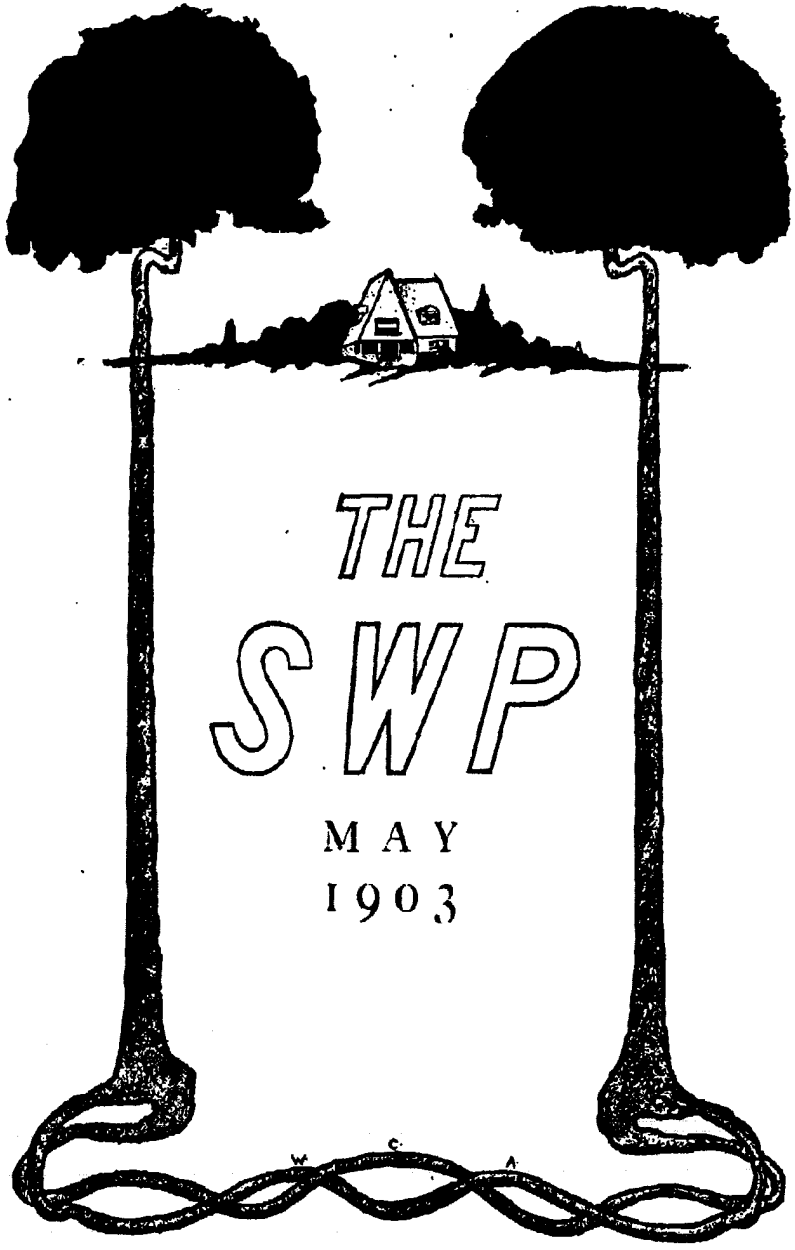

N23740

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 to the Editor should be sent.

VOL. V. MAY, 1903. No. 5

THE FULL LINE.

WE have been greatly encouraged this year by the action of so many S.W.P. agents in carrying our *full line*. Nothing indicates so well as this that the agents appreciate the strenuous efforts that we are putting forth to make our entire proposition a profitable one to them. It certainly serves as a great incentive to us to study more diligently your interests. We strive constantly in all our plans and work to make your interests our own.

We want our success built up on the success—not the failure—of others. We want our agents to share our prosperity with us. We believe in increasing our business by doing what we can to increase the business of those who trade with us. Our idea is to give help where we get help.

There is no doubt about it—the agent who handles our *entire* line gets the greatest benefit from the use of our extensive business system. Our aim is to furnish a complete line of paints and varnishes for all purposes, and to create a demand for *all* of them.

There was a time when our work was largely devoted to making a market for prepared house paint. We have grown beyond that. Our object now is to create a demand for *The Sherwin-Williams full line*. We endeavor to make every article that bears the name of Sherwin-Williams so good that the use of any one of them will insure the use of the others. The idea is to make the sale of one S-W. article advertise the sale of every other S-W. article. And that is a good policy for every dealer, as well as every manufacturer.

