

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS Co. in the interests of their Agents. Printed on THE SHERWIN-WILLIAMS PRESS, 31 Michigan St., Cleveland, where all communications for the Editor should be sent.

VOL. IV.

JULY, 1902.

No. 7

BUSINESS.



BUSINESS is the world's work—it's man's chief occupation. The field is as broad and extensive as the universe itself, and in it the great mass of toilers struggle for supremacy. The conflict is fierce and merciless and none can hope for victory without great effort, great skill, and great sacrifice.

Notwithstanding all its intricate details, business can be reduced to two simple operations—buying and selling. It matters not whether the business be professional, industrial, mercantile or financial, it's all barter—buying and selling something for gain. The principles that insure success are the same in all cases.

One *great* principle underlies all others, and that is *value*. It governs all really successful enterprises. It is the root of business success, and affects alike the two great operations of buying and selling.

The man who can *get* the most (buying) and *give* the most (selling) for a dollar is a business genius, and has learned the secret of business success. The rest entirely depends upon his capacity for work and his ability to organize.

The rock that most men are wrecked on, is trying to *get all* they can and give as *little* as they can for a dollar—immediate gain. That idea won't work. The principle of buying low and selling high is all wrong. No large business was ever built up on such a basis. The only safe foundation is *value*. The people trade where they get the most for their money.

Do not confuse value with low price. Low priced things are usually poor value—they are usually dear—and the experienced, intelligent buyer knows it. A low price most frequently arouses suspicion and mistrust. A high price is usually backed by merit and creates confidence.

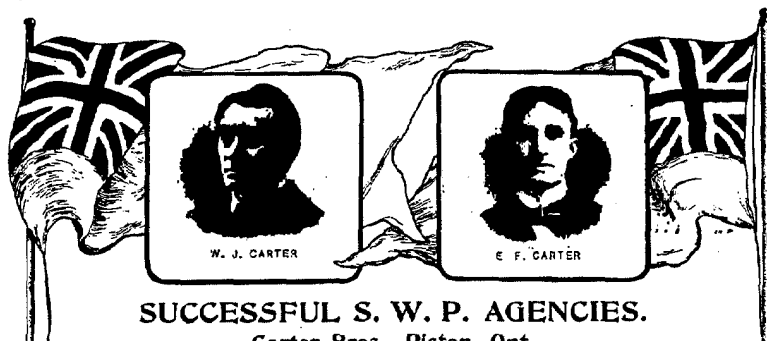
Intelligent buyers, and they are in the majority, do not look as much at the price as they do at what they get for their money—it's *value* they want. And this is truer today than ever before, for prosperity has furnished the means to buy best quality goods, and they are invariably the most economical.

This is the day of better things. This is the day for the man of high quality. The people more and more demand *better* grades—not "cheaper". The progressive man recognizes this and acts upon it.

Don't be known as a "Cheap John". There's no profit or glory in such a reputation. Let your aim be to establish a reputation for the *best value*.

Be a high grade man. Keep the best store, keep the best goods, employ the best clerks, and give the best value. You will attract the best customers and do the best trade and make the most money. That's as sure as daylight.

General Manager.



THE strides that S.W.P. have made in Canada since we introduced it there have been most remarkable. From the very beginning it forged ahead at an unprecedented gait, and it didn't take it very long to completely outstrip and leave far behind paints that had been in the field years before it.

When we look back and try to analyze the causes leading up to such a rapid growth, we can easily trace the principal one to the splendid and enthusiastic support given us throughout every stage of the fight by our loyal agents. A very good illustration of the sort of support we mean is that furnished by Carter Bros., Picton, Ont., whose fine trade on S.W.P. shows what confidence in a good article, backed by the right kind of enthusiasm and energy, can do.

We couldn't describe their success with S.W.P. in any better way than by using their own words:

"In 1895 we were a very bad third in the paint business in Picton; to-day we sell more prepared paint than all the other dealers combined.

"In 1895 we were selling a paint that could be bought in every little hole and corner grocery store throughout the country; to-day we enjoy the sole control of S.W.P.

and are protected in its sale by the largest paint and color house in the world.

"In 1895 we were doing business in a rut; S.W.P. woke us up, put new life into us, made us see what good advertising placed in the right manner would accomplish. We are now doing \$10,000 more business a year, and do not hesitate to say that to S.W.P. belongs the credit of helping us do the greater portion of it."

Next to the quality of S.W.P. and to an intelligent and judicious use of every piece of S.W.P. advertising, Carter Bros. attribute a good share of their success to newspaper advertising.

