



THE
SWP

MAY, 1905

THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Edited and printed in the Department of Publishing at 100 Canal St., Cleveland, where all communications to the Editor should be sent.

Vol. VII.

MAY, 1905.

No. 5

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NOTHING CAN STOP US.



MARCH and April have been big months for S. W. P.

March brought in the largest month's business in the history of the Company, and for three consecutive weeks in April we have established new records for the largest week's business in our history. The top-notch record of each week has been knocked down by the week following.

We go to press too early to say definitely, but it looks very much as though the big March business would be beaten out by April.

It is early in the season for such records as we are making. In former years our biggest months have come in April and May, so we take it that these present records are only temporary and an indication of still bigger months to come.

The estimated gain of a million within the year, which we made on January first, looks easily within our grasp.

These heavy gains have come in spite of some very poor painting weather and a backward spring in many sections of the country, in spite of the big business of former years, and in spite of keener and more aggressive competition. Keen competition of course only serves to make the game more interesting; and big business in the past is no handicap for future gains; but it might be supposed that the weather conditions could keep the gains from rolling up.

Evidently nothing can stop us. We have set our mark for the future, and we will reach it.

TRYING TO CUT OUT THE PAINTER AND THE PAINT DEALER.



It seems as though some of our competition, in their keen desire to advertise to and sell to the consumer, are side-tracking and largely ignoring two other very important factors in the distribution and use of paint—the dealer and the painter.

(One competitor states "that his floor finish can be applied by a ten year old child quite as well as by an experienced painter and that the painter is only an unnecessary expense.")

Another forgets that the man he should depend upon most for an output on his goods also has other goods on his shelves in which his money is invested and for which he must find an output. So this manufacturer, in trying to convince the housewife of the merit of his floor wax, talks against the use of varnish not only on floors but for seats of chairs and pews.

It is all a result of the narrow point of view of the manufacturer whose line of products is so limited that he cannot hope to build up a business on his specialty except by tearing down the business of other manufacturers of legitimate material. They should be very careful that they do not also seem to tear down the business of the painter and the dealer.

The effort to reach the consumer without the proper co-operation of these two important factors is absolutely wrong. It is right for the paint manufacturer to talk his goods to the consumer, but he should do it for and through the dealer.

This new method of trying to win the consumer through the department stores and general magazines without the intervention of painter and dealer may bring some business temporarily,

but it won't get the business that lasts.

For example, do you believe in such advertising as this?

"You will never realize the ease of applying — — until you see one of the children using it successfully. * * * *

There is economy in refinishing furniture and many household articles, even if a painter be employed; but the painter is comparatively high priced—he charges you for his skill in mixing paints and varnishes, and with ——— already mixed he is a needless expense. He would charge you several dollars for doing what you can do for yourself with seventy-five cents worth of — —."

Or do you believe in this?

"VARNISH—Not adapted to home use—too hard for novice to apply. Every particle of dust from sandpapering leaves a blemish. Very hard to use in damp or cold weather. Requires certain temperature (never less than 60 degrees) to apply properly. (Great care needed in ventilating room while drying, as dust, imperceptible to the eye, settles and makes bad blemish. A cold draught entering the room chills the varnish so that it will not set well. Even a cold draught coming through the half inch space between the floor and bottom of door has been known to ruin a varnish and turn it white for a distance of six feet. Does not show full beauty of the wood. Discolors and scales off. Shows heel marks and scratches. Easily injured by moving of furniture. Wears through quickly and shows dark about doors and along paths across the floor. Shows laps, hence, cannot be repaired in spots or patches: but the whole floor must be refinished. Repeated applications produce a thick coating, repulsive to good taste. It is often very sticky, especially in damp and warm weather, and when applied to seats and pews in halls and churches, ruins fine clothing."

We don't believe in that sort of talk. Here is the way we talk to the consumer about floor finishes in our fall mailing circular:

"We have no desire to influence you in any way as to the style in which you shall finish your floors. We are no more inter-

ested in floor paint than in floor varnish, stain, or wax. Our only interest is in giving the best goods to produce the finish you want, no matter what style you choose.

"MODERN METHOD FLOOR FINISHES represent a complete line of finishes for any style and any floor, old or new. You can select any one in the line and by carefully following our instructions be sure of getting the

best wearing and best looking finish of the desired style that it is possible to get."

Which kind of advertising, Mr. S. W. P. Agent, do you think it best for *your* business and for that of your friend and customer, the painter? You can study them all in the current pamphlets and publications.

A GOOD SYSTEM OUTFIT.