Further than this, it is better for a dealer to be identified with one strong, complete line, and push it vigorously, than to divide his stock and his efforts. It is for the same reason that we believe it is good policy for us to confine our work largely to one concern in a district rather than to sell several. We couldn't do full justice to more than one agent; nor can the dealer do full justice to more than one line. Concentration and specializing produce results far beyond anything obtainable from divided and scattered effort.

When we put out our varnish line we believed we could count on practically all our agents handling it. We have not been disappointed. It is true there are a few who have not yet taken hold of S.W.V., principally because they have been stocked with other makes. We look forward to securing their trade, and then we will have on the shelves of every agent S.W.V. as well as S. W. P.

We are striving very hard to make good our claim that we can make our varnish proposition pay you just as well as our paint proposition, and that the two together will pay better than either alone.

We are greatly encouraged with our success in the varnish trade. It is

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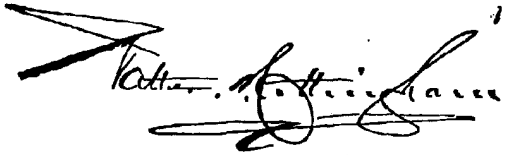
beyond our expectation. The proposition we offer the dealer is a great one. Some of the things that we are doing in this line we make special mention of in this number of THE S. W. P. We have a good many plans under way besides these. We expect to spend considerable money in making our varnishes go. We don't expect to make much money out of them for awhile—not until we create a market for them. But we are confident the money we are spending to introduce them will come back, for the varnishes are so good they will make their way when known.

A good article intelligently, vigorously, and persistently pushed will always make its way. Our faith in the truth of this statement is boundless. We have proved it in paint, we'll do the same in varnish.



General Manager.

OUR FIRST REAL VARNISH BATTLE.

By L. J. Fasquelle, Manager Varnish Sales Department.

WE are just about to enter upon our first real varnish battle. Since we placed S.W.V. upon the market, a little over four years ago, we have been, you might say, simply feeling the pulse of the trade, to ascertain the demand for varnish of S.W.V. quality.

Though we have for a long time made all the varnish we used, we are young in the sale of varnish. We have, however, made headway that is truly surprising—headway that has convinced us that there *is* a place for S.W.V.; and we are entering the field this spring with a varnish selling organization that is not surpassed by any in the country. In fact, when it comes right down to the moving of the goods off the dealer's shelves, there is no other varnish maker that can offer you the helps we can. If you will refer to pages 76–78 of this number of THE S. W. P., you will soon be convinced of the truth of this statement.

We, ourselves, are going into this fight with confidence and with the determination to win. We are enthusiastic over the line of varnishes we have to offer; we are more enthusiastic over the outlook for a big varnish business; but we are most enthusiastic over the corps of loyal, hustling agents we have back of us.

We want *first* place in the varnish business just as we have it in the paint business. We have the goods and the organization with which to win it, and we know with your co-operation that we *will* win it. We ask you, therefore, to go into this fight with us, with all the energy that you can command; we ask for S.W.V. the same support that you have always given S.W.P. Assured of that, there is nothing on earth that can keep us from the top.

And there will be just as much profit and glory in the victory for you as for us.

PAINT AND VARNISH ADS FOR BUSY AGENTS.

Some suggestions for good "copy" to be turned over to the printer. They can be adapted to any style of display desired.

Paint Needs

If you use paint, paint for any purpose, we can help you. We have good paint for every paintable thing—but only *good* paint. We don't keep the poor kind.

THE SHERWIN-WILLIAMS PAINTS

are the best we can buy. They give best satisfaction in every way. They cover most, look best, wear longest, are always full measure, and most economical. Color cards free.

Mar-not

A DURABLE FLOOR VARNISH

Doesn't show heel marks or mar readily. Stands the racket and wear to which a floor is subjected. Holds its gloss for the longest time. Made by

THE SHERWIN-WILLIAMS CO.

It's well aged and flows out evenly and well. Easy to apply—doesn't drag under the brush. Dries dust free in eight hours. Can be walked on next day.

KOPAL A GOOD HONEST VARNISH AT A POPULAR PRICE

Can be used anywhere. It will withstand the sun and elements outside and the cleaning and scrubbing inside.

It's well adapted for doors, store fronts, bathrooms, boats, carriages, or any place where you want a good, reliable job.

THE SHERWIN-WILLIAMS CO.'S

name would not be on it if it was not good.

Paint Health

Paint your floors, walls, and ceilings—it's cleaner and more healthful than carpets or wall paper.