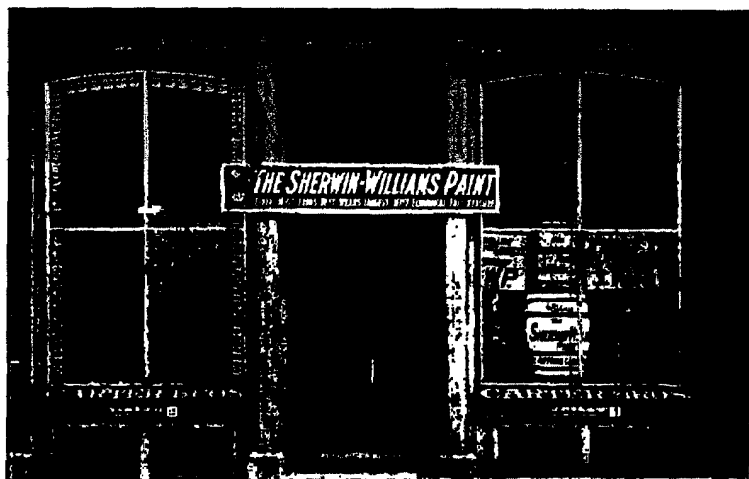
"Primary among the methods that have made the sale of S.W.P. such a success with us," they say, "is persistent newspaper advertising the whole year around. Not paint ads mixed in with ads of other goods, but paint ads alone, changed every week and occupying the best space our newspapers afford us. Some may say that newspaper advertising, after the paint season is over, is a useless expenditure, but by following this method we have found that the paint season is *never* over with us. When the demand for house paint drops off, we advertise Enamel Paint, Aluminum Paint, Buggy Paint, Varnish Stain, Family Paint, etc. The increased business we get not only on paint but on other lines as

well pays for the expense ten times over."

But Carter Bros. do not depend alone on newspaper advertising to maintain a lively interest in S. W. P. They are very enthusiastic users of outside advertising and never let an opportunity pass by that can be turned to good account and used as means to increase their S. W. P. sales. Every year the farmers in the vicinity of Picton give a picnic, which is very largely attended. This gives Carter Bros. a good chance to do some effective work. A few days before the picnic they send out a number of men who cover the fences, barns, and every available spot within a radius of ten miles of the picnic grounds with special S. W. P. signs, catch-phrases, etc. This sort of work, however, is merely supplementary to their display of the regular S.W.P. outdoor adver-

tising, which they are very careful to see is always rightly used.

The windows come in for their share of attention, and the striking originality that has had much to do with Carter Bros'. success is illustrated by the following description of one of their recent windows: They had a very large wooden ball made, painted to represent the globe, and hung in the window by an invisible wire. Right over the ball they placed a pail tipped as in the "cover the earth" design, and filled with very thin red paint. A hole was punched in the top of the can in which a candle wick was inserted and the paint made to flow out in a steady stream over the globe and on to the floor of the window which had been sodded for the occasion. The sign used was, "*The Sherwin-Williams Paint Covers the Earth.*" The window proved to be an immense



Two of Carter Bros'. good windows. The one in the left of the picture is described in the article.

success and for weeks was the talk of Picton.

On the inside of the store they have a novel way of advertising The S-W. Products by demonstrating through actual use their own faith in the goods. Their fixtures are painted with the different S-W. lines; the tops of the counters and tables with Buggy Paint, black; the stools provided for customers with Buggy Paint, wine color; the shot case with cherry Varnish Stain; the saw case with oak Varnish Stain; the water cooler with Aluminum Paint, trimmed with carmine Buggy Paint; the picture frames with white Enamel Paint, and so on through the entire store.

Carter Bros. thoroughly believe in the maxim, "What is worth doing at all, is worth doing well," and everything connected with their store, both inside and outside, is made to do good service for S.W.P. Every bit of

their stationery, bill heads, wrapping paper, envelopes, etc., carries an S.W.P. advertisement. Nothing that can be used in the shape of an advertisement for S. W. P. is ever overlooked. The men themselves, and everyone connected with them live, breath, and work for S. W. P.

Confidence in S. W. P., enthusiasm for their work, and a spirit of "keeping everlastingly at it," in the short space of six years have won for Carter Bros. a business of which they may well be proud, and the following from them is indicative of the feeling that has prevailed throughout their entire connection with us: "We fully realize that all our work would stand for naught, if the paint did not back it up. After selling S. W. P. for over six years, we are satisfied that we have the best paint in the world, backed up by the greatest selling helps furnished in the paint or any other line."

SOME "FULL LINE" ADVANTAGES.



