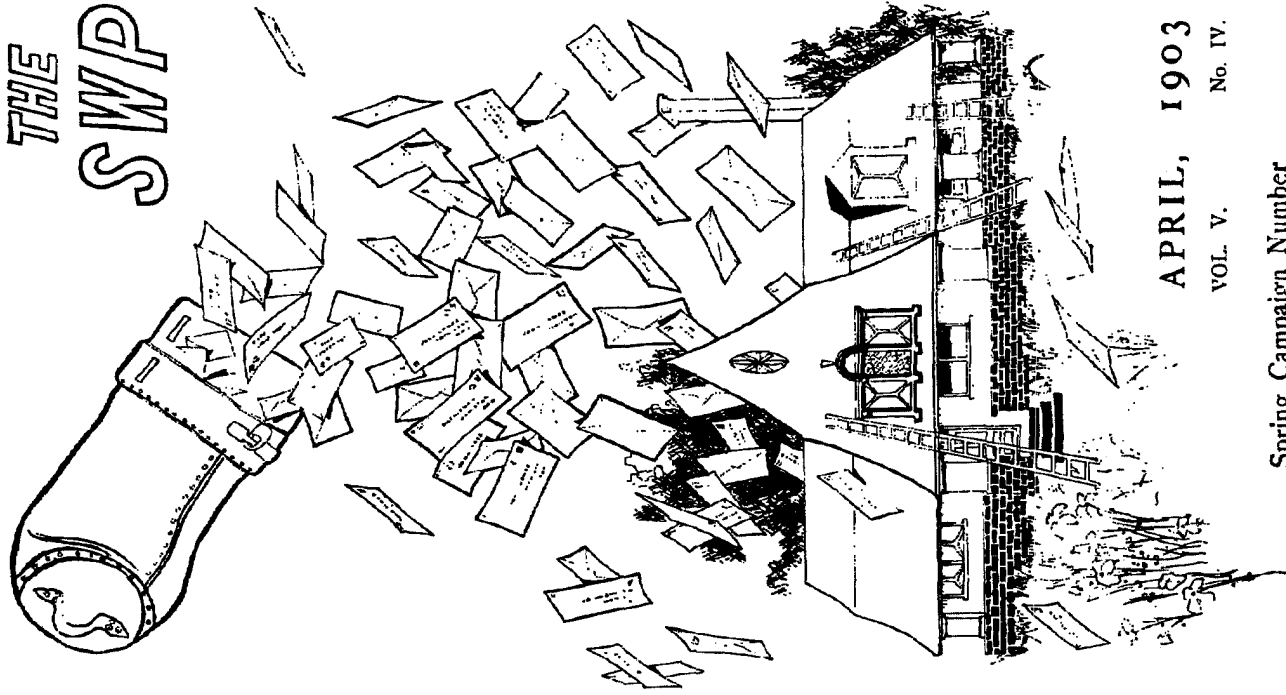


THE SWP



APRIL, 1903
VOL. V.
No. IV.

Spring Campaign Number

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 a high enamel gloss finish.

Use ENAMELOID.

For an egg shell gloss finish

Use THE S-W SPECIAL INTERIOR COLOR.

FOR FLOORS.

Use THE S-W FLOOR FINISHER.

For Inside Floors—Use S-W Inside Floor Paint.

Also Floors—(For outside floors).

For Porch Floors—Use S-W Porch Floor Paint.

For Varnished Floors—Use S-W.

For producing a wax finish—Use S-W Floor Wax.

For unsightly cracks—Use S-W Cracks and Seal Filler.

FOR BARN, ROOFS, FENCES, ETC.

Use THE S-W COMMONWEALTH BARN RED.

A bright, economical red.

THE S-W OREGONITE PAINT.

Made in a good shade.

THE S-W ROOF AND BRIDGE PAINT.

Kodi and Rows.

FOR CUPBOARDS, SHELVES, ETC.

Use THE S-W FAMILY PAINT.

Durable oil paint. Can be washed.

FOR BUGGIES, BOATS, PORCH CHAIRS, ETC.

Use THE S-W BUGGY PAINT.

A varnish paint specially suited for outside exposure.

FOR CHAIRS, TABLES, DECORATING, ETC.

Use THE S-W ENAMEL PAINT.

For a high enamel finish.

For varnishing and staining at one operation.

Use THE S-W VARNISH STAIN.