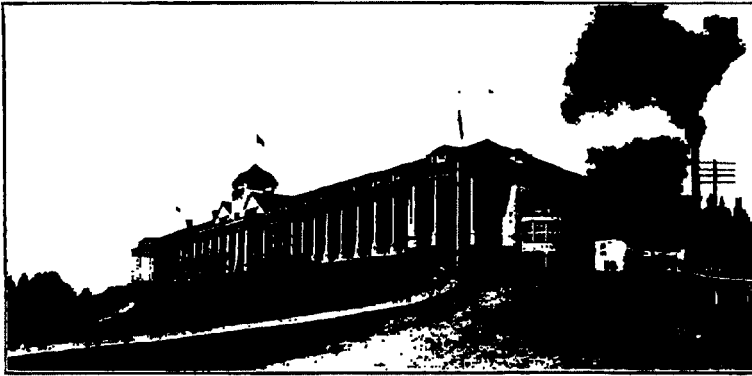


line with the article which appeared in THE S. W. P. for February on "A Profitable System for the Paint Store," one of the largest manufacturers of card index systems in the country has placed upon the market a most excellent outfit for the paint dealer.

The Yawman & Erbe Manufacturing Company, of Rochester, N. Y., are sending out letters and circulars describing the system and including a sample card they have prepared for the use of S. W. P. agents. The printed cards embody the suggestions as shown in the illustrations in THE S. W. P. for February and some additional features which the experience

of the Yawman & Erbe Company in preparing special card systems, has enabled them to devise. A convenient and attractive box is included with the outfit and also the necessary daily and monthly guides, etc. The outfit should be of great assistance to S. W. P. agents in keeping track of paint sales and in working future prospects, and it is sold at a very reasonable price, well within the means of any merchant.

We hope many of our agents will take advantage of the opportunity and put the system into operation at once. We believe the results accomplished will be well worth the small initial expense.



*The Grand Hotel, Mackinac Island.
Painted three times with S.W. Products, using twenty-five barrels of Outside Gloss White and five barrels of Inside Varnish White.*

IT PAYS TO HANDLE S. W. P.

An Address Given by an Enthusiastic S. W. P. Agent before the New England Hardware Association.



R. J. H. Sayward, of Haverhill, Mass., has been for some years a most enthusiastic agent, pusher and seller of S.W.P. He had carried white lead and oil for years as a nominal side line, but became interested in the possibilities of a good prepared paint trade, and tells his story in a very effective way in a paper which he prepared as retiring president for the New England Hardware Association at their annual meeting in March last.

Mr. Sayward's address was printed in the March 23rd issue of *The Iron Age*, and we are pleased to reproduce it herewith:

Paint is one of the composite parts of the hardware business instead of what a great many people have thought, and still think, merely a side line. We necessarily go after the house owner for his finishings in the line of hardware throughout, and in doing this we necessarily have a splendid opportunity to sell, or at least try to, the paint. I presume that you do not expect me to spend very much time on the topic of paint and its divers divisions, but more particularly on the most important division, prepared paint for inside and outside painting.

Confidence in the Goods.

Confidence is a very essential requisite in making a thorough success of the paint business as well as anything else; that is, confidence in the manufacturer from whom you purchase and in his ability to make good goods, and confidence in your own ability to instill into your customer your own thorough belief in the advantageous qualities of prepared paint over the much-mooted lead and oil.

I appreciate the fact that many of you here sell paint, and my entire line of talk will be along the supposition that lead and oil is the competition with which we meet. Ability to thoroughly instill into your clerks your confidence in the product you purchase is a very important factor and,

furthermore, they should be thoroughly competent to instill that same degree of confidence into the prospective customer. I fully realize that this is a pretty stiff problem for us all, yet we are very dependent on our clerks, and, as a matter of fact, from my own point of view, their thorough familiarity with the product is of even greater importance than my own.

Practical Experience.

I do not know of any better way of demonstrating to you the advisability of paying attention to the paint end of the business than by giving you a brief outline of my own experience. As you all know, I have been in business for a great many years, and up to 1898, although I had handled paint for a number of years previous to that time, my paint purchases, aside from lead and oil, were very small.

In 1898 my lead sales were probably from 12 to 14 tons per year. In 1904 I possibly sold 4 tons. From a profit point of view, without my entering into it, you will note that the returns from lead sales were extremely small and, in fact, it has been contended, and rightfully so, for a good many years, that you practically null 15 per cent. out of your store with each keg of lead, and oil and turpentine would appear in the same category.

In 1898 I had the opportunity to take the agency of a reputable paint manufacturer, a concern who not only manufactured first-class goods, but also firmly believed in effective advertising and system in following up. I first visited the factory and spent some time in satisfying myself that the paint was what they claimed it to be. Instead of using my own methods I adopted theirs to a very great extent, and with the advertising which I have always done have reaped the reward not only in increased sales but in increased profits as well. From this concern I purchased in 1898 \$496 worth of goods, increasing my purchases year by year, until in 1904 I bought 842 per cent. more paint than in 1898, while there had been a decrease of 71 per cent. in my lead purchases.