SIDE from every other consideration, the advertising advantages that an agent secures with a full line of our products, should in themselves be sufficient argument in favor of carrying the full line. It is plainly to be seen that the advertising done for any one product of a certain line a merchant carries, helps the sale of every other product in the same line. So the general advertising that we are doing, which by the way is far greater than that done by any other paint manufacturer, is one of the strongest reasons why each agent will find it to his profit to confine himself to our line.

The next advantage that is found in a full line of our goods is the easy working qualities of each individual product we make, and there is no

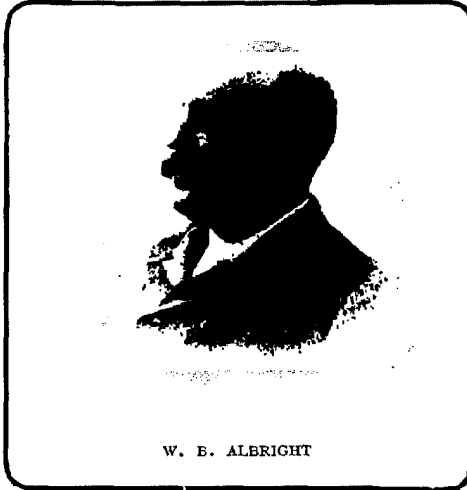
paint quality that appeals so strongly to the public as "Easy Working."

"Easy Working" includes all the manipulation from the opening of the can to the finished job—an easy can to open, a paint always easy to stir and prepare for use, a paint that spreads easily and covers well, a paint that requires no humoring, a paint that dries well and presents the appearance expected. All these qualities are included in every can of paint bearing The Sherwin-Williams label, and no greater recommendation can be given in favor of any line of paint products.

Advertising that sells paint, easy working qualities that make friends, these are some of the advantages that the dealer with a solid front of The S-W. Products has over his competitors.

PORTRAITS OF S. W. P. MAKERS.

W. B. Albright, Manager of the Railway Department of the East.



W. B. ALBRIGHT

THERE is one quality that is worth its weight in gold, and that is loyalty." This is a saying of the late P. D. Armour that the Company has used as a motto on its office walls. It is a noteworthy fact that intense loyalty and steady devotion to the best interests of the Company is one of the leading characteristics of all the men who are to-day shaping our policies and who have worked hard through many years to give the Company its present high standing.

There is not one among us in whom the spirit of loyalty and a lively faith in our future are more strong than in Mr. W. B. Albright, a director in the Company and manager of the Railway Department of the East, with headquarters in New York City. It is to his steadfastness coupled with his capacity for hard work that he owes his

present important position in the Company.

Mr. Albright is a native of Pennsylvania, having been born in Washington Co. His business career dates from 1870, when he began as a clerk in a dry goods store in Fort Madison, Iowa, where he remained until 1878. Early in 1878, together with several associates, he branched out for himself and engaged in the manufacture of paints in Cedar Rapids, Iowa. In 1880, he accepted the position of salesman with another paint company and for five years traveled through the states of Kansas and Nebraska.

His connection with The Sherwin-Williams Co. dates from 1885, when he was engaged to represent us in Northern Indiana and Western Michigan, which territory he covered until 1890, when he was transferred to the Railway Department of the East, where

his good work soon won him recognition and a directorship in the Company.

Mr. Albright is a man of genial disposition and is possessed of a manner that readily wins him friends and holds them, too. He is a staunch advocate of high quality and believes that the best in everything is always the cheapest. He is one of the most popular

and influential men in the railway supply business, is a member of the executive committee of the New York Railway Club, and belongs as well to many other railway organizations.

Mr. Albright has the two great requisites of the successful man—devotion to his family and to his business.

HELPS FOR CLERKS.

By an Old Retailer.

A thorough knowledge of the goods you are selling, the uses to which they can be put, why they are the best goods of the kind in town is absolutely necessary to good salesmanship. Where two men are trying to sell the same article, it's the one who shows that he knows what he's talking about who invariably makes the sale. If you are not perfectly familiar with all the talking points of everything you have to sell, now during the dull season is the best time to "brush up." Make it a point to know your goods from "A to Z"; see if you can't think up some new uses for them. Above all aim to be better posted than the "other fellow's" clerks, and you'll soon find yourself more valuable to your employer.

A great many clerks have the mistaken idea that they do a customer a big favor by waiting on him. Nothing could be farther from the truth. It's the customer who does the clerk the favor by giving him a chance to increase his sales. The wise clerk will welcome every opportunity to wait on the trade. No one will be too cranky or too exacting for him. It doesn't take an exceptionally good clerk to sell the "easy" man; it's the "crank" that points out the good

salesman. Be first to wait on customers; and always be obliging, courteous, patient, and pains-taking.

