



THE SWP

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS

MARCH
1901



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THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO.
their Agents. Printed on THE SHERWIN-WILLIAMS P.
St. Cleveland, where all communications for the Editor

Vol. II.

MARCH, 1901.

WORKING WITH V



N every town and city some one firm
must stand first.

In paint the S. W. P. dealers sho
They should also stand first in th
They should be the leading store

least there should be no store bette
reputation for good quality merchandise and up-to-d
year. The pace gets faster and faster, the fight be
be somewhat harder to succeed today than it used to
right methods you can succeed quicker and your suc
that of others before you—quicker because method
because the field is larger.

The Sherwin-Williams Paints and Methods a
can be applied anywhere paint is sold so as to land t
heap". But the dealer must have determination an
and utilize the helps we are ready to give.

That we work with our agents and are anxious t
building big business for them is not simply a matter
empty promises. We are sincere. We mean what
glad to carry out our promises, where dealers give us

We'll work with you constantly, in season and o

We have a department for this sole purpose, dist
ments, with a large staff of workers at your comman
belong to you. It can draw upon the resources of o
ing Department for you. It can work night and day

But the fullest results of its efforts will never be
working at the other end.

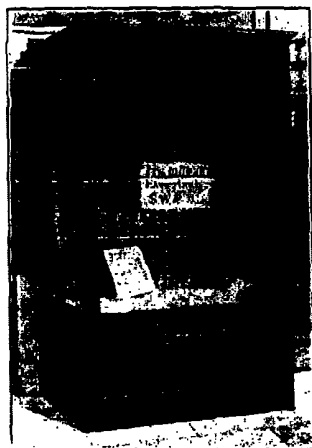
Every agent will find two strong helpers working
The Sherwin-Williams Co. and S. W. P. itself. Bu
we wouldn't have it so if they could, for we believe
merchant or athlete, is the one who uses his own fac

We don't think as some do, however, that our
you the paint and the advertising, or with a little w

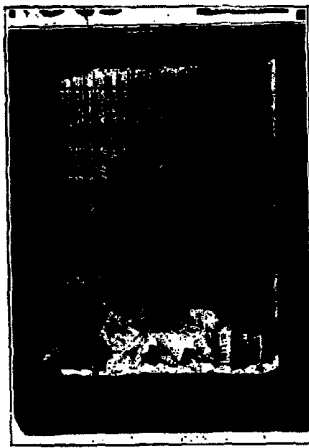
We believe in personal, individual work with e
to have the lion's share of business in your town and
general advertising don't bring it we have other mea

What can we do to help you this season?
year's record, and we know it can be done if you gu
and let us work with you.

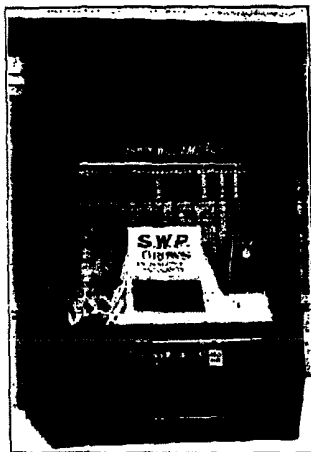
GOOD WINDOWS TO START THE SEASON.



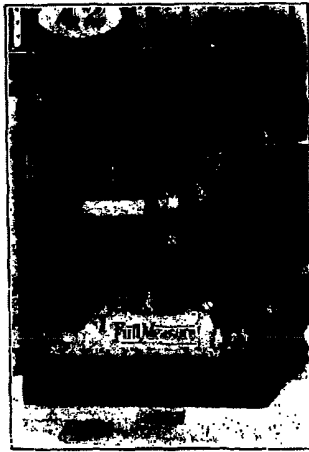
Suspend a gallon pail of S. W. P. from ceiling. Sign hanging below it: "It's in the air. Everybody knows about S. W. P. It lasts."



Old drum with broken head. Can of S. W. P. Sign: "Can't be Beat."



Fill box with earth and plant Timothy seed in shape of letters S W P, let it grow to about one inch before displaying. Set box on incline. Sign: "S.W.P. Grows in Sales and Popularity."



Bushel measure filled with cans from various lines of The Sherwin-Williams Paints. Sign: "Full Measure."

AFTER THE LARGE ON

THE orders for S.W.P. in five gallon packages are good ones to get. Twenty customers, each buying one quart, only equal one customer who buys a five gallon can.