Figuring my gross profit on lead in 1898 at 16 per cent., I made \$230, whereas, figuring 33 1-3 per cent. on paint, my net returns were \$1560 in 1904. Therefore,

you will readily see that attention to this important branch of our business pays.

Advantages of Prepared Paint.

I have always made it a point to use a pencil to a very great extent in demonstrating to the prospective customer why he should use prepared paint instead of lead and oil, pointing out very clearly the fact that he should acknowledge the ability of the manufacturer to take lead, zinc, turpentine, drier and tinting colors and thoroughly assemble same by formula and machinery much better than the average painter could take the same ingredients and mix them together by the rule of thumb and paddle. Furthermore, it has always been my contention that a painter in buying several different articles has the corresponding number of concerns to contend with in case of difficulty, whereas in using prepared paint, in case of any difficulty he has simply the dealer and the manufacturer to look to. In case of difficulty we find the reputable manufacturer ready to listen to his troubles through the dealer, whereas with lead and oil there is practically no redress and never has been.

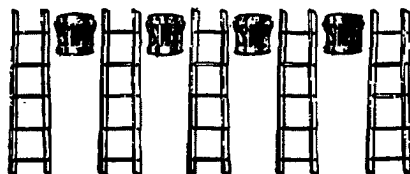
I have also pointed out the fact that the painter is obliged to go to the manufacturer and buy the several ingredients contained in the paint, and such being the case, why is it not feasible that the manufacturer of the several ingredients should be in a better position than the painter to incorporate these ingredients by machinery? A paint mixed by the painter from lead and oil is more expensive than a good paint purchased from the dealer, for the reason that although it costs more per gallon it costs less per quantity. In other words, it will take one-third less prepared paint to paint a house than a paint made from lead and oil; consequently you have appealed to the man's pocket, and your reputation as a merchant backed up by the reputable manufacturer's goods handled by you, should clinch the argument.

Complete Line.

I carry the complete line manufactured by this concern, and when a customer mentions paint I try to find out first what is to be painted and then proceed to sell the customer a special paint that is made for that particular purpose, and by doing so I show the customer I am interested in giving him what is right. When he finds out on using the goods that I was right and the job is even better than he expected, that man is sure to come again for paint or anything else he may need in my line. I also display in a prominent place in my store all the different kinds of paint I have, and keep my windows talking paint 9 months out of the 12. In many other ways I keep reminding the public that I sell paint, and long before the painting season opens I have sold paint for several houses. I keep a record of each color of the house paint as it comes in, and it helps me to a great extent in ordering a new supply, as I can determine very quickly just how much of that particular kind I have sold in any given time.

A Useful Record.

I keep a record, a card index, of all the paint sold for outside painting, entering the date, quantity, different shades, and weather conditions, and in that way am not only able to determine when the paint was applied and under what conditions, in case of difficulty, but also have a means of interesting the new customer, for by referring him to or showing him where I have sold paint to Bill Smith and John Brown, men with whom he in the majority of cases is well acquainted, I impress upon him the fact that there must be some virtue in it or these men would not use it, and in this way I am also able to refer him to houses which in many instances have been painted for a number of years.



S.W.P. VS. LEAD AND OIL.

A Talk by Mr. J. F. Hommel at the Last Annual Convention of the Representatives of The Sherwin-Williams Co., Held in Chicago November, 1904.



HE question of white lead and oil as against S.W.P. in my territory is about like this:

White lead as an independent paint pigment is rapidly becoming unsatisfactory by reason of its being soft in nature, and pretty much everybody has come to see it in the same way.

It offers slight resistance to the ravages of the atmosphere, and the surface soon has to be repainted. The average life of white lead and oil, as I have found it, is not over three to five years, and this is liberal, while five years for S.W.P. would be far within the limit.

As a profitable thing for the dealer to handle, I do not think there is a single thing to be said in favor of white lead. If there is, I have never heard of it.

For instance, if you went into a country merchant's store and found him paying 15 cents a dozen in merchandise for eggs and selling them to the egg buyer for 13 cents cash, which is not an unusual thing, you would immediately conclude that the man was doing business at a loss, and that he should provide a margin of 15 per cent. to protect himself.

In other words, if it costs him 20 per cent. to operate his business, which is a reasonable basis, he should have 35 per cent. profit on the merchandise which he gave for those eggs in order to be even with the board at night.

Now the white lead proposition is a cash transaction. Let us assume that it costs the man 20 per cent. to do business and that a small average country dealer would buy lead in

thousand pound lots and sell two tons a year. He sells white lead because everybody sells it and he believes that he has to handle it. At the present market price his lead will cost him \$65.00 per thousand pounds. Now you add 20 per cent. for operating expenses and you have a cost of \$78.00 or \$7.80 per hundred, which he must have to get even. But the average price to consumers in my territory is less than \$7.50 per hundred, and when the dealer has sold his thousand pounds he is actually out \$3.00. If he turns that four times a year he is out \$12.00 and has to get that, which amounts to an extra 39 per cent., on \$65.00 worth of other goods in order to get even.