Many a bright clerk's future has been wrecked by putting off things until "to-morrow." Be a man of the moment—do things *now*, for the deferred task is always the hardest. Whenever there's any straightening to be done around the store, "*do it now*"; take off your coat, roll up your sleeves, and go right at it. A little practice in that sort of thing—doing it now—will make your work easier and far more pleasant. It'll save many a "calling-down", too.

It's a pleasure to be waited on by the self-reliant clerk—the one who's not afraid to express an opinion—the man who shows what he knows. That sort of clerk gets my order every time. He's the man I try to have wait on me, for there's a consciousness of self dependence about him that's refreshing—that gives me confidence in what he tells me. And I notice, too, that the self-reliant clerk is usually the one who's the "encyclopedia" for the rest of the clerks, and if I am not mistaken he is usually the one who's first to be promoted.

STORE TALKS.

Ads for the Dealer Who Has Good Things to Tell About His Store.



HE news of your store, if well told, makes the best kind of advertisement you can possibly use. People are interested in the store they trade in; they like to know what makes it a good store; why the merchandise it sells is best for them. It interests them to know something of the store's policy, why it has been successful, etc. Some of the foremost retailers in the country make it a point to keep the public posted on their methods, their general progress, and the thousand and one little things that go to make up the every-day store life, and they find it pays them well.

Beginning with this number of THE S.W.P., we shall print from time to time a series of "Store Talks." We offer them merely as suggestions that can be turned to good account with perhaps a change here and there to make them suitable for your store.

For the Drug Store.

There are many reasons why this drug store does the best business in the county.

When we started in business, we laid down as our guiding principles the buying of honest goods at honest prices, the selling of them at an honest profit, and the running of our store in a progressive, up-to-date manner. We have adhered strictly to these principles. There is not an article in our store that is misrepresented. Everything we sell is exactly what we claim for it and can be depended upon, for we keep a stock of clean, fresh, up-to-date, reliable goods.

If you haven't yet bought anything of us, we should be glad to have you drop in and look us over. We have everything a good drug store ought to have.

For the Hardware Store.

The principal thing that has made this store headquarters for all kinds of good hardware is absolute honesty in selling our goods. We tell the truth about them every time and never misrepresent them.

Good, serviceable hardware, the simple truth about it, and reasonable prices—these are our principles. They are the principles that have brought us the best hardware business in town—the principles that make this store a good store to trade in.

For the Wall Paper Store.

There are wall paper stores and wall paper stores. There are the kind that do not hesitate to sell out-of-date, undesirable patterns, and there are the kind that make it a point to sell only the latest and best patterns, to keep up-to-date with changing styles, the kind that make it a point to give honest value.

This store is one of the last named kind. We are honest about the goods we sell. If the patterns are a little out of date, we say so. We don't try to fool our customers. That's why we're selling more wall paper than any one else in town. That's why this store is the best store for you to trade in.

For the General Store.

It's a satisfaction to know that the store you trade in is the right kind and that you may depend upon everything it sells. This store is just that kind.

We exercise unusual care in the buying of our goods and sell nothing but what is sure to give satisfaction. We have built up our reputation on first quality goods and on honest value, and mean to continue along the same lines.

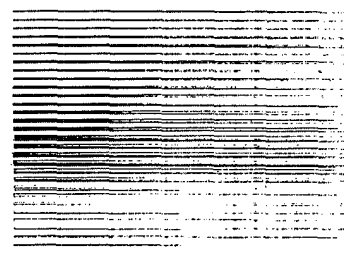
We're not in business for a day or a year. We're in business for a life-time and we know that the only way we can merit trade is by giving more for a dollar than any other store in town. We are doing that now.

For the Lumber Dealer.

We have been in business in—for—years. During all that time our one aim has been to build up the biggest lumber business in this county.

We have succeeded, not through any chance opportunities, but because we have studied the lumber business, because we have studied the particular needs of this locality, and because we have always held strictly to honest business methods.

There's no place in town that you can buy such good lumber at so low a cost, as here. And no other lumber dealer is so well fitted to serve you intelligently.

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S. W. P. ADVERTISERS.

