

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VOL. IV.

APRIL, 1902.

No. 4

LEADERSHIP.



It should be the aim and ambition of every man to *lead* in his line of work. He should never give up trying until he gains the place. The man at the top possesses immense advantages. Once there his opportunities increase ten-fold. The public delight in, and patronize the successful, which makes true the saying, "Nothing succeeds like success." Establish your reputation and the rest will be easy.

Gaining the reputation is the test. It's no easy thing. But you've got to *win* it before you can amount to anything. You've got to *prove* your worth before the world will accept you. It's a slow, hard, uphill process at the start. It means the sacrifice of ease and comfort and many attractive things. It means the overcoming of obstacles and opposition, beating down competition, *fighting* your way clear to the top.

But it's worth while. The prize is worth the struggle. It's a fine thing to stand at the top, to be the leader in your line. Every man should aspire to it. Since the first day this business was established it has been the aim and ambition of the management to lead as paint makers—to be the very first concern of the kind in the world. That great purpose steadily and unswervingly persevered in has stimulated, encouraged and influenced all our work for more than thirty-five years. The same spirit permeates our entire organization to-day. We *go in to win* at everything we undertake.

We set so high a value on leadership and reputation that it has become a policy with us to place our goods only with the leaders in their localities, or those whom we believe will become such. We want the most successful to work with us. We recognize that their reputation and standing will help us and ours will help them—a representative concern with a representative line is a combination that will win.

If you are in the lead, remember in order to retain the place you must keep in training. There are a lot of others after the place, looking eagerly for an opening. No man is invincible. There's only one thing to do: keep up to date and hustle.

If you are one of those still struggling back in the crowd, don't give up; stick to it, get your training down a little finer. Keep a stiff upper lip—your chance will come. Be ready for the spurt.

General Manager.



But no matter how good an article may be, it needs to be pushed to make it sell best. You can push S.W. P. best by using our "personal letters." Keep us busy writing them

Make a firm resolution to send us some "personal letter" names every week for the next four months. It should be your most important work now. Nothing should be allowed to go ahead of it. You may be sure it will pay you well.

This record was sent in with many similar ones by agents who used our "personal letters" last spring. It shows what splendid results the "personal letters" will bring.

List all the persons in your locality who are going to paint this spring, and send us their names on the blank you will find enclosed with this number of the S.W. P. Send us also a list of those who *ought* to paint their

property. *Send us a few names at once. Don't put it off until tomorrow. Do it today. "Do it now."* And when you have used all your blanks, send for more. A postal card will bring you a supply by return mail.

S. W. P. TALKS OVER THE COUNTER.

No. 3—With the man who has to paint but doesn't know what he wants to use.

The Customer—I've got to paint my house this spring, Mr. Agent, what would you recommend?

The S. W. P. Agent—The best paint that's ever been put on the market: The Sherwin-Williams Paint—S. W. P., that you've probably seen us advertising so much recently.

Customer—Well, is that a good paint; is it all right?

Agent—It certainly is. In all my experience I've never known anything that would give as good service and as great satisfaction in every respect. Not only that, but there's nothing you could use that would do the work at so small a cost.

Customer—That's what I want, of course—something that will do the work cheaply.

Agent—Yes, everybody does, but the trouble with most paint buyers is that they think they must put as little money as possible into each gallon of paint they buy in order to keep the cost down. Now, I'll tell you frankly that S. W. P. costs more by the gallon than almost any other paint you can buy. But it covers so much more surface that you don't have to buy as many gallons as you do of the others, and it lasts so much longer that you don't have to repaint as often. After all, you know the paint itself is only about one-third the expense of painting—the labor is always two-thirds of it or more. So the man who tries to

"skimp" and cut down his cost by reducing the one-third alone isn't going to save much. It costs just as much to spread poor paint as it does good paint—more, in fact, for any painter can work faster with good paint than he can with the poor stuff.

But even if your first cost on two brands of paint were exactly the same—both in material and labor—it's the one that lasts the longest that is really cheapest, and that's the point you want always to keep uppermost when you're buying.

Customer—There's not much doubt in my mind about that. I'm pretty sure that the fewer times I have to paint the better off I am. I don't want to get fooled on what I use, that's all.