Now, what has he gained in the sale of the lead? There is not a cent's worth of individuality or reputation in the entire transaction to bring his customers back for a second purchase, because they can go to any store in town and buy the same lead for the same money.

Now, what is the result if he handles S.W.P.? For \$65.00 he buys 52 gallons S.W.P. in 1s. It is a very small stock, but he can handle it. Now add 20 per cent. for running expenses and it gives him a cost of \$1.50 per gallon, and if sold only at a net profit of ten cents a gallon it would give him a total profit of \$5.20, and if he turns this four times a year he has a grand total profit of \$20.80 on an investment of \$65.00, which is equal to 31 per cent. In other words he is \$32.80 better off than he would be in selling the lead, which is equal to more than 50 per cent. on his original investment of \$65.00.

But far better than all this, if his normal paint trade in white lead would be \$300.00, with the aid of S.W.P. helps and methods, he can certainly double or quadruple it.

The S.W.P. is bound to prove satisfactory and bring more trade on this and other lines.

Every gallon of S.W.P. he sells is simply laying the foundation for a future permanent business.

Now, in talking with painters, I find most of them are reasonably honest, take more or less pride in the class of work they turn out and use their material straight as far as possible. I believe it is apt to create antagonism on their part if we try to convince them off hand that \$1.40 worth of white lead is really costing them more than \$1.60 or \$1.75 worth of S.W.P. Therefore, in making my comparisons, I go a little more into detail.

It is a generally accepted fact that

100 pounds of white lead, 4 gallons of linseed oil, 25 cents worth of driers and 75 cents worth of tinting colors will produce $6\frac{1}{2}$ gallons of paint. Some painters will claim to use more oil, but you are safe on this estimate anyway, because, for all the oil you add to white lead beyond this, you can add at least the same quantity to S.W.P. as it comes from the package and with better results.

Now take a small house, say 28x32, with 10-foot posts, and ask the painter to estimate on lead and oil for two coats. He will doubtless tell you that it will require 100 pounds of lead with the oil &c., and if he is strong enough to buy at wholesale, he will find his materials to paint that house will cost him \$10.00. But he can do the same work with 4 gallons of S.W.P. and 1 gallon of primer with oil, at a cost of \$8.50 to \$8.75, and a clean saving of at least $12\frac{1}{2}$ per cent. on material



*A good S.W. show window, arranged by H. Rehburg, a full line agent,
1173 Pearl St., Cleveland, O.*

alone. The finish and durability of S. W. P. will show even a greater margin.

Further, in using lead and oil he may take all precautions for the purchase of pure materials, and still he is absolutely at the mercy of conditions. His lead may be improperly washed or dry and hard, his oil and driers may be adulterated. If they are, he has no means of knowing it and cannot get good results.

With S.W.P. he has the absolute assurance that every ounce of material

entering into the manufacture of the paint has been tested for impurities and is absolutely right before it is permitted to enter the market.

When trying to convince a property owner of the superiority of S.W.P. over white lead, I usually ascertain where there is a house near by, painted with lead for two years or more, and take him to examine it carefully. Let him take in the surface thoroughly and if convenient through a magnifying glass. It never fails to show up facts which will astonish him every time.

ANOTHER BUSINESS OPPORTUNITY.



HE enormous increases and extensions in the carriage and automobile industries offer large opportunities to our dealers and agents for handsome gains in their business. Day by day we see new evidence that, although our sales of Carriage Colors and Finishing Materials are larger and larger, they do not keep full pace with the growth of this trade or reach all the business that is warranted by the possibilities of the situation.

On every side there are signs of the enormous strides in consumptive demand, not only for more and larger and better vehicles, but for a more select and individual coloring, a wider range of choice and a higher grade of finish.

Stop to think, in the first place, of the vast number of uses to which this class of goods are put and you will doubtless find opportunities for sales right around you, which may not have occurred to you before.

Besides the large vehicles already referred to, Carriage Colors and Finishing Materials are also used to some extent on bicycles and sleds, trade vehicles and delivery wagons of all kinds, transfer and trucking; with

constant needs along this line, among the manufacturers of electrical equipment, furniture, iron bedsteads, machinery, novelties and toys, &c.

It hardly seems necessary to say to our dealers and agents what they already know about our large and complete line of Quick Drying and Carriage Colors, Finishing Materials and Varnishes. They were never so superior in quality, never so large and extensive in assortment, never so well adapted to meet the wants of the modern trade who are looking for substantial, economical, up-to-date effects.