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



HE following is a good endorsement of the "S. W. P. Advertisers" page, and shows what help can be obtained from it and what the agents can do to assist one another. In a recent letter, Mr. F. E. Tritt, Knightstown, Ind., says: "THE S.W.P. is a corker for new ideas. I took from the April, 1902, issue of THE S.W.P., the cue given by Bayless & Moody, and worked it up in this way: I put a large and a small wheelbarrow out on the sidewalk with a tall man pushing the large barrow and a small boy behind him pushing the small barrow. Each was suitably dressed. On the banners used were the words, 'We are pushing The Sherwin-Williams Paint for Frank Tritt'. I also hung this card on the boy's back: 'Everybody uses S.W.P. and Frank Tritt sells it.' I don't think I ever had so much comment as upon this simple and inexpensive advertising."

Every agent ought to be encouraged by the above to tell other agents in this page what he is doing in the way of advertising. The better S. W. P. and S.W.P. agents become known, the easier it will be to sell the paint.

The Queen City Furniture Co., Patterson and Eppinger, proprietors, Baker City, Oregon, know how to take advantage of an S.W.P. opportunity when it presents itself. Their spring order to us was for a carload of goods, mostly S.W.P. Before the goods reached Baker City, Patterson & Eppinger announced the expected arrival of the carload by issuing a splendid S.W.P. talk in the form of a circular. Then when the shipment was received they announced the fact through forceful newspaper ads. There's nothing like taking advantage of opportunities, and no matter how big or small your S.W.P. order may be, make the most of it by talking it strongly.

"Locals" if well written always make good advertising. Two of the best "local" ads we've seen in a long time are the following used recently by F. A. Curtis, S.W.P. agent in Cochranon, Pa.:

"M. N. Shepard painted his dwelling 12 years ago with The Sherwin-Williams Paint and it looks good today. No risk when you use this kind of paint. Sold by Curtis."

"See the Brown, Monnin, Axtell, Drake, Whittling, and Methodist dwellings all dressed in their new coats of The Sherwin-Williams Paint. Sold by Curtis."

It's a splendid idea, whenever an agent succeeds in having a house painted with S.W.P. to make mention of it in the "local" column. There's nothing so convincing as evidence and when a property owner sees such strong proof as is presented in Mr.

Curtis' "locals," it's pretty safe to assume that it's going to make a lasting impression on him.

"Get The Sherwin-Williams Paint on your house and you'll get satisfaction," is the heading on a "follow-up" postal card used some time ago by Montgomery Paint and Glass Co., Montgomery, Ala. The card was mailed to a large list of present and prospective customers and we understand it proved very effective. Montgomery Paint and Glass Co. are also original newspaper advertisers. Their locals and catch phrases are worthy of more than passing attention. Here are a few of them: "The ark wasn't painted with The Sherwin-Williams Paints, but like the ark S.W.P. withstands the elements." "Only objection to S. W. P., it covers too much and wears so long, can't sell enough of it nor often enough."

An original and splendid method of getting good advertising out of every house painted with S. W. P. is that employed by S. L. McKay, our hustling S.W.P. agent of Kingsville, Ont. Whenever Mr. McKay sells S.W.P. for a house, as soon as the job is done he takes a picture of the building (he has his own camera), mounts the photo, and on the back of it pastes a picture of himself and his store with the wording: "This building was painted with The Sherwin-Williams Paint, sold by S. L. McKay." The picture is then presented to the house owner with Mr. McKay's compliments.



Two S.W.P. houses that stand side by side in Chandler, Okla.

Residence of Mr. Roy V. Hoffman. Body 357; trimmers 475 and 382.

Residence of Mr. Peter D. Hoffman. Body, lower story, 498; upper story, 375; trimmer, Outside Glass White; roof, 461.

S. W. P. TALKS OVER THE COUNTER.

Talk No. 6—With the man who buys by the guarantee.

The Customer—I'm looking for paint for my house, Mr. Agent.

The Agent—Good! Have you decided on the colors you want, Mr. Customer? (*Hands him S.W.P. color card.*)

The Customer—No; (*taking the card and looking it over*) not yet. How long do you guarantee this paint to wear?

The Agent—I don't guarantee it for any specified length of time, but I do guarantee, and so do the makers, that if it's applied right on a proper surface it will cover more square feet to the gallon, work easier, look better, and wear longer than any other paint you can buy.

The Customer—That's a claim that Mr. Jones down the street makes, too, and, what's more, he comes out flatly and guarantees that the paint he's selling will wear for a definite length of time.

The Agent—Well, as far as time is concerned you can take any of the

S.W.P. jobs in town as a fair example of the way the paint lasts. I can show you houses that were painted with S.W.P. ten years ago and that are still in perfect condition. There are others that have stood six and eight and were repainted only because the house owner wanted a change of color. Tom Davis' house on Main Street was painted with S.W.P. seven years ago. I haven't had a complaint during the fifteen years I've been selling S.W.P. that I couldn't trace either to faulty lumber or improper use of the goods. There were two such cases and both men have used S.W.P. since with perfect success.