Agent—I can thoroughly appreciate that, and I'll tell you frankly that I was fooled a good many times before I found out that S. W. P. is the best. It's a serious matter for a dealer to stand back of a paint and make big claims for it, but I'll risk my reputation and the chance of your future trade on S. W. P. It will bear out everything I can say about it, and I guarantee it to do so. The Sherwin-Williams Co. is a big concern, with a splendid reputation, and it can't afford to offer goods that aren't right. If you knew them and their methods as well as I do you'd be easily convinced that there is no chance of being fooled on S. W. P. They've had

thirty-five years experience in making nothing but the best paints it's possible to make, and have built themselves up from a little one-story building-concern, until today they're the largest paint makers in the world. They couldn't have done that if they'd been fooling people all the time, or any of the time.

The Customer—You talk as if you believed what you say, and I'm willing to accept your judgment in the matter. I guess you've a reputation

to keep up as well as The Sherwin-Williams Co.

(It is always easy to convince the man with an open mind that S.W.P. is best—if you, yourself, believe it is, and can show your confidence by your words.)

Talk to the property owner at his home. Let his wife and family hear your arguments. Use the postal cards described on page 58.

PORTRAITS OF S. W. P. MAKERS.

Walter H. Cottingham, General Manager.



THE growth of The Sherwin-Williams Co. went on at such a pace during the years of ninety-seven and eight that it was deemed advisable to create the position of General Manager, entirely separate from the office of President, Mr. Sherwin having always acted in the double capacity. Mr. Walter H. Cottingham, at that time managing director of our Canadian business, received the appointment and entered upon his duties in the fall of 1898.

Mr. Cottingham is a young man, full of the hustling energy and push that is characteristic of the successful young men of today, and with the fine judgment and wisdom that are absolutely necessary in managing a large organization. He is a manager who leads, rather than drives, who keeps himself in close touch with every detail of the business, whose temperament and training fit him splendidly for carrying on this business along the lines of good quality and good character laid down by the founder. He believes implicitly that the best paint sells best, and that

good advertising is inseparable from good business.

He is tireless, fearless and progressive. Hard work never discourages him. The methods and actions of competitors never swerve him from doing what he believes to be right and best; he is always looking forward for improvement and expansion.

Mr. Cottingham's early business training began when he was fifteen years old, as an under clerk with McKee & Davidson, hardware merchants of Peterboro, Ont.—at present one of our best S. W. P. agencies. Although it was necessary for him to leave school in order to go into business at that early age, he did not leave his studies, and continued to perfect himself in his books as well as in his business capacity.

After a year at Peterboro he went to Montreal to seek larger opportunities, serving for a while in a wholesale dry goods house and finally entering upon a five years' engagement with a commission merchant in hardware and paints.

It was here that his first actual



WALTER H. COTTINGHAM

knowledge of paints and varnishes was gained. Five years' training in selling the goods gave him the insight into painting needs that led him into manufacturing later on.

In 1887 Mr. Cottingham decided to face the business world alone and branched out for himself as a manufacturer of gold paint and other specialties. It was a very small beginning. He was manufacturer, salesman and general utility man, his only assistant being a small boy. He made the paint himself and sold it himself.

But he had the faculty for hard work and the spirit of progress, and soon the business developed into a good sized wholesale paint and varnish house, acting as agent for many well known lines of goods as well as manufacturing.

From the beginning Mr. Cottingham was a believer in high quality paints. When he started, Canada knew little about true paint quality in

prepared goods. The country was tied to lead and oil. Prepared paint for buildings had practically no standing at all. But Mr. Cottingham felt that the same quality of goods sold in the States could win their way in Canada, and so in 1895 formed a connection with this Company by which he became Canadian maker of The Sherwin-Williams Paints, under the name of The Walter H. Cottingham Co., Limited.

His competitors all prophesied his speedy failure. They laughed at the idea that S. W. P., at a much higher price than any other paint in Canada, could make headway. The outlook certainly was discouraging — unless one had the unbounded faith in himself and his goods that Mr. Cottingham possessed. He gathered around him a number of clever, hustling salesmen who shared his views, and together they began a fight which inside of a year proved he was right, and inside of three years placed S.W.P. way at

the top of the ladder. He had demonstrated that Canada wanted good paint.

In 1896 The Sherwin-Williams Co. absorbed The Walter H. Cottingham Co., and Mr. Cottingham was appointed manager of the Canadian business and made a director of the Company.