Paint can't hide dirt and disease germs.

The right paint in the right place, if it's good paint, brings health and cleanliness with it

THE SHERWIN-WILLIAMS PAINTS

FOR ALL KINDS OF GOOD PAINTING

are the safest, best, and most economical. No matter what you want to paint, they will give you best results at the smallest cost

Come in and get color cards.

Paint Pride

It is not wholly a matter of pride to keep your house well painted; it's also a matter of protection and economy. Of course there's a heap of satisfaction in knowing that your house looks right.

THE SHERWIN-WILLIAMS PAINT

makes good looking homes because its colors are cleanest and clearest, and because it lasts longest—in good condition. It holds its gloss longest and does not powder, crack or flake. It dries with air-tight film that keeps out the moisture and prevents decay. Color cards for the asking.

VARNISH FOR THE HOME

You can be absolutely sure of good results in general varnishing about the home if you use *THE SHERWIN-WILLIAMS*

EXCELLO

The best varnish for the purpose it's possible to make.

Excello is much superior to ordinary hard oil finish. It is pale in color, gives a handsome, desirable gloss. It also takes a high polish. Can be used on the finest woods.

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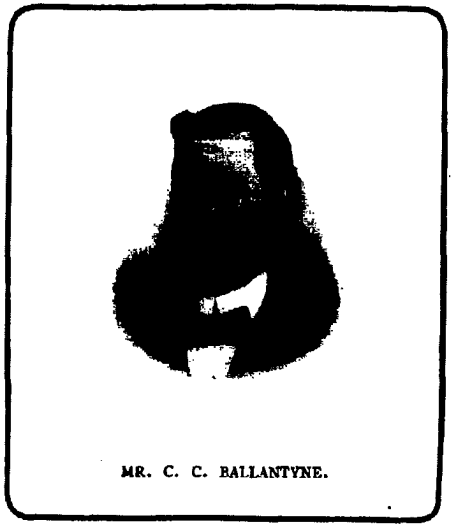
PORTRAITS OF S. W. P. MAKERS.

Mr. C. C. Ballantyne, Manager Canadian Division.



MR. C. C. BALLANTYNE.

CANADA and Canadians have played no small part in the building up of The Sherwin-Williams Co. Canada as a market has shown a decided inclination for paint products of the high quality of the Company's manufacture. Canadians hold prominent positions in the Company's general organization and have largely influenced its development and progress.

Mr. C. C. Ballantyne, under whose management the Canadian Division has advanced to the foremost rank and is being guided step by step with the rapid development of the country, is an enthusiast on the advance of the Company and the growth of Canada.

"One of the principal things," he stated recently in an after-dinner speech, "that has contributed to bring success to the Canadian Division is the confidence we have always had in the growth of our country —confidence which is possessed by every Canadian and which has done much to make Canada what it is today."

Mr. Ballantyne, though a young man, has had nearly 21 years experience in the paint business. He *knows* the business and the Canadian field thoroughly. He was born in Ontario and educated in the public school of that province and at the Montreal Commercial College. He began his business career as office boy with a Montreal firm of wholesale jobbers of paints and varnishes in 1882. From the beginning he demonstrated his business aptitude and worked up steadily from office boy to city salesman.

In 1891 he became special city salesman for Montreal and Quebec for The Walter H. Cottingham Co., the company which joined forces with The Sherwin-Williams Co. in '95 and whose president has since become our general manager. Mr. Ballantyne, a firm believer in quality and merit, found his connection with this company most congenial, met with splendid success and was instrumental in building up a wide business connection.

He continued in this position when his company became identified with The Sherwin-Williams Co. and in 1897 was promoted to the managership of the sales department of the city of Montreal. A few months later he was again promoted to sales manager of the Division and discontinued traveling altogether. The same success that followed his efforts as representative attended his management and in May, '99, he was selected as manager of the Canadian Division.

This steady advancement from office boy to manager of a division, embracing a territory that reaches from the Atlantic to the Pacific, means capability and honest endeavor. It means work and earnestness in that work. It means that Mr. Ballantyne succeeded in mastering the duties of each successive position.

The management of the Canadian Division called for a man who could keep closely in touch with and meet the conditions of trade in the various great provinces of the Dominion, a man of keen insight and executive ability. That Mr. Ballantyne fulfills the demands of the position, the steady and rapid growth of the Canadian business—a development that has necessitated large extensions in manufacturing and distributing facilities—conclusively proves.

