

920
(8 PIECES)

Put a nail in a conspicuous place and surround it with this hole.



Good Morning, Mr. Agent. I'm to stay here two months and see that you follow out this schedule. So Beware!!

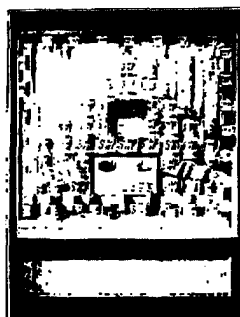
Notice the border they put around me so I couldn't get away if I wanted to.

APRIL

- Mon. 15** Dress window shown below sure! and before things get busy.
- Tue. 16** Write up list of property owners.
- Wed. 17** Arrange to have fence signs inspected and renewed or repainted, if necessary.
- Thu. 18** Get out electro book and see ads to run in paper during painting season.
- Fri. 19** Straighten up stock to make good showing.
- Sat. 20** Remind Saturday customers it's time to paint and that I want their business.
- Sun. 21** Will sell no S.W. P. today.



Electro for newspaper this week



A good spring tonic for your house.



I'm still on the job.

You see what a lot of
S. W. P. you sold last
week, Mr. Agent.

Good!! Keep at it.

Next week will be bet-
ter.

APRIL

Mon. 22 Dress new paint window as
below, first thing this a. m.

Tue. 23 See editor of paper today and
arrange S-W. ads for next 6
weeks.

Wed. 24 Straighten up paint stock to
make better showing.

Thu. 25 Inspect store front to see if it
needs painting.

Fri. 26 Push Taxite today and sell
Floorlac to go with it. Use
the Floorlac board.

Sat. 27 Talk S. W. P. or Creosote
Paint to country customers.

Sun. 28 Those who want S. W. P.
must wait until the morning.

Going to Paint?
Then use
THE SHERWIN-WILLIAMS PAINT

and you'll get satisfaction.
It's the best protection
you can give your house.
It's made from pure white
lead, pure zinc white, and pure
linseed oil.
It does not powder, flake or
crack.
It forms a tough, durable film
that wears and looks well for the
longest time.
It's colors are clear, bright and
lasting.
It costs less by the job than any
other paint made.
The full color card shows 48
handsome shades. S. W. P. is
put up *full measure*, always.

SOLD BY

"Full Measure" electro for this work.

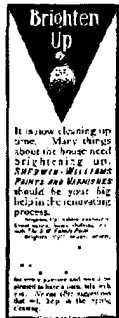


"Full Measure."



Now, isn't a schedule a fine thing when you stick to it?

I heard someone say I was made of ink and only printed in here. I wonder how he thought I carried these two heavy cans of paint if I was made of ink.



Electro for newspaper this week

APRIL—MAY

Mon. 29 Window dressing day. See cut below.

Tue. 30 Push sales of Buggy Paint for outside furniture (porch, lawn, etc.)

MAY

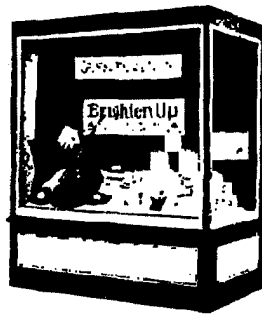
Wed. 1 Linseed oil is the life of paint. S.W. Linseed Oil best made. Talk it.

Thu. 2 Get at least half dozen new property owners' names.

Fri. 3 Push sales of 5 gal. pkgs. S.W.P. Bigger profit in it.

Sat. 4 Question country customers today about repainting possibilities.

Sun. 5 Don't think about S. W. P. till morning.



Opening the Season "Brighten Up" Window.



I'm on my way back to the works to report. They'll be glad to hear you're doing so well. Will see you later.

P. S.—Had to kick a hole in the border to get out.

MAY

- Mon. 6** Dress window same as below (or better).
- Tue. 7** Make special drive on farm paint. Sales not large enough.
- Wed. 8** Sell Taxite to remove old paint or varnish, then sell something to refinish surface.
- Thu. 9** Make special display of Empress Gold Paint, Imperial Gold Enamel, Aluminum Paint, etc.
- Fri. 10** Floorlac day today, also push Furniture Polish.
- Sat. 11** Talk Barn Paint and Floor Paint to country trade.
- Sun. 12** Forget business for 24 hours.



This week's electro.



"Old Furniture Made New."

MAY



They certainly were glad at the works to hear you are doing so well. They're busy as nailers there, too.

I'm glad you did not close up the border while I was away.

- Mon. 13** This is window dressing day. See below for idea.
- Tue. 14** Keep eyes open on way home for houses that need painting.
- Wed. 15** Arrange to have some S-W. letter heads and envelopes printed. See "XY" book.
- Thu. 16** Get testimonial from purchaser of S. W. P. last year run in newspaper.
- Fri. 17** Remember to put S.W.P. enclosing slip in every letter and parcel.
- Sat. 18** Talk S-W. Paris Green to country trade.
- Sun. 19** Blinds down all day today.

House-Cleaning Time is House Painting Time

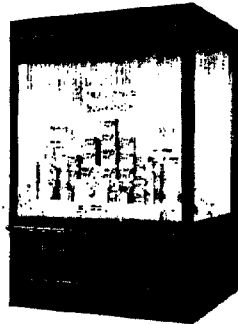
The Sherwin-Williams Family Paint is made particularly to lighten house-cleaning labors.