FOR CUTTERS, MAIN TABLES, TIN ROOFS, ETC.

Use METALASTIC.

An elastic paint for preserving steel and iron.

THE SHERWIN-WILLIAMS CO. also make

WAGON AND IMPLEMENT PAINT, STOVE PIPE ENAMEL

BATH ENAMEL, THE S-W VARNISHES

SCREEN ENAMEL, KOPAL

GRAPHITE PAINT, A varnish for general use.

ALUMINUM PAINT, EPOXELLO

An interior finish.

and Special Paints for every purpose, ready for the brush



THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

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

THE S. W. P.

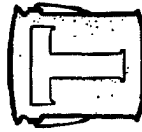
Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Printed on THE SHERWIN-WILLIAMS PAPER, 31, Michigan St., Cleveland, where all communications to the Editor should be sent.

Vol. V.

APRIL, 1903.

No. 4

GET OUT AND HUSTLE.



HAT'S the way to get business; that's the way to build up trade and overcome competition. "Keep everlastingly at it" is a motto that every ambitious business man should adopt and practice. Genius is all right, but there's mighty little of it in this world; plain ordinary "hustling" is what counts in the struggle for business supremacy.

The laurel wreath of trade is won by the man with the capacity to do things and keep on doing them—the man of ideas, purpose, and action.

No one with good health and ambition should despair of success; every-thing is open to him if he will but hustle hard enough, and long enough. Work on and work ever; keep up your enthusiasm and your nerve, and you're bound to make headway. Progress is inspiring. There's nothing like a little success to convince a man of his own power and ability. Confidence is a great factor in achievement.

The time to hustle is when there's something to hustle for. That time is here—the great spring time, when all the world is filled with new life, new energy, and new opportunities; when nature, refreshed by her winter's slumbers, rises with new vigor to the task of replenishing the earth with her great bounty, and providing new openings for man's activity. Surely it is the season when the best that's in us is called forth. It is the time when we should be stirred by new hopes to greater effort. It is the time when work is most productive because it's the season when requirements are greatest.

Are you going to make the most of it? Are you going to use the opportunities of this spring-time to lift yourself higher up in the world? If you are, *get out and hustle*, early and late—it's the only way.

General Manager.

WORK THE PROPERTY OWNER.

He's the biggest factor in the spring campaign. He can be reached and his order landed by the "personal letters." Use them.



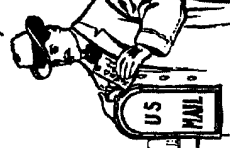
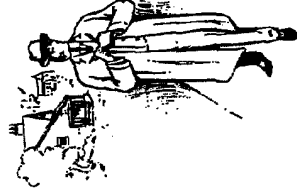
Nine cases out of ten if you can get the property owner into your store to examine your paint stock and interested in your proposition, you can take his order.

That is what the "personal letters" will do—interest him in your paint stock and bring him into your store. We state that they will do this because they have done so for every S.W.P. agent who has used them.

Within the last two weeks we have received a report of the work accomplished by the "personal letters" last year for an S.W.P. agent in a town in New York State. The agent sent in a list last spring of property owners who proposed painting or who should paint. We followed up each name on the list with "personal letters." The detailed record that was kept of the result shows that 48 of the 60 property owners used paint last year, and that 39 of the 48 who painted used The S.W. products.

This means that 82½ per cent. of those who painted bought their paint supply from an S.W.P. agent who made use of the "personal letters."

No better argument could be advanced in favor of the "personal letters."

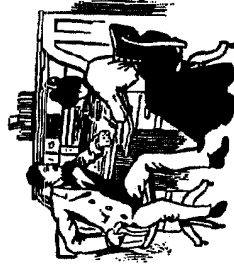


"Send the list to us with the blank enclosed and we'll mail it for you."

Make the "personal letters" a red hot feature of your spring campaign. There's no other advertising that will bring you better returns. The letters won't cost you anything. All you have to do is to send the names to us and we'll take care of them at our own expense.

Begin the "personal letter" campaign in your territory immediately. Let us go after the property owner for you now before the "other fellow" has a chance to get near him. Here are some of the things to do to get the work started:

Make a list of all the property in your locality that is to be painted or that ought to be painted this spring.



"We'll write the letters promptly on receipt of your list."



"About five days after you mail the list call on the property owner at his home. Take an S.W.P. color card with you."