The quart customer comes to you, and some of the five gallon customers come too; but if you want to do big business in large orders you must get out after them.

It's not difficult to locate the opportunity of placing large orders. New buildings, projected or under way, show you where paint must be used. If you get after the owners and contractors, in every case of this sort you'll meet with more successes than failures, and make a handsome increase in your S. W. P. sales. But it isn't safe to wait for them to come to you.

It's not quite as easy to locate the repainting jobs, but it's possible and pays for the effort. There are probably dozens of houses near you to be repainted this spring on which you could get S. W. P. used if you knew the owner intended to paint. General advertising does good work in

locating painters and chasers and but there's the part of the large pack-

Many de- tensive ad- making dili- an opportu- located wh- paint in the- work in ma- when you h- is going to-

Some of- question "C- as often as- their regul- friends. "I- asking it, t-

Every th- is a prob- tomer, whe- repainting, let us get a- In the mea- self. Betw-

This is th- get these fi- ers located.





Press room of The Sherwin-Williams Co., where The S. W. P. is printed.

S. W. P. vs. CHEAP PAINT.

THE dealer whose hardest competition is lead and oil has to fight prejudice and habit, but the dealer with "cheap", low quality paint for his antagonist has no such stubborn foe.

He has to fight ignorance and bad judgment, and they, in time, destroy themselves. No man uses poor paint many times without seeing his mistake and rectifying it. One lesson is usually enough. After that he becomes a staunch fighter for good paint or else goes over to the lead and oil side with the belief that all prepared paints are bad like the "cheap" one he tried.

It's unfortunately true that S. W. P. has to suffer for the sins of worthless mixtures, but the situation grows better every day.

"Cheap" paints will soon cease to fool anyone.

Selling "cheap" paint is a discouraging business. It's unsound and bad policy, and, of course, can't prove successful. It's sins are sure to find it out, and a few bad looking houses in a town, with dissatisfied owners, soon spoil the possibilities of future business.

For this reason your "cheap" paint competition is weak-kneed and not a very fearful antagonist. It may seem to "cut a figure" for a season or two, but it can't last long.

S. W. P. gives you everything you can need to fight "cheap" paint, and if you use your ammunition right the competition won't even last out a season. This has been proved by hundreds of our agents. We call to mind

We Are Not Introducing

THE SHERWIN WILLIAMS PAINT

as it was introduced over 20 years ago and is today one of the most popular paints in the world. We do not offer you a paint "just as good" as some other paint but we will tell you a paint that "is the best sold in this market", and we not only say so, but prove it.

WE WEIGHED A GALLON of S.W.P. PAINT

And Found 14 Pounds

WE WEIGHED A GALLON of the SHERWIN-WILLIAMS PAINT—

And Found 17 Pounds

SEE THE POINT?

3 Pounds Difference in Weight Last Week When about 100 lbs. of paint was used.

Remember you receive what you pay for and the last year you paid the last value in material you still get at all cost of making, selling, advertising, and profit in the year as a cheap paint as the Sherwin-Williams—this time—good painters know.

Wm. R. FEE, Milford, OHIO.
DRUGGIST.

A quarter page ad that helped knock out cheap paint competition.

now the experience of Mr. Wm. R. Fee, of Milford, Ohio, last year.

Mr. Fee's season opened with a fight against \$1.25 paint that one of his competitors was trying to introduce. The competitor used big newspaper space and made big claims. Mr. Fee came back with equally big space, but with facts, not claims. The fight ended in a few weeks, and when we wrote later in the season to find how the matter stood Mr. Fee replied in a letter from which we quote:

The dealers in paint referred to covered only two buildings during the season. One was but a 10 or 12 gallon job (the painter being paid to use the paint), the other was a new house built by a member of the firm, who employed painters from Cincinnati to do the work.

After partially first coating, the painters refused to complete the job unless they were sup-

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PUSHING S. W. P. IN HAVERHILL, MASS.