The Customer—I'll tell you candidly, I'm simply investigating and I'll not buy any paint until I'm sure that it's the best paint—the one that's going to give me good service. I don't mind saying that Mr. Jones' guarantee impresses me strongly.

The Agent—After all, Mr. Customer, a guarantee is good only so far as the

reputation and worth of the house back of it is good. Isn't that so?

The Customer—Yes!

The Agent—I don't know anything about the company that Mr. Jones buys his paint from, but I do know about The Sherwin-Williams Company, the makers of this paint. Thirty years ago they began making paint in a small way in a one story building; to-day they're the largest paint and varnish makers in the world.

The Customer—How do you know they are?

The Agent—How do I know? Well, I know that they operate four large factories, in Cleveland, Chicago, Montreal and Newark; that they have offices and warehouses in seven other cities; that they make, treat, and refine all their linseed oil, manufacture their dry colors; make all their varnishes, driers, and japans; operate their own tin can factory, box factory, and cooper shop; own their own steamship for hauling their lumber and flax seed down the Great Lakes, and do all their own printing. They are the largest consumers of linseed oil in the world—even larger than the oil cloth makers.

The Customer—Is that so?

The Agent—Besides, another thing in their favor is the fact that they make nothing but good paint. Most paint manufacturers make two grades but The Sherwin-Williams Company make only one grade—the very best it is possible to manufacture. Now the point I want to make is this: if The Sherwin-Williams Company have succeeded in building up such a big business—the largest of its kind in the world—their goods must be better than any other paint makers', or they wouldn't have

been so successful. Isn't there reason in that?

The Customer—Yes, I'll admit there is.

The Agent—Again, as they make only the best paint, their workmen are always accustomed to maintaining a high standard of quality and they are not likely to overlook any of the little things that go to make good paint. That's reasonable too, isn't it?

The Customer—Yes, it is!

The Agent—Another thing; it's a pretty safe rule to follow the crowd, and the paint that the majority uses, is the one that's likely to give most satisfaction. S. W. P. has a greater sale than any other paint on the market, and it certainly has a greater sale in this town than any other paint. Ask Mr. Smith, Mr. Williams or Mr. Jenkins what they think of it—they've used it.

The Customer—I've noticed Jenkins' house, and it does look pretty nice.

The Agent—To get back to the guarantee, when you buy S. W. P. you get the guarantee of the largest paint company in the world; you get the guarantee of over thirty years of successful paint making; you get the guarantee of the satisfaction it has given to paint users all over this country, and to many people right here in this town; and you get my guarantee that if it doesn't do all I claim for it, I'm perfectly willing to do what's right by you, and I guess you know me well enough to know that I'll stand back of that guarantee.

The Customer—I believe that's the sort of guarantee I'm looking for. I'll be in again before I buy. May I take this color card home?

HAND WRITTEN WINDOW CARD SUGGESTIONS.

To be written with blue pencil on wrapping paper.

Paint it Right
or don't paint
it at all
S.W.P.
will paint it
right every
time

Don't Let
The Grass
Grow under
your feet.
Keep it short
with the IXL
Lawn mower
We sell it.

Every
Requirement
of good paint
is found
in
S.W.P.

Rubber!
We're the
best rubber
goods in town.
Prices right,
too.

Put
S.W.P.
on your house
and you'll
put
Satisfaction
on it.

We'll bet it!
If we haven't
got what you
want, we'll
get it for
you. No
trouble.

A VARNISH THAT SELLS.



is the varnish we
like to talk.

It's a good old-fashioned varnish
that does the work and never brings
discredit on a man.

It's a varnish worth while selling—
a varnish one can push with energy,
with confidence, and with profit.

Kopal is the painter's varnish. It
never fails to win him. It's a varnish
he can rely on—one he can swear by.

Kopal is a well-made varnish.

It won't turn white when water
strikes it.

It is made to last and shine.

It is thoroughly aged.

There is no work too good nor
usage too hard for it.

It can be used inside or outside.

It's a varnish that sells.

Kopal is gaining ground every day.
It's the varnish we are pushing with
all our might. It's one it will pay
you to push.

Put Kopal on your shelves, and
you'll put money in your pocket.

Price just right.

A GOOD WINDOW.

HERE is a very simple and attractive window and one that can be dressed with very little trouble.

