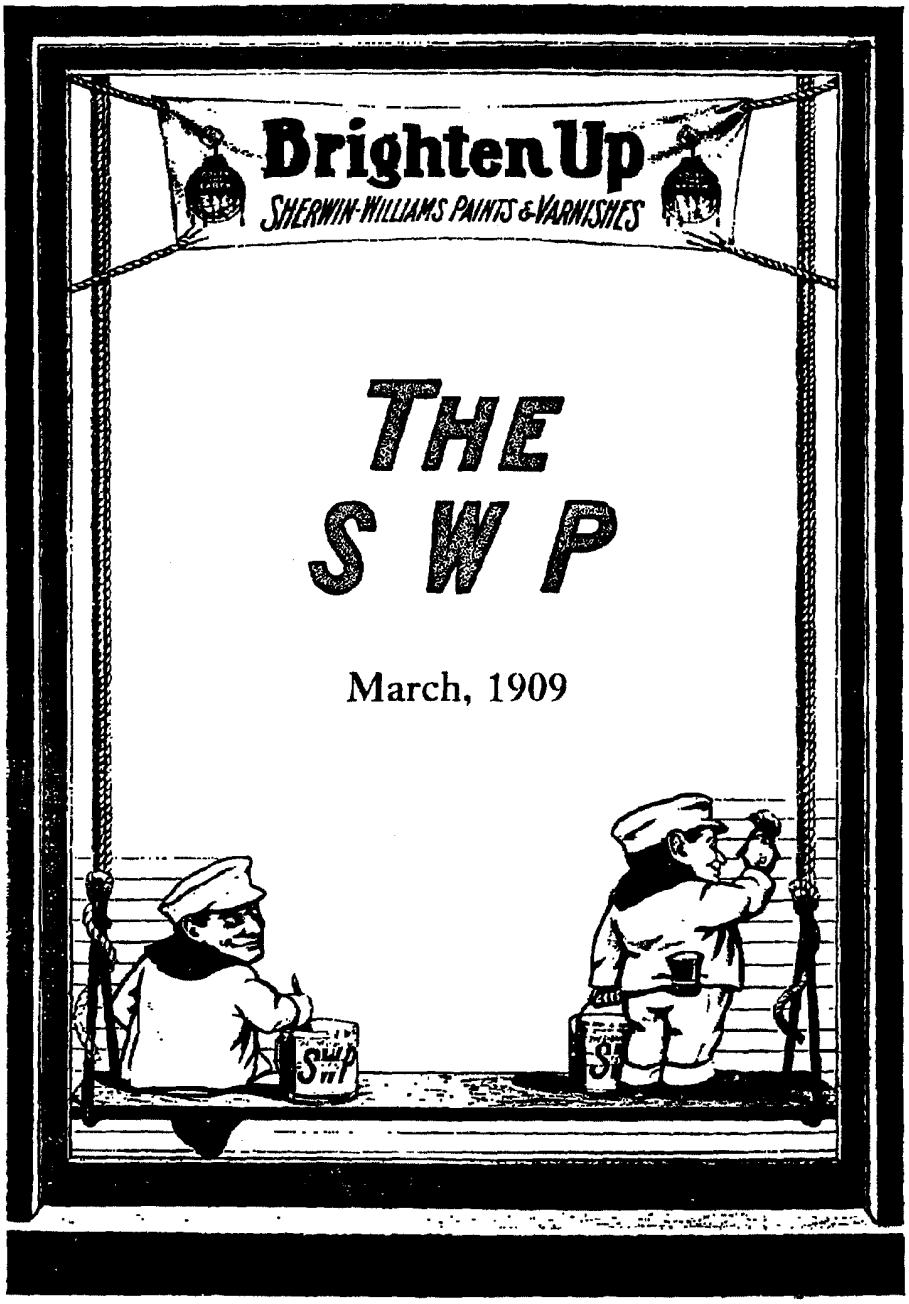

Brighten Up
SHERWIN-WILLIAMS PAINTS & VARNISHES
THE
S W P
March, 1909

N23708



We will send this electro (size 2 columns by 6⅛ inches) to any S-W. agent to run in his local paper. Order No. 657. Or an electro (size 3 col. by 9 inches). Order No. 656.

0007-SWP-000119328

THE PAST AND THE FUTURE.

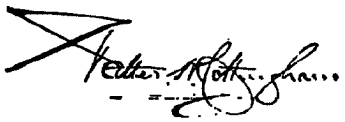


IT IS a long time since I had the pleasure of addressing our agents through the pages of THE S. W. P.

It just occurs to me that I failed to advise you of the results of our strenuous campaign of last year. Perhaps you will remember the statement I made at the beginning of last year that notwithstanding the great falling off in general business due to the panic, we believed we could equal the record sales of the previous year. Well, after the hardest campaign of our experience, in which our entire organization put forth their finest efforts, we practically made good our claim. Our business with our agents was within three-tenths of one per cent. of the year 1907, which was considerably the largest in our history. We fell off more than this with the railways and manufacturers, who were not using anything like the usual quantity of materials, but our business generally, considering conditions, was a very satisfactory one.

And I would like now, although perhaps late, to express our sincere thanks to our agents for the splendid manner in which they responded to our efforts to keep up the sales during the trying times of last year. The strength of our proposition and organization was tested as it is never likely to be again, and we are highly gratified with and extremely proud of the way we came through the hard fight to maintain the volume of business for our agents as well as ourselves. There is nothing like success achieved in the face of difficulties to increase one's courage and confidence. Our faith in our proposition, in our organization and in our agents is greater today than it ever was. We have lost none of our aggressiveness, none of our enterprise, and none of our ambition. Indeed our plans for the further development and extension of our business are greater than ever before. We believe in the early return of sound prosperity throughout the country, and we have unbounded confidence in the prepared paint industry. Good prepared paint is the best painting material, and will on its merits continue to supplant old fashioned ideas. There is a place for lead and there is a place for zinc in the paint business, and that place is in combination one with the other—not in a keg to be mixed with a stick, but in prepared form from the mixers and mills of the experienced prepared paint manufacturers. Don't let anyone deceive you on this point.