His success continued. The business in the Dominion made rapid strides and gave him an opportunity to show his decided talent as an organizer and manager in such a way

that in 1898 he was made General Manager of the entire business, with headquarters at Cleveland.

The growth of the Company in later years is very largely due to the General Manager's progressive spirit and his ambition to hold first place and reach out still farther. He is a man who *does* things.

Our "personal letters" will help you land the big orders. See page 50.

FOUR NEW ONES.

Newspaper Electrotypes Specially Made for the Spring Campaign.



NEWSPAPER advertising is a sign of the progressive merchant. It marks the original man—the active man—the man who is going to keep on getting ahead in his business. The best S.W.P. agents are great newspaper advertisers.

Now is the time to begin to advertise vigorously in the newspapers. The present paint season will be the most prosperous paint season we have ever known. Just now, the property owner is beginning to think of paint. He's wondering whether he'll paint or not. Bring the advantages of

**We're
Pushing
Paint**

We're doing it all the year round, but harder than ever now, because it's the height of the painting season.

We have everything that good painting requires. There are no better paints made than



THE SHERWIN-WILLIAMS PAINTS

They have a wider sale than any others on the market, because they are the best. No matter what you have to paint, talk it over with us first.

SOLD BY

4 1/8 inches wide by 3 1/4 deep
Order by No. 157

**Paint
Troubles**

come with poor paint. You can't be free from them unless you use good paint.

The best good paint is

THE SHERWIN-WILLIAMS PAINT

It is made according to uniform formulae from pure lead, pure zinc and pure linseed oil. The proportion of ingredients is just right to produce the best wearing paint possible. Grinding and mixing most thorough. It's a paint made to prevent trouble.

SOLD BY

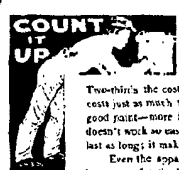
4 1/8 in. wide by 3 1/4 deep
Order by No. 156

S.W.P. before him. Help him to decide. Next to our personal letters, you could not adopt any better means than a good stirring newspaper campaign.

We have prepared a series of four strong special paint advertisements for S.W.P. agents. They are illustrated here and electrotypes of them, two newspaper columns (4 1/8 inches wide) by 3 1/4 inches deep, will be furnished free for the asking.

Not an agent, not one, should miss ordering the entire series. The ads are written to fit in particularly

COUNTS IT UP



If you stop to figure out where the true economy in paint buying comes, you'll soon see that the best paint is cheapest. Two-thirds the cost of painting is the labor. It costs just as much to put on poor paint as it does good paint—more in fact because the poor paint doesn't work so easily. But the poor paint won't last as long; it makes you repaint sooner. Even the apparent saving in cost per gallon is eaten up by the fact that it takes more gallons of the low priced paint.

The true economy is good prepared paint.

The most prepared paint is **THE SHERWIN-WILLIAMS PAINT.**

SOLE BY

4 1/4 inches wide by 3 1/4 deep
Order by No. 158

with your spring work. They will go hand in hand with your other advertising.

If your regular newspaper space is not large enough to care for these special ads it will pay you to contract for a larger space to carry you through the busy paint months. Order these special electrotypes by number, please.

We have also a large number of other paint electrotypes. They are fully illustrated in our book of electrotypes. If you haven't a copy of it, write asking for the "X Y" booklet. If you have a copy, order such electrotypes as you may need.

Good "copy" is two-thirds the value of newspaper advertising. Our electros are good "copy."

POINTERS FOR HUSTLING CLERKS.

The 1902 spring paint season is going to be a big one. It's up to you to help make it the biggest season your employer has ever known. Go into it with vim and vigor.

Begin to do things now. "Git up and git." before the "other fellow's" clerks have fairly realized their opportunity. Here are some things you can do:

See that the paint stock is properly arranged.

See that each line is placed by itself.

See that the paints you are selling most of are nearest at hand.

See that S. W. P. is kept in front where the customers can see it.

See that each number of S. W. P. is in consecutive order.

See that the stock is always nicely dusted and in good condition.

See that you have plenty of color cards of all our lines.

See that you have a counter card of each line you are selling, and that each counter card is tastily displayed.

See that the counter book is kept where the customers can look at it.

See that you have a list of all the prospective paint buyers in your locality.

See that we have a list of them.

See that your windows are attractively dressed throughout the painting season.

See that they are changed often.