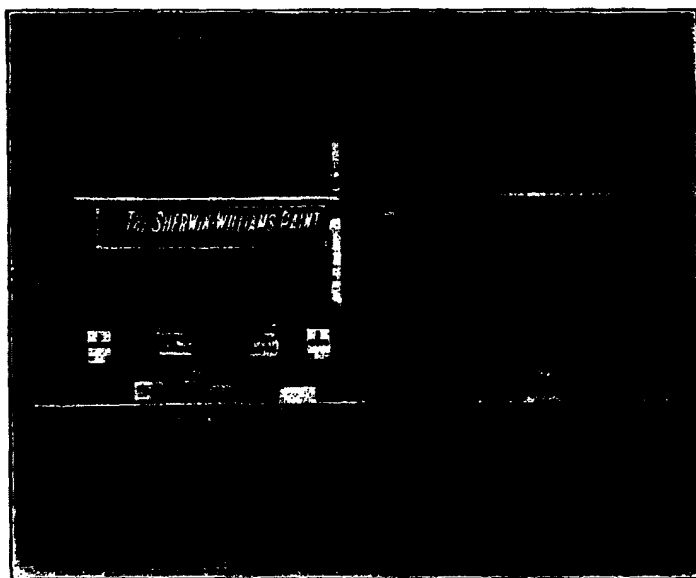
Methods That Will Sell 5,000 Gallons for J. H. Sayward This Year.



AMONG the good S. W. P. agents in good old New England is J. H. Sayward, "the Uptown Hardware Store," of Haverhill, Mass.

He has been selling S. W. P. for only a few years, but his methods have already won big business for

seven till twelve with stereopticon views, talks on S. W. P. and practical demonstrations of what the paint can do. Every man in the room had an opportunity to brush out Gloss White on a board painted with The S-W. Primer, and all declared they had never put a brush into easier working



A store front that sells paint for J. H. Sayward; Haverhill, Mass.

him. This year he has estimated that he will sell 5,000 gallons of S. W. P.

His most recent enterprise for pushing S. W. P. was a "smoker" which he gave the painters of Haverhill on the evening of February fourth, at Tanner's Hall. There were about fifty painters present, and Mr. Sayward held their interest from half past

and better covering paint. A black-board was used to prove the economy of S. W. P. over lead and oil. It was easily done, and the painters supplied the figures throughout.

Mr. Sayward is confident that this meeting will do much to help bring his sale up to the 5,000 gallon mark, and prove of great lasting benefit.

The other methods used by Mr. Sayward are best told in his own words, quoted from a recent letter:

I try to make good use of the advertising matter that is furnished so freely by The S-W. Co., by having it displayed in the show windows and in all parts of the store, so that in whatever direction the customers may look they are confronted with S. W. P. signs. During January and February, which are quiet months in the hardware business, I have the color cards displayed on all my show cases, and as a result many inquiries are made in regard to the several lines and much good is accomplished for the painting season that is soon to follow.

January 1st I begin to make paint displays in the show windows, and at different times I utilize my space in the local paper to set forth plain facts in regard to S. W. P.

My method of getting customers interested in S. W. P. who come into the store with a memorandum of what lead and oil they want is by asking them this question: "If you can get something that will wear longer, look better and is 25 per cent. cheaper than lead and oil, would you use it?"

The result, in every case but one during 1900, was that they canceled their order for lead and oil and used S. W. P. They are so well pleased that they are spreading the fame of the paint among their friends and neighbors,

and with the section of the

I also know the names of S. W. P. for the date a color that is very convenient in painting, but selling to a does not know

I also know printed with circles are wrapped brought to ally. On the sold in I also do the city with

If your customers in selling "keeping and it is co trust that motto and they will with S. W. as well.



Calihumpian float of Will Braund, Port Hope

THE TEST OF TIME.

As Shown by Extracts From Agents' Letters.

Length of Test	Result	Tested by
5 years.	"Consumers and painters claim S.W.P. is the best prepared paint in the market."	John M. Pfander. Cleveland, O.
6 years.	"Have not had one complaint."	W. Dinsmore. Franklin, Mass.
7 years.	"Our trade has increased at least 300 per cent."	Halliday Bros., East Providence, R. I.
8 years.	"It is no longer hard work to sell prepared paint here, although this was a great lead and oil town before we put in S. W. P."	Carpenter & Pierce, Troy, Pa.
9 years.	"We can honestly say that we have not a line of goods in our various departments that is as clean, that requires as little labor to handle and sell, and that bears the profit to capital invested, as does yours."	The Pierce Hardware Co. Taunton, Mass.
10 years.	"Perfect faith and confidence in the goods."	S. S. Rhodes & Sons. Indianapolis, Ind.
11 years.	"Have never regretted the day we took the agency."	H. C. Markley, Greenville, S. C.
12 years.	"Customers bring their neighbors—the paint does the talking."	Baumbach & Holverson, Alexandria, Minn.
13 years.	"We sell only your line. S. W. P. is as good as gold dollars to us."	J. S. Safford & Son. Mechanicsville, N. Y.
14 years.	"Sales larger than all competitors together."	W. Siniger, Galena, Ill.
15 years.	"Trade with your paint constantly increasing at the expense of lead and oil."	The Crosby Hardware Co., Ashtabula, O.
16 years.	"Seventy-five per cent of my trade call for your goods. After we sell a customer the first can, we always have him."	G. W. Bruske. Saginaw, Mich.
18 years.	"Sales have steadily and substantially increased."	Ethan C. Clafin, Milford, Mass.
20 years.	"Put my name to the strongest statement you can make in favor of your goods and methods."	H. W. Chamberlain, Alton, Ill.