In this number of THE S. W. P. we place before you our plans for a great Spring campaign. We hope every agent in our world-wide organization will enter into it with enthusiasm and co-operate with us in our efforts to make it the greatest ever.



President.

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THE SPRING CAMPAIGN BY THE LITTLE PAINT MAN.

QUIETLY opening the door of the Editor's office, I looked inside, and seeing he was busy—very busy—I stepped in and sat on the edge of his desk. After having waited a most respectful length of time for him to open the conversation and there being nothing doing, I made an original comment on the weather—"nice day" or "rotten weather" or something in that vein. Then there was another lapse in the conversation during which I swung my feet, thinking of something clever to say. "Once I knew an Editor who was courteous enough to speak to a fellow who came into his office to pay him a visit—but he was a good looking fellow—so different from most Editors," says I, looking at the ceiling.

"And I once heard of a paint maker who could tell when a man was busy and didn't want to be disturbed," was the way he came back, never looking up from his desk. I laughed and took his ink bottle away, so he had to stop writing.

"I heard a rumor that we were starting a Spring Campaign. Is that right?" says I.

"I confirm that rumor," said he, "and if at this time next year there is anyone in the country from sunny California on the west to cold New England on the east who doesn't know that Sherwin-Williams make paints and varnishes and have a finish for every purpose, and that their agents are located in every town and hamlet, why—why—I'll eat the entire issue of THE S. W. P. Supplement that I'm now working on."

I had to smile when the Editor got that off. "Newspapers may be good for goats, but not for Editors," says I, but when he showed me the layout of THE S. W. P. Supplement and all the dandy features for the agents to use this Spring, I became as enthusiastic as he, and by Jove, I don't believe he'll have to eat THE S. W. P. Supplement either—and if he does, I'll agree to eat half of the edition.

The Little Paint Man



One of the Decorative Dept. ads appearing in House and Garden, House Beautiful, Keith's, and The Craftsman.

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THE THREE LINKS IN THE CHAIN.



E FEEL so certain that the advertising we did last year in the national magazines brought increased business to our agents throughout the country, that we are this year carrying on an even more extensive campaign along this line than we did in 1908. This national magazine advertising is the first link in the chain that binds our products and the S-W. agent's store together in the mind of the general public.

In the first place we advertise S-W. Products in the more important national magazines which go to many millions of homes and people In advertising our goods, however, we in reality advertise our agents, for we tell the consumer that the place to get the goods is the store of our local agent. In the same way whenever we get inquiries from our advertisements, we always refer the parties direct to our agent.

The other two links which make this chain complete are entirely in the hands of the agent himself. They are the Spring Window Trim and Newspaper Electros. We are offering both of these free to all our agents, and by using these two links and forcing to his own store the attention of the person who has seen our advertising in the magazines, either through his window trim or by his local advertising, he completes the chain begun by our magazine advertising and secures the sale.

Ends March 25th.

Don't forget that the Prize Story Contest ends on March 25, and that all manuscripts must be in the Editor's hands by that date. If you are planning to write an ending to "The Crabbed Old Property Owner," which appeared in the February S. W. P., but have lost the contest blank, write us for another; we have an extra supply on hand. If two or more clerks from one store want to compete send for some extra blanks. Remember the date, March 25th, and have your ending to the story in on time.

0007-SWP-000119332



Brighten Up

Painting season will soon be here. Now is the time to think about it. The house probably needs repainting, both for protection against the weather and for the sake of its appearance, and there is nothing that will show better returns for the time and money spent at house-cleaning time than paint and varnish used inside the house.

Go to the nearest Sherwin-Williams dealer, tell him what you wish to paint or varnish and he will show you a Brighten Up Finish that will do it and do it properly.

SHERWIN-WILLIAMS Brighten Up Finishes

are a line of Paints and Varnishes which do exactly what they are intended to do, giving a right treatment to each surface. It is impossible to obtain one paint or varnish that is suitable for a wide variety of uses, so it is very important to obtain a product that is exactly suitable for the purpose you have in mind.

The dealer will help you choose, or our booklet, "Brighten Up Finishes," sent on request, will help. If you are going to paint the exterior of your home, write us and we will send you [illegible] to her helpful information.

THE SHERWIN-WILLIAMS CO.

LARGEST (BECAUSE BEST) PAINT & VARNISH MAKERS IN THE WORLD

Address all inquiries to Canal Road, N. W., Cleveland, Ohio

In Canada to [illegible] Centre St., Montreal

London Address: 7 Well Court, Queen Street, E. C.

Advertisement appearing in March number of leading national magazines.



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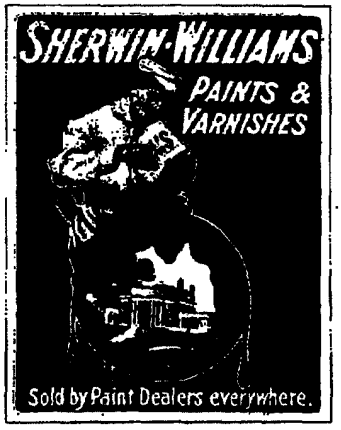

3

1—16-sheet Poster, 14 x 9 feet 2—1-sheet Poster, 32 x 44 inches.
3—8-sheet Poster, 7 x 9 feet.

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