Send it to us, using the blank enclosed with this number. We'll write the letters promptly on receipt of your list.

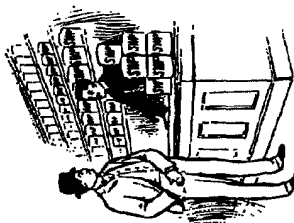
About five days after you mail us the list, call on the property owner at his home. Your talk will clinch the arguments in our letter. Take an S.W.P. color card with you. Other advertising from us will closely follow your visit.

If our letters and your first call are not successful in landing the order up to this point, call on the P. O. again. Present your arguments politely but insistently. Meanwhile we'll keep hammering away at the P. O. with more advertising.

Secure the co-operation of the painter. Get him to go to see the property owner, and present the good qualities of S.W.P. from the practical man's viewpoint.

No one can withstand the force of a personal campaign like this, and you'll find in the majority of cases that you'll have the pleasure of selling S.W.P. for the job and of seeing it go on the house.

Send in your list to-day. Enclose only the names of actual bona fide property owners who



"And you'll have the pleasure of selling S.W.P. for the job."

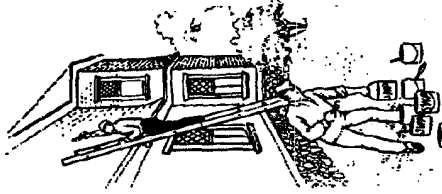
GET THERE FIRST.

If you want the biggest business yet this spring, you can have it by going after it first. Your paint proposition presented right—presented first—is a trade-getter every time.

First impressions count. The agent who prepares for the spring campaign first, who is in the field first with the strong advertising, who goes after the property owners first, has a lever that in nearly every instance will turn the volume of trade in his direction.

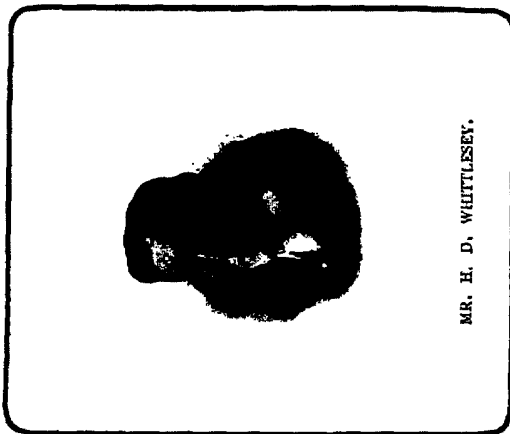
Good paints and good varnishes pushed first cannot help but win.

Get there first with newspaper ads; get after the property owner first with "personal letters," and by personal solicitation: get there first with well-dressed windows; get there first with a well-displayed paint stock.



"And of seeing it go on the house."

PORTRAITS OF S. W. P. MAKERS. **Mr. H. D. Whittlesey, Manager Eastern Division.**



MR. H. D. WHITTLESEY.

"Luck is only pluck
To try things over and over.
Patience and skill,
Courage and will,
Are the four halves of luck's clover."

HERE'S a lot of real philosophy in the lines quoted above. It's true that there must be a foundation to build upon, but after all it's the man with a definite aim in life and the determination and the courage to stick to that aim through thick and thin who makes a success.

Patience, courage, and will are characteristically prominent qualities of Mr. H. D. Whittlesey, manager of the Eastern Division of the Company. He has climbed the ladder slowly, but always with an eye on the topmost round and with a firmly fixed determination to reach it no matter what difficulties might be encountered on the way.

Mr. Whittlesey began his business career at the early age of twelve with the Peoples Gas Light Co., Cleveland, having been obliged to leave school on account of the death of his father. This position was rather a hard one for a youngster, but it was the kind to try one's mettle, it necessitated getting out at five o'clock in the morning and walking a mile to enjoy, as Mr. Whittlesey says, "the pleasure of traveling four or five miles more in a horse car with the usual quantity of straw supposed to keep one's feet warm."

After a year's service with the Gas Company, he returned to school in order to get the benefit of further education. But he still remained a bread-winner, securing a lamp route which he took care of for more than two years without interfering with his school work.

PERTINENT SUGGESTIONS BY WARD*

If you have a slack hour or two during the day, send one of the "boys" out or go out yourself, to hunt for houses in your town that need painting, and send in the owners' names to the Company so you can get the benefit of the "personal letters". The letters refer to you and to your business and give you a general advertisement that is worth considerably more than the trouble of sending in the names.