Our line for the entire class of such work from start to finish is far more comprehensive in character and better in quality than any other manufacturer offers.

There is no better way to come in touch with this trade than by visiting the shops, watching the work and becoming conversant with their needs, by courteous and specific inquiry.

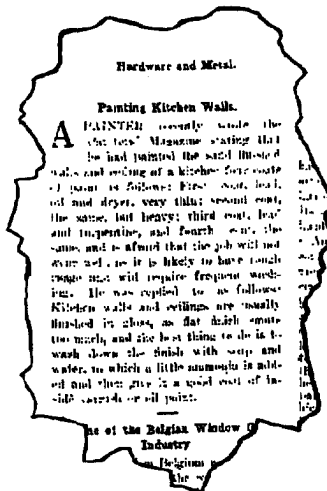
We shall aim in some future article to give our dealers and agents more detailed information and suggestions as to going after some of the business, but meantime, do not overlook the chances that are lying at your door.

ENAMELOID.

A Popular Priced Specialty for Popular Use.

FEW agents appreciate what an exceedingly satisfactory specialty we have in Enameloid. It is selling splendidly and grows in demand all the time.

The following clipping, reproduced from *The Canadian Hardware and Metal*, a popular Canadian trade journal, is a good illustration of one of the purposes for which Enameloid can be used to good advantage:



Kitchen walls and ceilings are generally a trying surface for paint and should have a finish that is readily adaptable to this class of work.

Enameloid is especially fitted for this purpose or wherever a bright interior finish is desired in hard, durable gloss.

If the plaster is new it should be properly sized, made thoroughly dry and clean and then finished with two or three coats of Enameloid, say about two days apart.

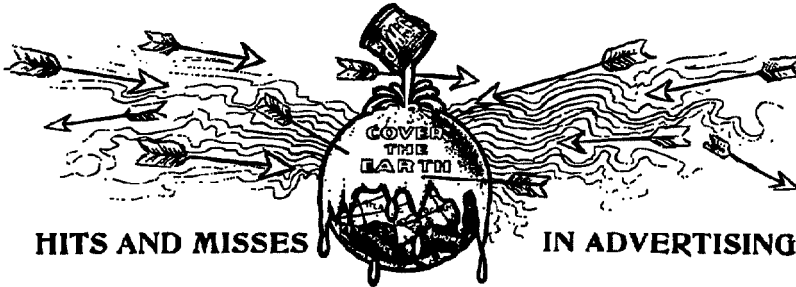
If the walls are old and already painted they should be cleaned thoroughly from all dirt, grease and soot resulting from the many fumes of the kitchen. A weak solution of ammonia in water is good for this purpose as it will readily evaporate. Any high grade washing compound in warm water can be used if care is taken to wash it all off and let the surface thoroughly dry before finishing.

Enameloid is easy to apply, does not pull, covers well, gives a high gloss, cleans easily and stands plenty of soap and water.

Enameloid is made in eighteen beautiful shades, besides black and white. Every S.W. P. agent should have it in stock.



Ingenious and attractive Trade Fair costume designed and worn by Mrs. Alex. McM. Staples, Fredericton, N. B.



HITS AND MISSES IN ADVERTISING

A Department Devoted to the Helpful Criticism of the Advertising Matter Used by S. W. P. Agents.



CLEARNESS, simplicity and a convincing argument are the essential qualities of good advertisements. The man behind the pen must believe

using his monthly statements as a means of soliciting more business. He instructed his cashier to write on the bottom of each statement the words "I regret to state that I cannot

do more business with you." Well, "Rome howled" the next day, and customers came into the store in droves to find out "why you don't want me to buy goods at your store. I've always paid my bills." The poor druggist

was kept busy explaining that he meant to say on his statements, "I regret to state that I *am not* doing more business with you."

We reproduce this month a news-



=DEW DROP IN=

AND SEE MY STOCK OF

Paints, Oils and Varnishes

Agent for The Sherwin-Williams Paints The Best on the Market

H. A. BALLOU, 143 Main Street

TEL. 1022-5 Worcester, Mass.

The Original.

in *his own* proposition or he cannot make *others* believe in it.

The truth needs no embellishments of literary art. The truth, told in plain, understandable English, will bring business where a falsehood, though written in the style of a college professor, would fail. The public wants facts—plain facts, and facts—plain facts—*get the public and the business.*

Ambiguity, lack of clearness, has ruined many an advertisement which might otherwise have been forceful. Take for example the druggist who hit upon the plan of



=MONEY SAVED=

is money earned. Let me show you the stock in

PAINTS, OILS AND VARNISHES

They are money savers because they are made upon quality.

Agent for Sherwin-Williams Paints. They look new. Wear longer.

H. A. BALLOU, 143 Main Street

TEL. 1022-5 WORCESTER, MASS.