See that you have a copy of our window dressing booklet.

See that all outside advertising is properly displayed.

See that you do what you can to follow out all the suggestions offered in this number of THE S. W. P.,

See that you sell every inquirer.

Paint Buyers

Whether you are going to apply the paint yourself or are buying it for someone else to apply, you ought to take great care to get full value for your money.

It's not the paint that costs the least per gallon that is cheapest. It's the one that covers more surface, wears longer and is easiest to apply. That paint is

THE SHERWIN-WILLIAMS PAINT

We will furnish you a choice of three different color combinations free of charge, if you give us a photograph, drawing or description of your house, whether you buy paint or not.

SOLE BY

4 1/4 inches wide by 3 1/4 deep
Order by No. 159

WINDOW CARD SUGGESTIONS.

Paints.

BACKACHE

and other house-cleaning aches are saved by using
THE SHERWIN-WILLIAMS FAMILY PAINT.
 Comes in small cans. The girls can apply it.

Paints.

\$ DOLLARS \$

Big, round dollars are what you save when you use
THE SHERWIN-WILLIAMS PAINT.
 Saves in first cost and saves in last cost.

Hardware.

R
A
K
E
S

We have big rakes and little rakes and all kinds of garden rakes. A price to fit every pocketbook.

Drugs.

FINISHED HOUSE-CLEANING?

Then clean your system with——
 Tonic. Gives new strength. Makes red blood. Price, —— for a quart bottle.

Paints.

BELIEVE IN PROTECTION?

House paint protection.
S. W. P.
 is the best house paint protection you can buy. Color cards inside.

Paints.

DO IT NOW

Come in now and get a color card of
THE SHERWIN-WILLIAMS PAINT.
 The paint that sticks and gives best satisfaction.

Wall Paper.

BE DIFFERENT

from your neighbor in your house decoration. Our wall papers are different. Enough patterns to make every house in town look different.

General Store.

THEY GROW

Our seeds are always productive. Give a good crop every time. All kinds. One quality—the best.

Paints.

ONLY ONE PLACE

in this town where you can buy
THE SHERWIN-WILLIAMS PAINT
 and that's right here. Come in. We'll tell you about it.

Paints.

GOING TO PAINT?

Be it house, barn, hay mow, chair, table or anything else you'll get best value and greatest satisfaction if you use
THE SHERWIN-WILLIAMS PAINTS.



No one could miss seeing this clever ad, used last fall by Bayless & Moody, Athens, Tenn.

KOPAL WINS.

We're pushing "Kopal" varnish with all the force and energy of our immense organization.

"Kopal" is entirely too good a varnish to stay in the background. There's nothing at anywhere near its price that will do such good work. that will give such general all-around satisfaction.

"Kopal" only needs a trial to prove its worth, to make fast friends for itself. It's the painter's varnish—the one he likes best and uses most.

Get your painters to use it and you'll gain their support.

Is "Kopal" selling in your town? Have you it on your shelves? Have you got the painters to give it a trial?

If you are not selling "Kopal", better write us about it. Ask for the R-219 booklet. It tells what "Kopal" is and how to sell it.

A few minutes' time and a postage stamp is all it costs to send us your "prospective order" blank well filled out. It will be time well spent and money profitably invested. See page 50.

A PAINT-SELLING "FOLLOW-UP" PLAN.

Free Electrotypes that Make It Possible for Every Agent to "Follow-up" the Spring Mailing Circular at a Small Cost.



WE suggested last year a series of postal cards for the agents to use to follow the Spring mailing circular. Many agents "caught-on" and put the plan into effect with very good results. We have designed a new series of three electros for "follow-up" postal cards for this spring.

This follow-up system will bring you orders at a small cost.

Send today for the electrotypes offered here.

Get your printer to run them off on government postal cards.

Send the cards out every ten days to the same list of names we sent the calendar circular to.

Then watch for the orders.

In every locality there are a number of persons who are slow to act. They are the cold-hearted kind, and do not readily reach the buying point. It takes something more than the spring mailing

parting shots in the early spring campaign.

In order to carry out this plan it will be necessary for you to have a copy of your mailing list so you may keep tab on those persons who buy their paint and not address them the second time. If you did not keep a copy of your list, let us know at once and we will return the original. A good thing to keep close watch on every name on your list would be a "tickler." The "tickler" was described in the November, 1901, issue of "THE S. W. P."