Full Measure

It is not the rule to find paints put up full measure. Most of them are put up in short measure—the cans are small and not full.

But every can and full of THE SHERWIN-WILLIAMS PAINT is always

Full Measure

It means that you get what you pay for—U. S. Standard measure—every time.

Honest paint—honest in quality and quantity—pays best. You're always sure to get it in

THE SHERWIN-WILLIAMS PAINT

Order by No. 240.
Size, 2½x4.

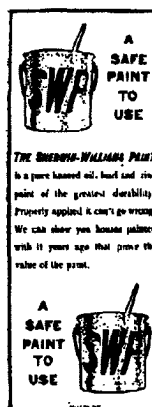


SERVICE

and covering capacity are what show the economy of paint—not the price per gallon.

THE SHERWIN-WILLIAMS PAINT wears longest and covers most. It is the best paint economy. Made to paint buildings with.

Order by No. 137.
Size, 2½x4.



Order by No. 131.
Size, 2½x4.



THE SHERWIN-WILLIAMS PAINT
MADE TO PAINT
COVERS MOST.

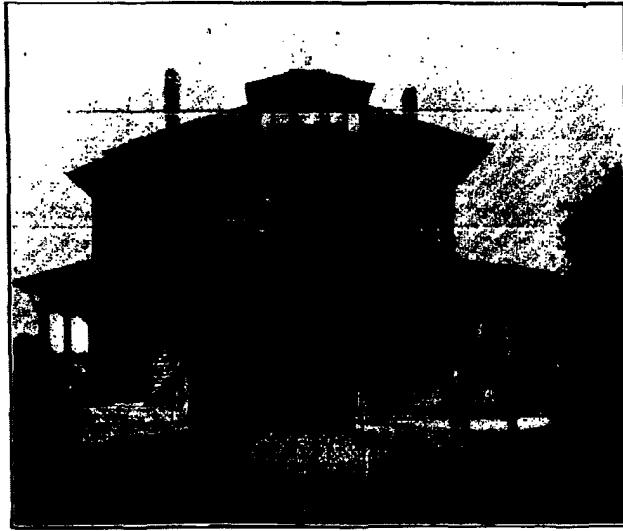
Order by No. 139.
Size, 3½x4½

ELECTROTYPES FOR BUSY

These are reproductions of a few of the new advertisements shown in our book of free electrotypes. They are reduced over one-half in size, the actual size of the electrotype being given below each one.

Order any or all of them by number.

They you ti season If y for ou a selec one h



An S. W. P. House.

Residence of R. F. Bristol, McKinney, Tex. Body 497, Trimmers 361 and 462, Roof 475, Sash 475, Porch Floor 361.

SOME FULL LINE FACTS.

R. FRED. SPERRY, of Colorado Springs, said recently, during a visit in Cleveland, "I find the best advertisement for S. W. P. that I have is my stock of your other lines of goods. I carry them all, and every time I sell a can the customer is sure to come back when he needs other paint, and each time he comes I have the opportunity of telling him about S. W. P."

Van Dyke & Sprietsma, Holland, Mich., began their connection with us by handling a small quantity of Family Paint. They have added other lines from time to time, until now they carry practically everything we make. In a letter written last sum-

mer they say, "The S-W. line does everything claimed for it—honest measure and honest goods. Their entire product should be represented on every paint dealer's shelves."