The Suggestion for Improvement.

paper advertisement of our Worcester, Mass., agency, and below it a suggestion for a better use of the same space. The main objection to this ad

in its original form is its catch line, "Dew drop in." Now at first one might think a new cough drop was being advertised, or that the Dew Drop Inn was soliciting the patronage of the travelling public. The point is, that the catch line does not apply to the product advertised, and in addition to that fact the play upon English, the pun on the word *do*, is not a strong feature. Then again the advertisement contains no answer to the question *why*—gives no reason for using the particular paints, oils and varnishes sold by our agent, in preference to others.

Every advertisement, big or little,

should contain at least one *reason why*. Figure 2 illustrates one way in which this advertisement might be improved.

Send in your advertisements of all kinds, to enable us to make this department of HITS AND MISSES a success. Send samples of your newspaper ads, circulars, novelties, anything you use to advertise *any line of merchandise*. We can't spare the space to take up each one sent in, but we want to see what you are doing, anyway. Many times, possibly, we can make a suggestion by letter. We want to help you get out business bringing advertising matter, and to succeed we must see what you are doing already.

GOOD WORDS FROM S. W. P. AGENTS.

Use Paint to Sell Paint.

"If all S. W. P. agents would follow 'The Chameleon's' advice in this month's issue of THE S. W. P. (November, 1904), they could save lots of time which would be used in trying to convince people of the qualities of S. W. P. The writer's house is located about 100 yards from his store, and when we have a hard customer to convince, we walk them to the door and point to the house which has been painted with S. W. P. and it usually 'fetches' them."

Yours truly,

STONE BROS., Jersey City, N.J.
Nine Houses Out of Eleven.

In 1903 I put in a stock of S. W. P. and shelf goods, having used a great deal of The Sherwin-Williams products. I have had a splendid business, and this past year there were eleven (11) houses painted in town and I am proud to say I secured nine (9) of them. The business has doubled itself in the past year and it is a pleasure to talk Sherwin-Williams goods.

Yours truly,
C. F. DIEMER, Riley, Kas.

The Same as Father Used.

I approached Mr. ——— yesterday, whose name appears on the prospective order sheet, and inquired if he wasn't going to paint his residence soon. He said, "Yes, I believe you still handle S. W. P., and I want to try that paint this time. My father painted his house with it twelve years ago and it looks well today." He's telling the truth about it. J. P. Norris was your agent then and I was clerking for him at the time the paint was sold, but had forgotten all about it until he mentioned it.

Yours truly,

J. S. RUNKLIN, Groesbeck, Tex.
The Best Wins.

I find in figuring up my paint business for 1904 that I sold during the year 98 full bills of paint. This is gratifying to me and shows very creditably when you consider that I have four competitors and sell the S. W. P. at \$1.65 per gallon, while some other brands sell for \$1.50. This proves certainly that the *best* will win every time.

Three bills so far for 1905.
FRANK E. WATSON, Greenville, Ill.

SUCCESSFUL S. W. P. AGENTS.

H. A. Ballou, Worcester, Mass.



OUR purpose has been, in this series of articles, to induce our agents as far as possible to speak for themselves and give their own reasons for success. The man "behind the gun" knows best how he aims and how he shoots. The outsider only knows that the shot has hit the mark.

There is no successful man who has not some new thoughts, new methods which have proved valuable in his own experience and it should be a most profitable exchange to pass them on to others for what they might be able to give in return.

The days have passed when there can be any monopoly in commercial trade and it is only by a wise combination of the best systems and methods that we can outdistance others and get the best share of any business in which we may be engaged.

Our agent, H. A. Ballou, of Worcester, Mass., whose work we are illustrating this month, writes us very fully regarding his success as an S. W. P. agent and his suggestions should offer good help to others.

Mr. Ballou says:

My motto is, "Always handle the best of goods, always deal on the square and always have trustworthy clerks."

I started in 1901 and after looking over the paint market with reference to quality, price and advertising, I decided to push The Sherwin-Williams Products, to make them a leader and to work such a good thing day and night, never waiting for business to come to me, but always going after it direct.

I believe selling inside the store is but a mere beginning, and I spend a great deal of time in the follow-up card system. A man will tell his friend about it, the friend will pass it on and there is almost an endless chain to be reached.

I use the full line of S.W. enclosures as well as my own, and all my stationery carries a "Cover the Earth" design.

I am also interested in photographing; have taken pictures of many S.W.P. houses in Worcester and have frequently found these pictures were especially welcome both to owner and tenant.

I also have a large album of S. W. P. houses which I show to prospective buyers and it seldom fails to land the trade.

Between 1903 and 1904 my business increased fifty percent, and I hope for a gain of seventy-five percent more in 1905.