If you don't know what it is, write us and we will inform you.

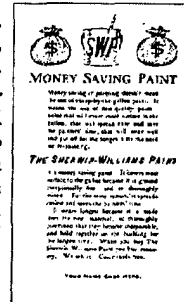
By all means adopt the postal card "follow-up" plan. It will bring you splendid results. It's the persistent, intelligent presentation of the merits of the goods you have to sell that gets the orders. We find it so in our business. Every business man would find it so.



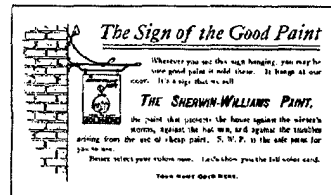
Postal Card "A."

circular to induce them to buy. They need more than one reminder. The continued presentation of S.W.P. — the keeping-it-before-them-all-the-time is necessary.

The postal cards will follow the mailing circular in natural order. They will be the binding links in the chain connecting the property owner with the agent. They will be the



Postal Card "B."



Postal Card "C."

PAINT ADS FOR BUSY AGENTS.

These suggestions are simply "copy" to be turned over to the printer, and can be adapted to any style of display you choose.

PROTECTION

against the winter's storms, against the hot summer sun, against the action of the elements, and against the troubles arising from the use of cheap-by-the-gallon paint is what you put on your house when you put

THE SHERWIN-WILLIAMS PAINT

on it. S. W. P. is paint protection in every sense. It protects your pocketbook by saving you money in the first cost of the job and by putting off for the longest time the need for re-painting. It protects your good nature by giving you perfect satisfaction.

GOOD MATERIALS,

good men, good grinding, good mixing, good machinery and good methods are what make

THE SHERWIN-WILLIAMS PAINT

the best paint in the world—the only really safe paint to use. S. W. P. means greatest satisfaction and economy in painting. It's the paint for you to use.

PAINT SENSE

It's not reasonable to expect a hand mixed lead and oil paint to be as good as a machine made paint like

THE SHERWIN-WILLIAMS PAINT.

Besides good materials it takes fine grinding and thorough mixing to make a paint look well and wear well. You can't grind or mix paint by hand as well as it can be done by machinery. S. W. P. is ground to the last degree of fineness by powerful and exact machinery. No paint is better mixed. It is therefore the best paint and the most economical paint for you to use.

IT'S NOT EVERY YEAR

that you paint your house. And when you do paint you expect the paint you use to wear well and look well for a reasonable length of time.

THE SHERWIN-WILLIAMS PAINT

wears longest and has best appearance. We know it to be the only paint that is absolutely certain to give good results. We bank on it every time. We sell it. Call and get color cards.

THE WISE MAN

before he puts a paint on his house finds out something about it. He wants to know if it's the best paint for him to use.

THE SHERWIN-WILLIAMS CO.

have been making paints for over thirty years. They are the largest paint manufacturers in the world. They have built up their business and their reputation by making good paints only. S. W. P., their house paint, is the result of thirty years experience and effort. It is a thoroughly good paint. We know it. Color cards for the asking.

PIN YOUR FAITH TO**THE SHERWIN-WILLIAMS PAINT**

and you'll make no mistake. These are some of the reasons why it's best:

1. It is a pure lead, zinc and linseed oil paint.
2. It is finely ground and thoroughly mixed by powerful machinery.
3. It is made by men who have been making good paint all their lives.
4. It is a guaranteed paint—guaranteed to cover most, look best, wear longest, prove most economical and be full measure.



An S. W. P. House.

Residence of Mr. H. M. Kelsey, Toledo, O. Langdon & Hohly, Architects. 1st story, 462; 2nd story, 408; Trimmer, 462; Sash, black; Porch Ceiling, 464; Porch Floor, 50. Interior Woodwork: 1st floor, Oak and Cherry—The S-W. Filler with three coats of Kopal rubbed; 2nd story, Georgia pine—The S-W. Filler with two coats of Kopal gloss finish. Hardwood floors finished with The S-W. Floor Wax.

GO AFTER THE BIG ORDERS.

This is house painting time, and house painting time is the big order time—the time to sell S.W. P. and S.W. V. in large packages.

There's a whole lot of satisfaction and good profit in selling the large trade. It's the kind of trade that pays best. There is least trouble with it.