About the same time a letter received from Chas. E. Mortimer, Lockport, N. Y., contained this paragraph, "I find it a common occurrence for a customer to return after buying one kind of your paint and say, 'I found that paint so good that if those same people make paint for the other things I want I'll use their paint for everything.' One sale always makes another."

Mr. H. R. Letcher, of Hudson, Mich., said recently to our Mr. Fausquelle: "After having handled sev-

eral of the leading brands of paint I am able to say that in the quality and style of package of your side lines you so far excel them all that I find them a great assistance to me in the sale of S. W. P."

We have received much similar testimony from agents who carry the full line. Every day brings us evidence, in one form or another, of the fact that it pays better to carry the entire line of The Sherwin-Williams goods than to carry only a few, with lines of other makes breaking in.

If you've built up a good business with S. W. P. you can also build it on the other lines. "One sale always

makes and S.

Talk every to

Pres front.

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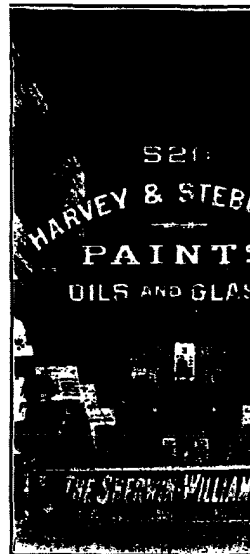
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A good window that suggests a S. W. P. packing cases and of ing a spring shipment.

FLOOR FINISHES: A LINE WORTH PUSHING HARD

THERE are few lines of shelf goods that it will pay so well to advertise as The S-W. Floor Finishes.

Every household has use for them, or can be induced to use them if the advertising is persistent and forceful enough.

Uncarpeted floors are increasing in popularity every year. They mean greater cleanliness, greater health and greater economy, besides being artistic

variety of floor finishes represented in The S-W. line.

Floor Paint is no longer confined to use on kitchen floors. It makes excellent borders around the dining- and bed-room carpet-rugs, and finds a large sale for such purposes. It is also much used in combination with Floorlac, either as the center or border.

The fact that Floorlac and Inside Floor Paint can be successfully and

as well as over the natural wood finish, and dealers will do well so to recommend it. Floors kept in condition with Floor Wax are, by the way, very satisfactory indeed and should be a more general habit with those using rugs.

Hard wood floors in the natural finish are no longer confined to large houses. Almost every modern house, large or small, that is built has some of the floors finished in hard wood. The man who is building for himself, finds it is economical in the end and a wise sanitary measure as well. Floor Varnish is therefore coming into very general use in the smaller cities and towns where, before, its sale was confined mostly to large dealers.

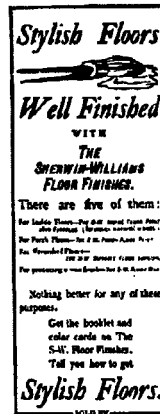
Another large source of output for the Durable Floor Varnish is found in



Order by No. 148.
Size, 2 1/2 x 3 1/2.



Order by No. 149.
Size, 2 1/2 x 3 1/2.



Order by No. 147.
Size, 2 1/2 x 3 1/2.

and stylish. Housekeepers are quick to see the advantage of rugs.

For many years the kitchen floor was practically the only one uncarpeted in the average house. It was only in the homes of the wealthy that rugs were used and then only in hallways and occasionally in bedrooms. But this is all changed now, and instead of the limited sale for floor paint and the still more limited sale for floor varnish there is a demand, constantly growing, for the

attractively used on old floors and where the nature of the floor prevents natural wood finishing, gives a wide range of sale for these goods.

It is not necessary to have hard wood, matched flooring in your parlors and hallways in order to use rugs. Floorlac used by following the directions on the label will produce a splendid finish in imitation of the natural woods.

The S-W. Floor Wax can be used for polished effects over Floorlac floors

A BOOKLET FOR ARCHITECTS.

A new booklet for architects and contractors has just been completed.

Its title is "S. W. P. The Safe Paint to Specify."

It is written in a convincing style, is well illustrated and attractively printed.

If you want the architects and contractors of your town to receive such a booklet send us the list of names.