States and Canada as its field is also under his control.

Mr. Whittlesey is full of vigor and the business "snap" that make things go. He believes that the one quality that enables a man to get over the bill without letting go just before you reach the top is keeping everlastingly at it. He believes, too, that it should be a cardinal principle of every employee to shoulder the same responsibility, each in his individual capacity, that he would feel or ought to feel were he conducting a business of his own.

He has good, stiff backbone and is never happier than when fighting to further the business of the agents, and therefore the Company.

*Mr. Ward is our special advertising representative. He is a practical painter and advertiser of many years experience. He travels all over the States and Canada and has the ability to know and apply the best methods for getting business. He has given much attention to the Spring Campaign and his suggestions are well worth carrying out.

On graduating from grammar school in October 1888, he secured a position with Benton, Myers & Co., wholesale druggists, Cleveland. His length of service with the drug company was a short one, as he himself expresses it: "Just thirty minutes. During that time I learned that an office boy was wanted by The Sherwin-Williams Co. and securing leave of absence, I decided that 'rolling pills' wasn't in it as compared with 'pushing paint,' so I joined forces with the Company."

From office boy he went up the line steadily through the positions of bill clerk, entry clerk, assistant chief clerk, chief clerk, sales manager of the Central Division of the Company, winning his promotion to the managership of the Eastern Division early in 1900, through his capacity for hard work, good business ability, and earnestness of purpose.

Under Mr. Whittlesey's guidance the business of the Eastern Division, which embraces a large portion of the states of New York, Pennsylvania, Mississippi, and Tennessee, and the states of Virginia, North and South Carolina, Alabama, Georgia, Florida, and Louisiana, has increased steadily until today the division ranks high in the Company's organization. The Export Department of the Company with the entire world outside the United



SECURE the co-operation of the painter in your "personal letter" campaign. Get him to go to see the property-owner and present the good qualities of S. W. P. from the practical man's viewpoint. His arguments backed by your calls and our letters will surely bring the property-owner to a quick surrender.

ENTHUSIASM.*

From a booklet issued by Hart, Shaffner & Marx, clothing manufacturers, Chicago and New York, to their retail dealers.



ENTHUSIASM is the best salesman in the world; the lack of it is the fatal defect in many a business. The reason is that real enthusiasm grows out of belief; you can't be honestly enthusiastic about a thing you don't believe in. There is a false enthusiasm, based on pretended belief, assumed for sales purposes exclusively, which sells almost as many goods as the real sort, but it is not as good as the real sort. The best salesman is one who does something more than sell goods. Real enthusiasm not only gets business but keeps it; the other kind may get it once but not twice.

Many a man handles good merchandise with no enthusiasm; his competitor with inferior goods and plenty of enthusiasm probably does three or four times as much business. It is easy to see what happens with best goods and enthusiasm; the combination is invincible.

Enthusiasm is contagious; that is really the explanation of its value. A merchant who is enthusiastic about his goods can communicate the same spirit to his sales-people, if they are the right sort—and if *he* is; and when a store becomes thoroughly inoculated with enthusiasm, the whole town catches it sooner or later: it is a live asset in the business.

We said belief is the basis of real enthusiasm; the man who is really enthusiastic about his goods believes in them first. One of the strongest arguments for the best goods is that

*This is a splendid interpretation of enthusiasm in retailing. It is a very true, a very vivid interpretation. It is enthusiasm that wins—wins every time. It is enthusiasm that has made S.W.P. the most widely sold paint made. It is enthusiasm that can make this spring's business the biggest in your history.

WHAT WE EXPECT THIS SPRING.

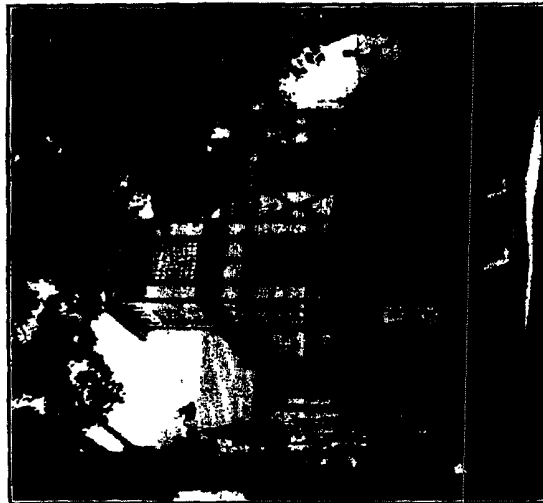
We expect the most successful season we have ever had. We expect every S.W.P. agent to do the biggest paint business he has ever done.