Mr. Ballantyne *believes* in the Company and believes in his country. He is convinced that success will ever await the efforts to build up the Canadian trade in high quality paint products.

RIGHT NOW

is the time to use the "personal letters." They get orders.

IMPORTANT NOTICE.

It is very important that coupons turned in by the painters for the free samples of Kopal and Excello varnish be returned to us just as soon as they are redeemed.

We keep close tab on each painter to whom the coupon is mailed, and if we do not receive the coupon in a reasonable length of time, we begin to follow up the painter, urging him to go to your store and get the free sample. So if the coupons are not promptly mailed us after redemption we do a whole lot of useless letter writing and, perhaps, spoil some of the good effect of the advertising.

Send in your *coupons the day they are handed to you by the painters. You'll save us a great deal of work; you'll also get credit sooner for the number of samples given out.*

DO IT NOW

Adopt the follow-up postal card plan now. Send in your order today.

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THE MANUFACTURING END OF S.W.V.

By J. C. Beardslee, General Superintendent Manufacturing Department.

THE reason why S.W.V., taken from the manufacturing point of view, is more likely to give S.W.P. agents and their customers general satisfaction than any other varnish, lies in the simple fact that we have probably given the subject of the proper method of manufacturing *good* varnishes more conscientious attention than any other maker.

BE SURE TO READ

what the painters say about Kopal and Excello, page 79.

The manufacture of varnish is not altogether a difficult thing to understand. It consists of the putting together of linseed oil, gums of various kinds, and thinning the resultant with turpentine for the good grades and benzine for the cheap grades. The real varnish, however, lies in the mixture of the oil and the gum, and it is on the *knowing how* to combine these two properly that so much of good varnish making depends.

The whole subject of satisfactory varnish may be largely covered in the question of right material and the proper way to use it. It is on the point of *knowing how* to make best use of our materials that we begin to diverge from other varnish makers and to take a stand by ourselves, based on the experience we have gained through long years as users of varnishes in paints and the consequent knowledge such experience gives.

With a thorough knowledge of good varnish requirements to guide us, it has not been difficult for us to go into the market and obtain those materials that are calculated to produce the very best results. We do not, however, depend alone upon our knowledge of what good varnish material ought to be in the selection of right gums, etc; a complete and elaborate system of sorting and testing the material after it reaches the factory enables us to secure with certainty the best for our purposes.

Next to the knowing how and the proper selection of materials comes the question of proper appliances. I can say to you with all confidence and conviction that, without question, our varnish factories are among the best equipped in this or any other country. Our appliances are the most adaptable for good varnish making that can be procured.

But good materials, proper appliances, and the knack of knowing how would not produce the best results if they were not backed up by eternal vigilance in watching the varnishes after they are made, in order to make sure that they are ripe and right in every respect before they leave the factory. We never draw any varnish from the storage tanks until we know from actual demonstration that it has all the qualities that it should possess—until we are thoroughly satisfied in our own minds that it is the very best varnish it is possible to make for its particular purpose and grade.

You may take my word for it that there are no better varnishes made, and you can enter into this campaign with every assurance that the goods will back up your fullest confidence.

KEEP THE PROPERTY OWNERS' NAMES COMING.

The "personal letters" will help you round out the trade of your territory and do the biggest paint business you have ever done.

THE property owners' names are coming in thick and fast from every section of the United States and Canada. We are writing thousands of letters every day, and are very pleased that the S.W.P. agents are taking such good advantage of this part of our advertising system.

"THE CONSTANT DROP OF WATER WEARS AWAY THE HARDEST STONE"

Wear away the opposition with constant newspaper advertising. Use the electrotypes.

We can not say too much for the "personal letters." We can not preach them too often to you. They are such powerful sellers of S.W.P. and our other lines, and prove so strong an advertisement for an agent's general business that no man who is out for every dollar's worth of trade in his territory can afford not to use them.

Keep the property owners' names coming, and keep on keeping them coming. Have your eye on every piece of paintable property in your town, and the moment you hear that any painting is to be done, or even thought of, send us the name of the owner and let us go after him for you. Go farther than that—send us the names of all house owners in your town that have property that *ought* to be painted. We shall write them a series of letters that will pave the way for your introducing S.W.P., with a fair show of making a sale.

We are enclosing another property owner blank with this issue of THE S. W. P. Make it a point to fill it out completely and return it to us by next mail. Do it today. It will be better to *do it now*.

THE SPRING PAINT CAMPAIGN A SUCCESS.

THE spring paint campaign has opened up in a way that fills us with courage and makes us very sure that we need have no fear of 1903 being the greatest year for our agents as well as for ourselves.