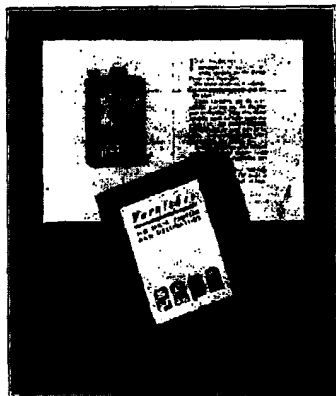
STENCILS FOR LETTERING FENCES

Some of our agents have been in the habit of using stencils for lettering S.W.P. advertisements on fences and dead walls. We have frequently received requests for such stencils, and wish to offer them also to any others who can use them to good advantage. The stencil will contain the line **THE SHERWIN-WILLIAMS PAINTS** and the name and address of the agent.

WANTED: A LIST OF PAINTERS TO WHOM WE CAN TALK VARNISHES.

THE practical painter is the logical man to go after for varnish business and we mean to get the lion's share of that trade for the dealers who handle The Sherwin-Williams Varnishes.

The first general work in the campaign this year is a House Painters' and Decorators' booklet to be sent through the mail on lists furnished by the dealers.



This Varnish Booklet will be sent to all painters in towns where The Sherwin-Williams Varnishes are sold. Dealer's business card goes on the back cover.

The booklet describes each of our Varnishes for practical painters, is well illustrated and printed in two colors. The dealer's name and business card will be printed on the back cover, referring the painter to him for the goods.

It is an attractive piece of advertising in every way and should win varnish business for you in the same way

the spring paint circular wins business for S. W. P.

The mailing will begin about March fifteenth. If you've not already sent in your list do so at once, to take advantage of the early season.

We shall continue to do work of this sort from time to time and will make the names you send us into a permanent working list. It will pay to send the name of every painter and decorator to whom you want to sell. We are sincere in believing that every painter who uses our varnishes once will tie to them. There are no better varnishes for durability and appearance on the market, and none so good for easy working qualities and uniformity.

"They work under the brush as easily as paint."

"They are like the good old-fashioned varnishes."

"They dry good and hard with the finest finish I've ever obtained."

"They please the men I do work for."

These are some of the things painters are saying about The Sherwin-Williams Varnishes. The line is creating talk among them and advertising itself in a manner that even exceeds our expectations.

It's safe to say that no other line of varnishes was ever received so enthusiastically by both painter and dealer.



Good advertising about a good article sent to a good list of names brings good results every time.



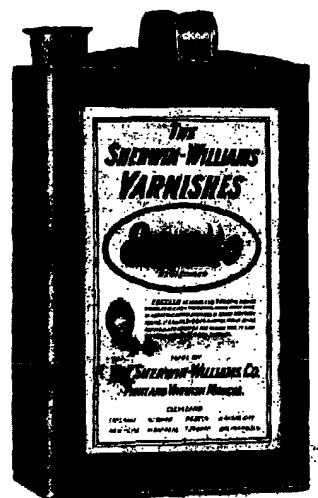
THIS is the name and trademark design of a new varnish specialty that will be ready for delivery April 15th.

At present, "Excello" is stored in our steel tanks, to settle and mature, until it obtains the richness and brilliancy that age gives.

"Excello" is made for general housework.

It's made to be pushed as a leader—something the other fellow can't sell. It's made to give satisfaction.

"Excello" is particularly adapted for inside use, but can be used successfully outside.



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PLAIN FACTS.

A can opener cuts a figure.

S. W. P. is self-advertising.

Good paint is good judgment.

Poor paint and poor profits flock together.

Lack of enthusiasm is the indigestion of business.

True bargain hunters look first at quality, second at price.

It's a big year for big business to those who sell big paint.

A full line of The S-W. Paints and Varnishes means a full purse.

Those who know most about The Sherwin-Williams Paints use them most.

The more confidence you have in S. W. P. the more you'll sell, and the more you sell the more confidence you'll have.

After he's used S. W. V. the painter's pretty apt to say, "Where there's so much good varnish there must be good paint, too."

Don't be satisfied with your business until you occupy first place—the very first.

Perfection is seldom attained in anything; but doing your best is always possible.

Constant effort in pushing a good thing is one of the best talents a business man can possess.

It's fruitless to make big claims for your merchandise if the man who uses it can't back you up.

Continuous hammering on the quality of S. W. P. drives the nail home and clinches your business reputation.

The only mystery about the paint business is the fact that some dealers think it pays to sell low quality paints.

A lasting business can't be built by trying to compromise between right and wrong, or between high quality and low quality.

The Sherwin-Williams Business Methods are like the new pressed steel cars; they will haul a maximum of revenue-bearing tonnage with a minimum of dead weight.

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."