Every S.W.P. agent ought to know the name of each person in his locality to whom there may be a possible chance to sell paint and varnish in large packages. He ought to have a list of them.

Are there any new buildings going up in your locality? How many

houses in your town are to be repainted this spring? There's where your best chance for large sales lies.

Is your outside solicitor at work? Has he made a note of every building in town that looks as if it needed painting? Is he "getting next" to all possible large package buyers?

It is through the house and big building jobs that the large packages move. It is through these channels that your best paying sales are made. The more houses in town there are painted with S.W. P., the easier it will be for you to sell it and the better it will be advertised.

Go after the big orders.

MORE HELPS FOR S. W. P. HUSTLERS.

THE spring mailing circulars are now going out by the thousands.

Everything is being done by us to have them reach each territory at the right time. We have just installed a new automatic press, with a printing capacity of 10,000 circulars an hour, and we have a big addressing force at work. For fear there might be delay at the postoffice in getting the circulars off promptly, we have our own mailing department, with two government postal clerks in our own building constantly sorting, cancelling stamps and putting things in shape for quick delivery.

This year's mailing circular has a postal card attached to it which the property owner is to use for writing to us if he wants information about paint. We expect this feature to be a great order winner for S.W.P. agents. No stone will be left unturned at this end of the line to make it so.

We have a carefully planned system

of caring for all these postal card inquiries. When a postal card is received we will immediately send the writer the information asked for, referring him to our agent; at the same time we will notify the agent of the inquiry.

The S.W.P. agent's greatest paint selling opportunities lie in closely following these postal card inquiries. Inquiries mean orders, but unless they are immediately and closely followed, they lose half their value.

Whenever we send you information about inquiries coming from your locality, we trust you will go right after them. Don't put it off until "tomorrow," for "tomorrow" the man may have bought elsewhere, or his interest may have waned. If there is any danger of the order slipping through your fingers, let us know; we'll go after him again through the mail. We are here to help you, and to work for you and with you. Follow up every name we send you.



S. W. P. ADVERTISERS.

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



THIS page is the S. W. P. agents' advertising exchange. Here you learn how other agents do it and tell them how you do it. Here you receive suggestions and give ideas.

Keep on letting us know what you are doing. Send us samples of your newspaper advertising. Whenever you do any special work, let us know about it. When you have a particularly good window display, don't forget to send us a photo of it.

We're all one big organization anyway, and we ought to get lots of good out of helping each other. The closer the agents get to one another, the better it will be for all of us. This is your page. Use it.

"What Has Been Said in Criticism of the Drug Business of Hutchinson & Swan, Troy, Mo.," is the title of a very small booklet issued by Hutchinson & Swan, agents in Troy, Mo. On the first page of the booklet the criticism is given: "Should sell more S.W.P. Very truly, Customer." The P.S. is added, "Best paint on earth."

The inscription is hand written in black ink, the letters S.W.P. and the P.S. being in red ink.

Ward Jemison, Connorsville, Ind., is an original newspaper advertiser. His ads usually take the form of "heart-to-heart" talks. "Have Them Talking" is the heading of one of his latest. Here are some of the things he says: "The more people talk about you, the better they advertise you. The more competitors talk against S.W.P., the more we will sell of it." Mr. Jemison is selling more S.W.P.

One of the most original and effective ads we've seen in a long time is one used recently by Bayless & Moody, illustrated on page 57 of this number. It is a "brownie" dummy pushing a wheelbarrow full of S.W.P., with the sign, "We are pushing paint." This ad was placed right in the middle of the sidewalk, and as people had to walk around it to get by, they couldn't help seeing it. It certainly helps to push S.W.P. in Athens, Tenn.

The accompanying illustration is of a striking costume ad worn during the Merchants' Carnival held recently in Medford, O. T. P. T. Walton Lumber Co., our agents there are always doing things "brown." The costume was voted the best ad at the show.

At their recent spring opening Hughes & Curtis, Naperville, Ill., celebrated with music, a good programme, and free refreshments. Every hour during the day they had practical demonstrations of the goods they sold. Here's part of the S.W.P. pro-



Unique costume worn at the Merchant's Carnival of Medford, Okla., for The P. T. Walton Lumber Co.

gram: "11:00 A. M.—The Sherwin-Williams Paints; practical demonstration of paint ready for the brush." "5:30 P. M.—Sherwin-Williams Paint exhibit; how it covers, etc." They also gave to every lady at all interested in paint a small can of our goods. The ladies now are talking S.W.P. in Naperville.