We are particularly pleased with the co-operation we are getting from all sections of the country. Never before was there a season when the agents took hold of the paint proposition with so much vigor and with such determination to make the campaign a memorable one.

We want to thank every one of you for the splendid battle you are fighting. Keep it up.

This is the time of the year to go after the paint orders with all the vigor that you can command. Do something more *now* than you have ever done before. Make it a special point to put into execution as far as you can the special paint selling plans outlined in the April issue of THE S. W. P. There are lots of helps for S.W.P. hustlers in that number.

Push, push paint, push paint now—it pays.

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VARNISH ADVERTISING THAT REACHES YOUR TRADE.

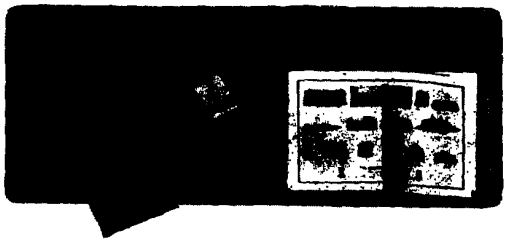
By Harry Dwight Smith, Manager Promoting Department.

NO varnishes are more effectively advertised *for the benefit of the dealer* than The Sherwin-Williams Varnishes.

That may sound like a sweeping statement, but I firmly believe it is the truth.

When we entered the varnish field we saw an opportunity to go after the trade for our dealers better than had ever been done before. We've been at it hard ever since, and this year finds our varnish campaign a hard one to beat.

It is our policy to go through the mail, direct to your varnish trade. We believe this is the most effective advertising we can do. It's the most expensive in first cost, but it brings the biggest returns and pays best in the end. We are careful advertisers and you may be sure we would not continue to put big appropriations into this direct advertising if there was something else that would pay us better.



Some of the varnish advertising that has been going through the mail to architects.

We have made such advertising a matter of special study for a number of years, and are ready to back it against anything else—*if it's done right.*

Three of the varnish letters to painters and contractors and the booklets that accompany them.

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Check Slide (26)
(figures)

A few of the mailing cards used in our varnish follow-up work with painters and contractors.

There are not many persons who know what it really means to "do it right" in mail advertising—the system and organization necessary, the planning and detail attention that must be given to it. We do not know it all by any means, and are constantly learning and making improvements. At the same time I wish to assure every S.W.P. agent that we are doing things pretty nearly right *now*. We have not seen anyone, in any line of business, who has the work down as pat as we have. If you could spend a day in the Promoting Department of any one of our division offices you would realize that there is plenty of reason for such a statement.

A great part of our Promoting Department strength has been turned into varnish work. We are going after the business for you with some of the most effective mail advertising we've ever used. The follow-up systems cover work on painters, contractors, architects, and household consumers—the users of varnish in your own immediate locality. And every piece of this advertising goes direct to a home, an office, or a shop, and into the hands of a person directly interested in varnish.

Examples of a few of the letters, booklets, mailing cards, etc., used in our varnish campaign are shown on these two pages. But they don't anywhere near illustrate the real system and work that our campaign means.

Spring series of advertising covering the Six Big Varnish Specialties now being mailed to a big list of painters all over the continent.

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If I could sit down with you and point out just what we do with each piece of advertising shown, how we plan it, how we prepare it, how we keep the lists of your painters and other prospective trade, how we send the advertising out, etc., etc., I know you would want to co-operate with us more than ever to get it going into your town.

Some of it goes there whether you handle our varnish or not. For instance, every painter whose name has ever been sent us by an agent or through our representatives—is now getting the Six Big Varnish Specialties series. There are many thousands of such names all over the continent. Some of them have been getting special advertising from us on Kopal, Excello, Shellacine, and other lines, but that makes no difference—they are all hearing from us *now* on the Six Big Ones.

If you failed to furnish us with a list of the desirable painters in your locality, do so now. We can send them personal letters, booklets, folders, mailing cards—a long line of advertising that will not fail to get business for you. It will all be sent out in a systematic, well planned, and carefully executed manner. It will get results and build up your varnish trade.

One thing it is important to remember: Although such mail advertising as the Six Big Specialties series may be going into the town of the agent who does not handle our varnishes, there's a great lot of other effective varnish advertising that can not go there unless the varnish is on the shelves.

So if you are not handling S.W.V. now, it will pay to write us *today* for further details of our varnish advertising campaign.

TALKS WITH CLERKS.

By an Old Retailer.