For our own part we have planned carefully and systematically to bring about a realization of our hopes. Every department of our business is working along lines well calculated to make our plans successful. We believe that we were never in better shape to go far beyond the high estimates we have placed on the season's business.

For your part—to help you sell more paint than you have ever sold before—this number of THE S.W.P. is specially designed.

We have given it our best thought. We have tried to fill it with suggestions which, if put into effect, will help you run far ahead of your estimates. We ask you, therefore, to read it through from cover to cover.

Make it a special point this month to carry out the ideas we present for your consideration. Firmly resolve that you will do this season the biggest paint business that you have ever done, then plan to do it. You'll find lots of help in this issue of THE S.W.P.—read it—every page of it.



At S. W. P. House.
Residence of Mr. John A. Mackenzie, Brockville, Ontario.
Body, 355; light trimmer, 475; dark trimmers, 382
and 448; inch, 48.

S. W. P. ADVERTISERS.

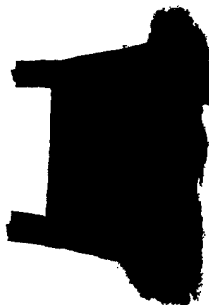
SW. P. agents all over the United States and Canada have a great big opportunity now to make their advertising pay, and pay within the next few weeks. The *real* painting season is here now; times were never more prosperous; there never was a better outlook for big business, and the agents who advertise, who *draw* trade are bound to reap large rewards. It will pay every S.W. P. agent to give particular attention to all branches of his advertising *right now*.

Nothing should be overlooked that will bring your paint stock to the attention of possible customers. The business is there. It cannot all be secured by the same methods, you will have to adopt various tactics. There is some *one* way to get every man's trade. The progressive paint dealer will find that way.

There are reproduced on this page samples of live advertising that agents have found bring results. They give many good suggestions.

rett, Ind., knows how to place The S.W. products prominently before customers. It would be difficult to go into this store without being brought face to face with the paint that "covers the earth."

A first-class way of going after business is to follow up the property owners on the Calendar-circular lists with mailing cards. The Calendar-circular introduces S.W. P. to the property-owner and brings your store



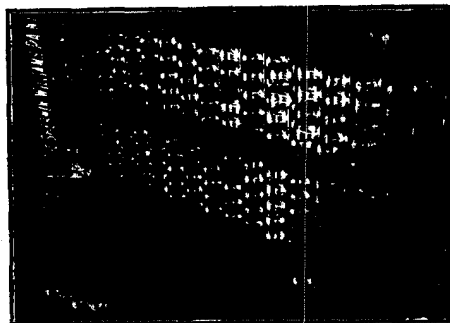
Wooden fence signs used by Messrs. Cheney & Smiley, Seaford, Ontario, along country roads.

Messrs. Cheney & Smiley, of Seaford, Ontario, have given considerable attention to outdoor sign advertising. Wooden fence signs are painted and nailed up in prominent places along the roads leading into Seaford. There catch the eye of those driving along the roads, remind them of painting, and tell them where good paints can be purchased. The outlay is small for this work, and we understand the results are large.

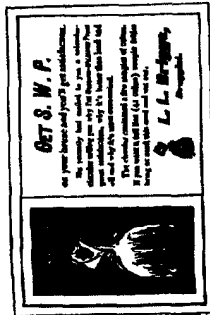
The engraving shown on this page is from a photo of a number of signs that Messrs. Cheney & Smiley had painted for posting this spring. It's advertising worth copying.

There is little use of effective advertising to bring customers into the store unless the goods you wish to sell are well displayed and systematically arranged. And a good display in the store is in itself a strong advertisement.

A glance at the accompanying reproduction will show that F. H. Mountz, of Gar-



Attractive store display of F. H. Mountz, Garrett, Ind.



Postal card with which L. L. Briggs, of New Hampton, Ia., follows up the property owners on the Calendar mailing list.

to his attention. Some good mailing cards will "follow-up" the introduction, impress the property owner that you know the goods are right, and will, in many instances, land the order.