The Pierce Hardware Co., Taunton, Mass., sends us newspaper ads illustrat-

ing their recent S. W. P. advertising campaign. Almost every line of S-W. products is advertised. The Pierce Hardware Co. believe thoroughly in the maxim, "good goods well advertised are half sold."

R. C. Bazemore, Windsor, N. C., believes so thoroughly in S. W. P. that he is using "S. W. P." as his trade mark. He has it printed on all his letter heads, etc.

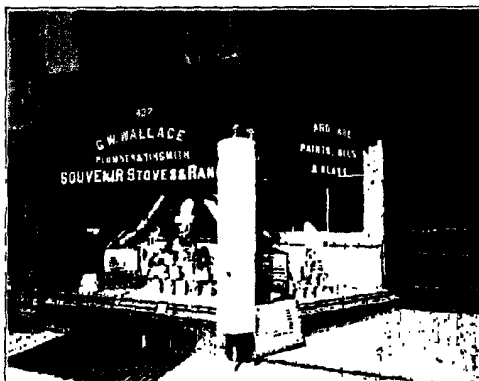
A PAYING SUGGESTION.

In last month's issue of THE S.W.P. we suggested the painting of the store front with The S-W. Aluminum Paint. Curry & Co., our agents in Gastonia, N. C., followed the suggestion, and here is what they write us: "Please add to our order, given your Mr. Spillman, 24 quarts of Aluminum Paint. Sold all our stock after painting our store front with it today."

A great many hardware dealers have hot water tanks in front of their stores to advertise their plumbing business. The S-W. Aluminum Paint is the best thing in the world for hot water tanks. It will stand any degree of heat, and is not affected by any kind of grease or soot.

If there's a hot water tank in front of your store, paint it with Aluminum Paint, and then go right in and see that it's used on all the hot water tanks in town.

"Goods well advertised are half sold." Order the electrotypes illustrated on pages 54-55.



If you use a hot water tank in front of your store like this, paint it with The Sherwin-Williams Aluminum Paint. It'll help sell the goods.

DRESS YOUR WINDOWS.

There is no time of the year when there is more need for attractively arranged windows than the present. If you are going to make the most out of your paint department this year, you must do everything in your power to keep it before the public. Good live windows will be a big help.

Nicely dressed windows are order winners. They attract the passer-by, and tell him the story of your store in a forceful and convincing way. Store windows are characteristic of the store owner. They tell whether he is aggressive and out for business or slow-

going and behind the times; they tell whether to expect new and up-to-date goods or shop-worn and out-of-style stuff, and they are a pretty sure indication of business ability.

Our booklet, "Store Windows," will give you many new and good

ideas. It is full of live suggestions. It is very helpful in designing new windows. Every window shown is practical, in fact, is a reproduction of an actual window display. Each and every agent should have a copy of the booklet. Have you one? If not, write for it immediately.

PLAIN FACTS.

S. W. P. is best by every test.

"Nothing is denied to well directed labor."

Incompetence never gains a competence.

A good name is easily lost; it takes an age to build it up.

S. W. P. is a leader sold everywhere by paint leaders.

Keep S. W. P. on your shelves and S. W. P. will keep you.

S. W. V. working qualities work up the agents' varnish sales.

The man who follows never does the business of a leader.

Good advertising used to advertise good goods gets the business.

It's better to have the friendship of your clerks than their enmity.

Nothing helps more to give a house a good name than selling good goods.

Lost wealth is sometimes brought back, lost health seldom, but lost time never.

A stock of S. W. V. once on your shelves, the varnish orders soon follow.

Results in business are the generous fruit of "keeping everlastingly at it."

Think, speak, act, push and sell S. W. P., and S. W. P. will never fail you.

Put a coat of S. W. P. on an old house and you'll come close to having a new house.

The painter who contracts the habit of brushing S. W. P. soon brushes by his competitors.

Never let the main chance escape you. When there's a house to paint, put S. W. P. on it.

An acknowledged successful and popular paint like S. W. P. is the most profitable paint to sell.

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."

SPRING

OPPORTUNITIES
COME BUT ONCE A
YEAR. MAKE EVERY
MINUTE COUNT