THE longer I am connected with this business the more enthusiastic I become. There is good reason for my enthusiasm. We are doing the best business in our history; we are being splendidly supported by all our agents, and their clerks, too; and there is the brightest prospect for a continuance of the grand headway we have been making, particularly since we have entered the varnish field to win.

This varnish campaign we are starting has brought to life again my old fighting spirit. I want to get into the fray myself and put my shoulder to the wheel and make it turn so lively that "the other fellow" will wonder where the power comes from.

Perhaps you would like to know where the power comes from. It is in S. W. V. itself—its good quality—its reliability—its uniformity—and in the advertising that is back of it.

I want to tell you right straight from my heart that you can place your entire confidence in every can of S.W.V.—it's good varnish, every bit of it.

It ought to be good. I wish I could take every one of you on a trip through our varnish factories and show you the splendid facilities we have for making good varnish; and the exhaustive tests that are made to be sure that every can of S.W.V. is right—right in every way before it leaves the factory.

Place S.W.V. and S.W.P. side by side in this glorious spring campaign

A PLAN THAT GETS THE VARNISH ORDERS.

THE plan of free distribution of samples of Kopal or Excello to the painters is a winner. It is landing orders every day for S. W. V. dealers who have taken advantage of it. Here are copies of some of the testimonials from painters to whom the samples have been sent. They ought to convince you that the way to get the varnish business in your territory is to avail yourself of this splendid advertising system.

Pandora, Ohio. Excello Varnish is all you claim it and a little better than that. I find it a good rubbing body and takes a high polish. F. W. ANDERSON.

Kansas City, Mo. We have tested the sample of Kopal Varnish and find it can't be equaled for the minimum expense as it gives a good finish, fine gloss, and has all the qualities the skilled mechanic would demand. Light in color and works easily. Should be pleased to recommend it as a good durable varnish for the price.
WESTERN SIGN WORKS.

Goshen, Ina. I have put your Kopal Varnish to a very hard test, and it has proven itself equal to the task. I think Kopal the best varnish in the market for the price. PETER WINEBOEN.

Austin, Texas. I received a can of varnish, one pint, free from Mr. Miller and I find that Kopal Varnish is good enough for any man or job. It is a fine varnish.
J. B. CHEEK.

Goshen, Ind. The sample can of Kopal you sent me is all right and if the varnish you put up for the regular trade is as good as the sample, I can recommend it as a first-class article. G. W. MOORE.

Minneapolis, Minn. We have given the sample of Kopal Varnish furnished by you a thorough test, and find it equal to any and superior to many higher priced varnishes for the purposes required of it. We will use it exclusively on all our varnished signs as long as it retains the desirable qualities found in the sample can.
THE FORTIER-GRETTON CO.

Colebrook, N. H. Kopal is just O.K. Will be sure to give good satisfaction wherever it has a fair trial.
E. L. HOLDEN.

Stockton, N. Y. Your Kopal Varnish sample received and would say that Kopal is all right. I have used it before and don't think you value it too highly. It has no equal for what it is intended.
T. W. GAGE.

Buffalo, N. Y. Kopal is a fine varnish for general use, producing a fine lustre, and can recommend it to any one desiring a good varnish. EDW. C. CORNWELL.

Karnes, Texas. I have used several brands of varnish, paying as high as $1.25 per quart, but have used nothing that gives as fine a finish as your Kopal Varnish. There is nothing better. J. F. WHITE.

Pandora, Ohio. Excello Varnish gives good satisfaction and makes a very nice finish, and am well pleased with it. I thank you for the sample. BEN MERRITT.

Karnes, Texas. I have tested the sample of Kopal Varnish and find it a splendid varnish. I can conscientiously recommend it. For furniture and natural wood it can't be beat. When in need of good varnish will use it. L. S. BICHTOL.

Arlington, Mass. I have tested the sample of Kopal Varnish and find it as follows: It does not mark with water, gives a good lustre; dries hard; works easy. Has every good quality that I know of, and I can't find any fault with it. It is a good varnish and I think I will use it in preference to any other. Using varnish for over fifteen years, I ought to know what is good varnish. J. E. NEWTH.

Union City, Ind. Excello is a very good varnish. I have used 10 gallons of it and find it to give good results. I am a practical painter and have used your paints and varnishes for 5 years. W. S. LACEY.

If you have not yet taken advantage of the free sample plan, write today for full particulars.