The materials needed are a half gallon can and two one gallon cans of S. W. P., about a bolt each of red, white and blue baby ribbon or handkerchief ribbon, some white cheese cloth, a few S. W. P. color cards and a little paste.

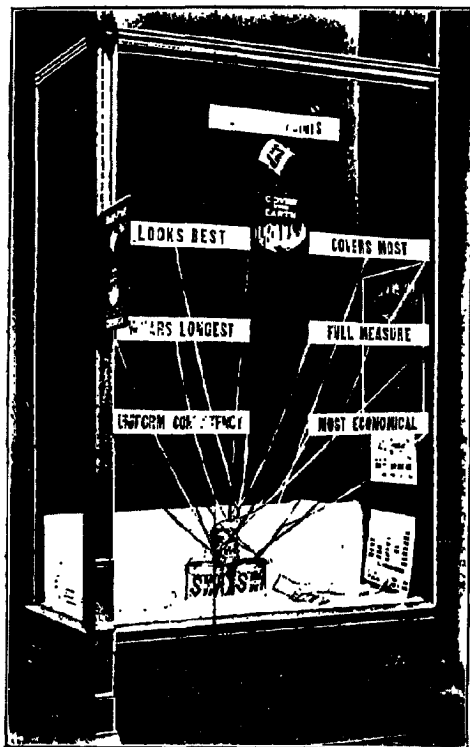
Cut the paper into six signs about twenty-four inches long and four

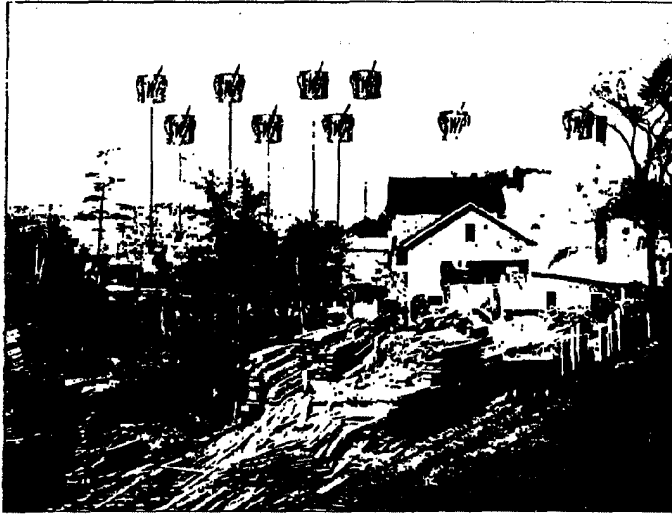
inches wide; then make another sign about twenty four inches long and twelve inches wide. Letter the large sign, "Six S. W. P. Points" and the small signs as follows: "Looks Best", "Wears Longest", "Covers Most", "Uniform Consistency", "Most Economical", "Full Measure". Paste the large sign on the middle of the window, inside, about three quarters up, and the six small signs below it on both sides. Arrange the space between the signs to suit your window.

Next drape the floor and sides of the window with the cheese cloth. Then take the two one gallon cans of S. W. P., place them side by side in the window and on top of them put the half gallon can.

After that cut the ribbon in eighteen strips, three of each color, paste the ribbon, a strip of each color, on to the backs of each of the six small signs, one strip on each side and one in the center, bring it down, crossing the ribbons from each sign, alternately, and tying them to the cans of S. W. P. as indicated in the photograph.

Then nicely arrange a few color cards of S.W.P. in the window and the job is completed. If you have one of the framed S. W. P. show cards, it will add strength to the window if placed just behind the cans of S. W. P.





The poles in the above picture all point to houses in Warren, N. H. within sight of the store of our Agent, Mr. F. C. Gleason, that have been painted with S.W.P. Mr. Gleason says he has Warren covered with S.W.P. It looks like it.

A SUMMER OPPORTUNITY.

The summer vacation time offers a splendid opportunity for working up profitable business with schools, colleges, etc., as it is usually the time that all repair work, repainting, etc., is done in such institutions.

If there are any schools or colleges in your town, it would be well to ascertain what improvements are contemplated this year, and if there is any painting to be done, send us the names of the trustees or whoever else has the work in charge and we will go after them with our "personal letters," and do everything in our power to help you land the job.

There ought to be mighty good profit in this kind of trade, and it's surely large enough to warrant each agent doing his level best to secure it.

"FIRECRACKERS."

Emerson says that "every great and commanding movement in the annals of the world is the triumph of enthusiasm." That's true, for without enthusiasm one can't hope to make a very great success of any undertaking.