I believe in giving my small paint customers the same careful attention as the large trade; one can never know what a trifling sale may lead up to.

I aim to have my paint assortment always kept up well and displayed in good condition. I am sure the appearance of store and stock supports my statements in a marked degree.

I have had a man out with a team this winter looking up houses that need painting and in the spring a large number of property owners will find that we have not been asleep through the cold months.

I hope that you will make your gain of a million for 1905 and I will certainly do all in my power to help you.

Good health, good clerks, good patrons, the best paint on the market and love for my work—these are enough reasons for the success I am getting as agent for S. W. P. in Worcester.

Yours truly,

H. A. BALLOU.

Mr. Ballou is a very enthusiastic and painstaking advocate of *system* in going after and recording paint sales.

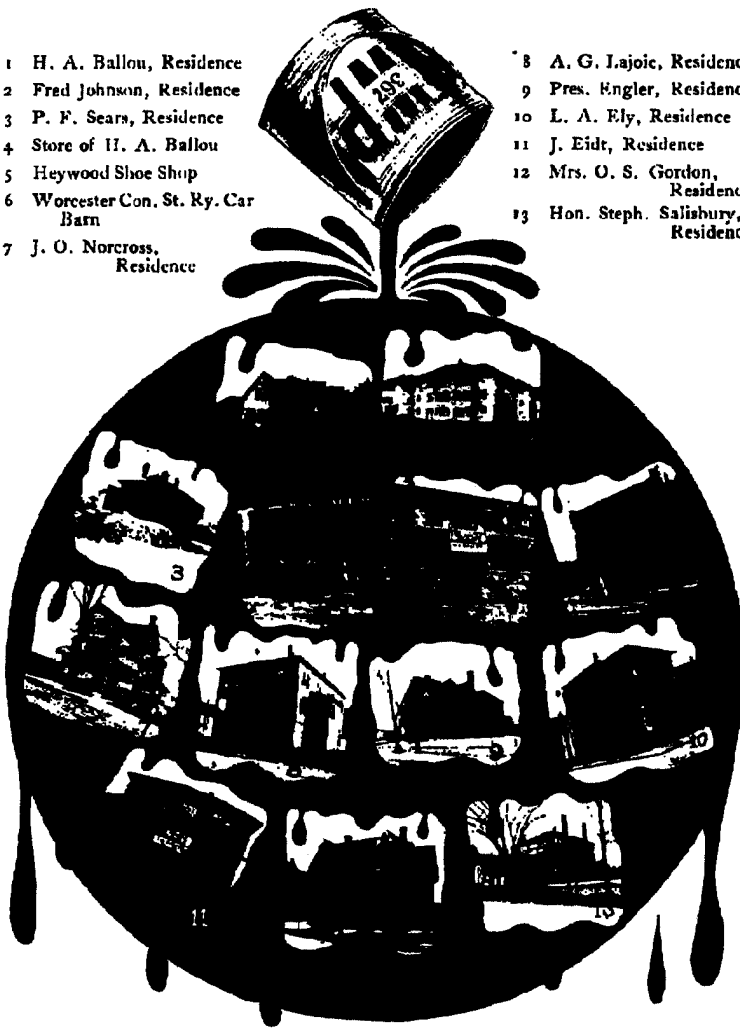


Mr. H. A. Ballou

GROUP OF S.W.P. HOUSES IN WORCESTER, MASS.

H. A. Ballou. Agent.

- | | |
|--------------------------------------|--|
| 1 H. A. Ballou, Residence | 8 A. G. Lajoie, Residence |
| 2 Fred Johnson, Residence | 9 Pres. Engler, Residence |
| 3 P. F. Sears, Residence | 10 L. A. Ely, Residence |
| 4 Store of H. A. Ballou | 11 J. Eidt, Residence |
| 5 Heywood Shoe Shop | 12 Mrs. O. S. Gordon,
Residence |
| 6 Worcester Con. St. Ry. Car
Barn | 13 Hon. Steph. Salisbury,
Residence |
| 7 J. O. Norcross,
Residence | |



He used three of our follow-up postal cards last year as explained on page 55 in the April S. W. P. with great success.

He not only keeps a careful record of every job sold, but has also a special book of blanks for following up his possible chances with the property owners. This indicates when and what kind of printed matter, form letters or special letters are sent to each one, with space to indicate when the order is received and the amount of the purchase. By this scheme no chance for business is allowed to slip by or is overlooked.

Backed up by our own method and the quality of our goods, such work is a sure road to the largest paint business in any town. The success of those who have tried it should be the strongest and most convincing argument for this fact.

As will be noticed on numbers 5 and 11 in the collection of houses illustrated on page 81, Mr. Ballon's custom is when painting a house to have a sign prominently displayed showing that he is doing the work and with S-W. Products. This is good advertising and helps win trade.