It is an oil paint and can be washed and scrubbed. It brushes out easily—doesn't drag or tire you to apply it; the girls can put it on. Made in 24 good colors. Use it this year on your cupboards, pantry shelves, baseboards, etc., and you'll have less work next year.

Get color cards—they tell more about Family Paint.



Electro for this week.



"House Cleaning Time is House Painting Time."



That's the way to talk to them. I thought you were going to lose that sale for a minute—but only for a minute. When you've got "the goods" they simply can't get away.

Brighten Up

"Brighten Up" time is here—the time to clean up about the house, renovate, and make the old things look neat and clean again. We can help you in the work with our line of **SHERWIN-WILLIAMS PAINTS AND VARNISHES**.

It is really surprising what a little paint or varnish will do toward

the dealer.

The **S.W. Floorer** is another splendid household brightener. It is a wax and varnish combined and can be used on old or new floors equally well. It restores the natural wood and gives a most pleasing effect.

There are a few more for you. Come in and have a "Brighten Up" talk with us and learn more about how we can help you in your decorating. Our line has a paint or varnish for every purpose. Remember, we sell

THE SHERWIN-WILLIAMS PRODUCTS

This week's extra.

MAY

Mon. 20 See below for suggestion for window dress.

Tue. 21 See that my stock of color cards and samples is in O. K. shape.

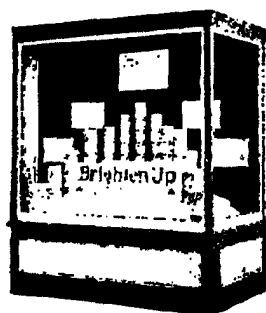
Wed. 22 Look over stock of brushes and work in some with Shelf Goods sales.

Thu. 23 Jot down names of S. W. P. buyers and make them help sell more paint.

Fri. 24 Get lettered sign of all S. W. P. users this year.

Sat. 25 See that my country customers get some paint advertising to read on way home.

Sun. 26 Don't push S. W. P. today.



A Good "Brighten Up" Window.



Looks as if this spring's business would be best yet. I knew it. Everything pointed to it. You see most everybody in town buys some paint in the spring, for it's then the "Brighten Up" germ is husky.

MAY—JUNE

Mon. 27 Decoration Day comes this week. See below for good window.

Tue. 28 Going to boost varnish sales today.

Wed. 29 Check up list of painters. See that all names are on it.

Thu. 30 Decoration Day. Close up and celebrate.

Fri. 31 See who are building. Line them up for paints and varnishes.

JUNE

Sat. 1 Country trade should preserve implements (plows, reapers, etc.) with Wagon and Implement Paint.

Sun. 2 See that mat is taken in and doors locked today.



Newspaper editor for this week.



"These Colors Don't Run"



Good-bye, Mr. Agent,
I've enjoyed my stay im-
mensely. But don't stop
pushing S. W. P. because
I'm going. I'd stay right
along, but I'm afraid when
the dates run out you'll
chuck the schedule away.

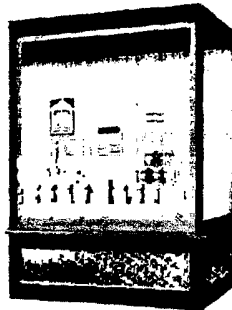
Good luck!!



Electro for this week.

JUNE

- Mon. 3** Time to change window. See below for idea.
- Tue. 4** Write to last year's customers who haven't bought paint this season.
- Wed. 5** Coming 'round time to push Fly Screen Enamel. Can make good sales of this.
- Thu. 6** Put some locals in paper on S. W. P. and Shelf Goods.
- Fri. 7** Talk Varnish. Can make big sales of varnish this time of year.
- Sat. 8** Not enough paint used on the farm. Talk it as a preservative.
- Sun. 9** Nothing doing in the paint business today.



"Carpet Beaters" - S.W. Modern Method Floor Finishes.

Memo from - KEN G. BLAIR

0007-SWP-000118825

Memo from - KEN G. BLAIR

PRIVATE MAILING CARD
Authorized by Act of Congress, May 19, 1898
POSTAL CARD--CARTE POSTALE

PLP
ONE CENT
STAMP
HERE

CLEVELAND, O.

THE SHERWIN-WILLIAMS Co.
100 CANAL ST.

THE SHERWIN-WILLIAMS CO.

Gentlemen:—Please send color cards, prices, etc. of *Enameloid* and *The S-W. Commonwealth Barn Paint*; also color cards and prices of the following: (Refer to the back this number of THE S.W. P. or to your price book for complete list of products)

Name.....

Town..... State.....

Date.....

PROSPECTIVE ORDERS

"The way to get business is to go after it."

THE SHERWIN-WILLIAMS Co., CLEVELAND,

Gentlemen—Below are lists of persons who will paint their property this season, and of those whose property needs painting badly. Please go after them with your "personal letters."

Name.....

Agent at..... State.....

NAMES OF THOSE WHO INTEND TO PAINT

Persons named below get their mail at

Post Office

WILL PAINT (State nature of job)

NAMES OF THOSE WHO OUGHT TO PAINT

Persons named below get their mail at

Post Office

OUGHT TO PAINT (State nature of job)

SEE SECOND PAGE THIS ISSUE OF THE S. W. P.

U3930

*If you need more
blanks send for them.*

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US395

If you need