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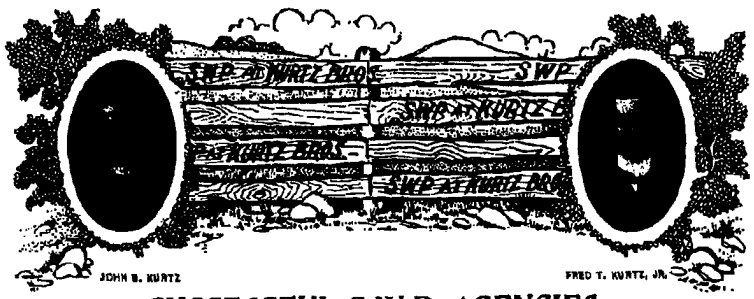


SUCCESSFUL S.W.P. AGENCIES.

Kurtz Bros., Mattoon, Ill.

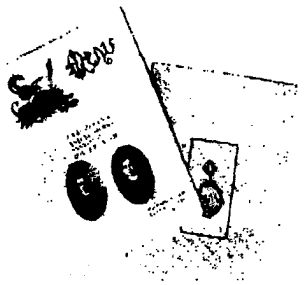
THE success of Kurtz Brothers, S.W.P. agents, Mattoon, Ill., in winning for themselves in the short space of three years the largest paint business in their territory is a good example of what can be accomplished with a high quality article backed by confidence in the goods, perseverance, and the right sort of energy. They have been successful, not through any secret methods, but through big, wholehearted, live work; by going out after the business, by getting there ahead of their competitors, and by having the fullest confidence in their ability to win out in the face of the strong competition that opposed them.

In a letter which they recently wrote us they tell the story of their up-hill fight so interestingly we could not do better than let their own words convey to you an idea of the principles underlying their business, of the enthusiasm, ambition, and aggressiveness that have made them, young as they are, the best known and most successful hardware and paint dealers in Mattoon.

"We refrained from putting in paint for three years," they say, "until we were certain what line to put in. We wanted to make no mistake. We determined to sell only the best, and after investigation decided upon S. W. P. Previously, we never handled lead and oil, or any paint; since, S.W.P. has been our only paint.

"We encountered much opposition at first. Mattoon was tied to lead and oil; the prejudice of the painters was hard to overcome, but we were not discouraged. We felt that we had the right paint and we knew that if we got it fairly started, it's good qualities would soon force it to the front and beat down any arguments that might be used against it.

"So we began an active advertising campaign. We adopted as our main idea, 'S.W.P. at Kurtz Bros.' We determined to make that a household phrase—to make it a by-word, and the first thought to come to one's mind naturally when paint was thought of. The country fences were covered with home-made signs reading 'S.W.P. at Kurtz Bros.'; large posters for bill



Menu at S.W.P. banquet given by Kurtz Bros.

board work and 4,000 small posters for other distribution told the same story. A whole page in two daily newspapers carried the tidings to the houses. One special window devoted to paint all the year round, changed every Friday and dressed for public days and to suit the time of the year and all occasions formed a link in the S.W.P. chain we were forging. Each particular window display is devoted to some particular paint with sign and some appropriate article painted with the paint displayed. To supplement this general work we mail every Saturday a series of special postal cards to every possible paint user in our territory. We also use to the fullest extent the advertising supplied by you. We are strong believers in personal work, particularly in the paint-selling value of the 'personal letters.'

"We realize that no matter how strongly we advertise, if the appearance of our store and our stock does not strongly support our statements, we canot hope for best results; therefore we aim to maintain our paint assortment in good condition always. The paint stock is carried in the front of the store, and is placed in charge of one salesman, who is held responsible for it.

"A yearly banquet to friends and employees is a feature of our work which we find pays us well. It is a strictly paint affair, as you will see by the menu.

Menu

FIRST COAT
Cream of Tomato Soup
Pickles Olives Celery Tips

SECOND COAT
Roast Turkey Oyster Dressing
Giblet Gravy
Mashed Potatoes Cranberry Jelly
French Peas Bread and Butter

THIRD COAT
Plum Pudding Caramel Sauce
Fruit
Coffee Cigars

Partial view of paint stock of Kurtz Bros.

"In conclusion, we owe our success to judicious and constant advertising and to asking more money for S.W.P. than the other dealers asked for their paints. It may interest you to know that not a man in our house is over twenty-nine years of age, and we have been in the hardware business nearly eleven years."

Kurtz Bros. ought to be proud of their record with S. W. P. Their business for 1902 showed an increase of more than 200 per cent. over 1901.

Enthusiasm and alertness pay.

"He that bloweth not his own horn,
The same shall not be blown."