HAND WRITTEN WINDOW CARDS. USE THEM.



The window cards illustrated above are suggestions for you to use in an attempt to attract the curious public to your window. No pains need be taken to make artistic pictures or "copy book" writing. Write with a blue pencil on wrapping paper, and write just as you ordinarily do, and make no special effort to write better than usual. A fairly legible hand is all that is required. Try the cards, one each day for a month.



Porch and Lawn
Furniture Enamel



Furniture Polish



Screen Enamel

THREE SEASONABLE SPECIALTIES.

PUSH Seasonable Specialties. House cleaning time not only means house painting time, but it means the getting ready for approaching summer, the brightening up of the many things used mainly during the out door season.

S-W. Furniture Polish is particularly salable right now, during the annual cleaning up season. S-W. Furniture Polish has demonstrated its own merit in the comparatively short time it has been placed on the market. It's convenience and the saving of time and labor in cleaning and polishing at one

operation are strong selling arguments. Once an S-W. Furniture Polish user, always an S-W. Furniture

Polish user, is a truthful saying for the majority of the people who buy a trial can.

S-W. Screen Enamel is another specialty every S.W.P. agent should bring to the front in May. Fly season means screen

season, and it costs much less to re-paint old screens than it does to buy new ones. Screen Enamel does not gum up the wire and leaves a fair gloss that prevents the dust, dirt and moisture from accumulating on the screen. Sell S-W. Screen Enamel and make profit out of fly season.

S-W. Porch and Lawn Furniture Enamel meets a popular demand for a gloss paint made to stand severe outside exposure. The colors are bright and clear in tone, and dry with a hard surface which will not soften and stick to clothing.

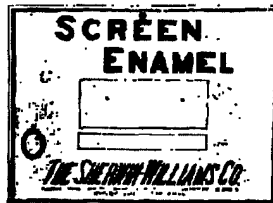
The handsome hanger illustrated on this page will help you bring the goods before your trade, and with a little energy behind it, S-W. Porch and

Lawn Furniture Enamel should be one of our best selling specialties for the season.

Watch every corner of your business. make the most out of every avenue of trade and push S-W. Seasonable Specialties.

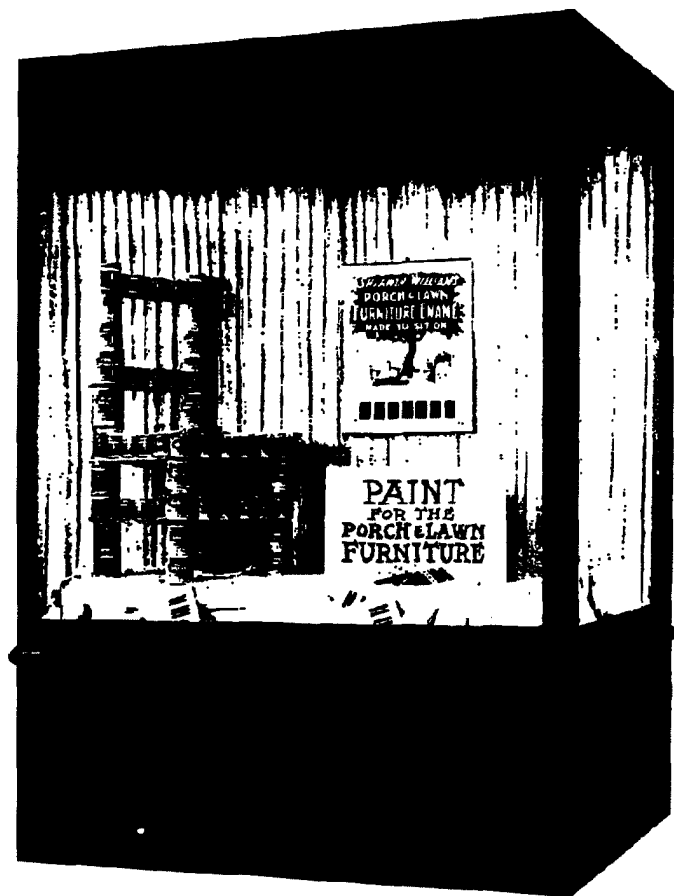


Porch and Lawn Furniture
Enamel Hanger



Screen Enamel Display Card





SEASONABLE windows help sell seasonable paints. Now is the time to push Porch and Lawn Furniture Enamel and the window illustrated above will help bring this desirable specialty before your trade.

The chair is easily made of cans of Enamel, with thin boards forming the support for the rows which represent the rounds. The seat is made of four outside rows of cans with a cushion placed over them, giving the effect of a solid seat without requiring the use of so many cans. The Porch and Lawn Furniture Enamel hanger is most attractive and shows off to good advantage in the background. Sign: "Paint for the Porch and Lawn Furniture."