But no matter how enthusiastic a man may be at the start, something is needed to keep him keyed up—to keep him working steadily—to maintain his enthusiasm at a high pitch.

"Firecrackers" and enthusiasm are synonymous. They are the best things in the world for livening one up. They give fresh vigor to our enthusiasm and bring it bubbling to the surface.

This is a "firecracker" talk for S.W.P. agents. It's intended to revive their enthusiasm, to touch their

**THE
SWP**

JULY 1902



N23674

0007-SWP-000118710

loyalty for S.W.P., to stimulate them during the hot summer months.

If you'll turn to pages 104 and 105 of this number of THE S.W.P. you'll find a representation of an immense organization made possible by enthusiasm, linked, of course, with quality and push.

Enthusiasm for a good article, backed with the right kind of push, is what has built up this big business.

Enthusiasm—the right kind of enthusiasm—the kind that'll take a man through discouragements — through hard work—the kind that brings with it patience and a determination to win out—will build up any business if the foundation—merit—is there.

S.W.P. is the best possible foundation for you to build on. It's a foundation that'll bear every weight you put on it. It's a foundation for enthusiasm.

PLAIN FACTS.

Painted shed,
Oil and lead;
Year sped,
Paint fled.

Painted shed,
Roof Paint, Red;
Owner's dead
Shed's still red.

Wishes never fill a sack—wishing for orders won't bring them—the way to get them is to go after them.

Well oiled machinery runs best. The retail store that is always *ready* to do business *does* most business.

A full line of The Sherwin-Williams Products on the dealer's shelves represents a paint stock that will win.

"Everything comes to him who waits," but a hustling agent doesn't wait for S.W.P. orders—he goes out and gets them.

Stagnation follows too much hesitation. Never hesitate on S. W. P. It will stand by you, and back up every claim made for it.

You never know what you can do until you've tried. There's enough profit in the large package trade to warrant your trying to collar it.

The agent who divides his time between two lines of paint loses much of his talking force. There's plenty of profit and satisfaction in selling S.W.P.

Cheap paint is like a caravan of empty wagons going down a hill; the less virtue it has, the more noise it makes, and the greater are the claims made for it.

A good idea isn't worth much if left unexecuted. When you feel you have a good thing, see what's in it. The men who do things are the ones who get there.

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."

**THE SHERWIN-WILLIAMS PAINTS
FOR ALL KINDS OF
GOOD PAINTING**

FOR BUILDINGS, OUTSIDE AND INSIDE, AND ROOFS.
Use **THE SHERWIN-WILLIAMS PAINT (Prepared)**.
For the priming coat—Use **THE S-W LIQUID PRIMER**.

FOR INTERIORS, WALLS, ETC.
Use **THE S-W SPECIAL INTERIOR COLORS**.
For white varnish finish use **S. W. P. INSIDE VARNISH WHITE**.

FOR FLOORS.
Use **THE S-W FLOOR FINISHES**.
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 & SEAM FILLER**.

FOR CUPBOARDS, SHELVES, ETC.
Use **THE S-W FAMILY PAINT**.
Durable oil paint. Can be washed.

FOR BARNs, ROOFS, FENCES, ETC.
Use **THE S-W CREOSOTE PAINT or
ROOF AND BRIDGE PAINT**.
Inexpensive paint for protecting and preserving all
rough wood surfaces.

FOR BUGGIES, BOATS, PORCH CHAIRS, ETC.
Use **THE S-W BUGGY PAINT**.
A varnish paint specially suited for outside exposure.

FOR CHAIRS, TABLES, ETC.
Use **THE S-W ENAMEL PAINT**.
Has high lustre, made in fourteen tints.

**FOR STAINING AND VARNISHING AT
SAME OPERATION ON FURNITURE, WOODWORK, ETC.**
Use **THE S-W VARNISH STAIN**.

THE SHERWIN-WILLIAMS Co. also makes
WAGON AND IMPLEMENT PAINT | **METALASTIC**, for metal surfaces
BICYCLE ENAMEL | **THE S-W VARNISHES**
BATH ENAMEL | **KOPAL**, a Varnish for
SCREEN PAINT | general use.
GRAPHITE PAINT | **EXCELLO**, an interior
ALUMINUM PAINT | finish.
STOVE PIPE ENAMEL
and Special Paints for every purpose, ready for the brush.

THE SHERWIN-WILLIAMS Co.
PAINT AND VARNISH MAKERS.

Cleveland, Chicago, New York, Newark, Montreal, Boston, Toronto,
San Francisco, Kansas City, Los Angeles, Minneapolis.