Use the newspaper electrotypes to sound the praises of S.W.P.

0007-SWP-00119934

An S.W.P. House.
Residence of Mr L. M. Moragues, Mobile, Ala. Body, 351; trimmer, 485; sash and mouldings, 382; blinds, 371; porch ceilings, 464; porch floor, 47.

THE BIG SIX ARE WINNERS.

NOT a day passes without our receiving assurances of the complete success of The Six Big Varnish Specialties. The line is forging to the front rapidly, both individually and collectively, and is proving to be the biggest kind of a drawing card with the painters.

We look for the Six Big ones to go ahead still faster in the future than in the past. We ourselves are putting greater effort in their sale. Every article in the line is just as good as it's possible to make it—there are no similar priced varnishes sold today that have so much merit, so much selling force, or that are advertised and pushed so strongly.

You're missing a big opportunity to reach the painters in your territory if you are not selling The Big Six.

USE THE LOCAL COLUMNS.

They Afford Good Opportunities for Reaching Your Paint Trade

MUCH can be done through a four line local. News items impress people and reach persons often to whom the regular ads do not appeal. In every case references to your paint stock in the local columns will supplement splendidly the good work carried on in your regular advertising space. Perhaps the following may be used or may suggest good copy for the purpose:

It's not the paint that costs the least per gallon that is cheapest. It's the one that spreads easiest, covers most, wears longest. That paint is S.W.P., sold by ——

Many so-called floor paints won't stand the walking. The S.W. Inside Floor Paint is made for floors and nothing else. It is made to walk on. —— carries all The S.W. Floor Finishes.

The day of the dusty carpet, the dirty floor, and the scrubbing brush have given way to the rug that can be shaken in a minute, the painted floor, and the duster. The Sherwin-Williams Floor Finishes are made for finishing floors in any style desired. Sold by ——

There are many things about the home that could be brightened and improved by a little paint. The Sherwin-Williams Family Paint is made just for this purpose. Call on —— for a sample card.

Any varnish that comes under The S.W.V. label is good varnish. It means that it's The Sherwin-Williams Varnish. It means that it's an honest varnish. Talk with —— about S.W.V.

Millions of people use paint. Some use good paint, some use poor paint. Thinking people never use poor paint the second time. That's why —— keeps selling more and more S.W.P.

There's a lot of satisfaction in knowing your house looks right. S.W.P. gives that satisfaction. Sold by ——

If you are thinking about painting, call and talk with —— He will tell you about the paint that looks best and costs least—S.W.P.—It's an interesting story.

Given half a chance, S.W.P. and S.W.V. will bear out every claim that's ever been made for them. They are sold by —— on quality and merit.

—— wants every painter in town to know Dry-o-nite, the master painter's dryer, recently put on the market by The Sherwin-Williams Co. He wants you to go and talk to him about it. He is convinced it is the best oil dryer made.

Do you, as a property owner, realize what paint satisfaction means? It means money, worry and time saved. S.W.P. and S.W.V. sold by ——

The force of an argument is weakened if practice doesn't bear out the theory. Look at the houses in the town painted with S.W.P. Talk with —— about it.

If after all you're skeptical about S.W.P. or S.W.V., drop in and see —— He will convince you in a jiffy.

Don't rush into paint buying. Go slow. Make sure you are getting good paint. Have a talk with —— about S.W.P.—the paint that *does better* work at less money than any other.

As the real value of The Sherwin-Williams Varnishes are becoming known in ——, they are being more extensively used. The S.W.V. sales of —— are increasing daily.

Be sure you're right before you go ahead. Deliberate before you varnish. Kopal is a good, old-fashioned, reliable, general purpose, varnish. Drop in and have a talk with —— about S.W.V.

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A SIMPLE AND EFFECTIVE PAINT AND VARNISH WINDOW.

Spend a few minutes in the careful arrangement of your window display and the result will reward you. No better investment can be made. It will pay you in spring paint orders.

Good windows are a very necessary part of every advertising campaign. They can bring business to your store that might pass by and go to the "other fellow."

The display illustrated here can be secured by 15 minutes work. Drape the window: build platform of three steps, with second and third steps built up in the centre: hang a general varnish display card and a tin "Cover the Earth" sign as shown: and place cans of S.W.P. and the "Six Big Varnish Specialties," color cards and varnish booklets as suggested by the engraving. S.W.P. will appeal particularly to the property owner and the "Big Six" to the painter.

In your varnish campaign don't neglect the trade-getting power of your window.

Trim one to-day.

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