LAST CALL FOR CALENDAR CIRCULAR LISTS.

We wish to issue a last call for lists of property owners to whom we are to mail the Calendar-circulars.

No agent can afford to miss the advertising advantages contained in the Calendar-circular. It's the kind of spring advertising that sells not only S.W. P. but as well the shelf goods, such as Buggy Paint, Varnish Stain, Enamel Paint, etc.

We know that the circular this year is going to bring big results from the way the postal card that accompanies it is being returned to us by the property owners.

The circulars are going out from headquarters now by the thousands every day and it won't be long before the supply is entirely exhausted. Soon it will be a case of taking half a loaf or getting no bread.

You cannot possibly get *all* the business that is in your territory out of it unless you take advantage of the mailing circular. Together with the

The card used by L. L. Briggs, of New Hampton, Ia., in following up the names on his Calendar-circular list, is a strong one, yet of simple design. It is a government postal card, with a "cover the earth" electrolytic and a strong talk on S.W. P.

In the March number of The S.W. P. are reproduced 3 electrots suitable for mailing cards that we should be glad to send agents. It will pay you well to write for them.

The S.W. P. valentine sent out by the Fravel Sash and Door Co., Broadway, Va., to their customers and friends, was a striking and attractive one. The accompanying illustration will make clear its character.

It was opportune advertising, the kind of advertising that brings best returns.

"personal letters" it forms a combination that has in it all the elements of personal, individual advertising, that is considered today by all good advertisers to be the one thing necessary to make advertising successful.

If you haven't sent us your list, do it *now*. Do not delay one day longer.



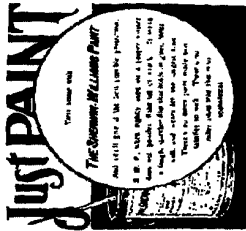
A striking valentine sent out by Fravel Sash & Door Co., to their friends and customers.

GOOD NEWSPAPER ADVERTISING

Will bring direct results in spring trade.

NEWSPAPER advertising can be made a big factor in securing a larger business during the next few months. This is the time to advertise your paint stock.

Many people have decided to paint this spring and want to know where to buy the best paint. Tell them. Others should paint and need but a



Newspaper electric, 2 columns by 4 inches deep. Order by No. 260.

suggestion to cause them to do so. Make the suggestion.

Any sort of talk in your newspaper space will give any sort of results. Well designed and strongly worded ads on honest goods are bound to bring good results. S.W.P. agents can introduce their paint stock in strong, forceful statements. They know the quality of the goods will back them up.

Realizing the great importance of newspaper publicity, we have been giving attention for years to the preparation of effective newspaper electrotypes. The results of this work each year to agents and to ourselves have proved that it is a factor that cannot be neglected in the development of a successful business.

Each year we have improved and added new electrotypes to our stock. We have endeavored to make each one a good, strong ad.

These electrotypes are at the disposal of every S.W.P. agent. They are made to help you in your spring campaign.

On this page are reproduced a few of the most effective of the new electrotypes. We have selected these particularly as we believe that they will fit in well with your spring work and prove to be the very best copy that you can turn in to your printer. The "personal letters" and the newspaper electrotypes will help you wage a campaign this spring that will sweep the opposition off their feet.

If these electrotypes don't suit you write for a copy of our new "XXY" booklet, which shows proofs of all the electrotypes, new and old, that we carry in stock. We have over two hundred, and shall be glad to send you as many as you will use.

Order the electrotypes to-day. They'll help you get the business.



Newspaper electric, 2 columns by 3 1/2 inches deep. Order by No. 250.

THE FREIGHT BLOCKADE.

A Point to be Considered in Placing Orders



OR some time manufacturers and the trade in general have been most seriously handicapped by the inability of the railway companies to cope with the immense amount of freight they have had to move. The situation has seemed to be about to undergo an improvement at times, but it has as yet been found impossible to effect a change despite the utmost efforts on the part of the transportation companies. To such lengths have they gone in their efforts in this direction that many of the roads have, at times, for a period of a week or more, absolutely refused to accept shipments.

This condition of affairs is so serious, it has seemed timely that, if not acquainted with the situation, our agents should be advised, so that seeming negligence on our part in making shipments may not be harshly judged.

Now, as at all times, we are giving our best attention to all orders, keeping in mind the greater necessity for prompt shipment this year than ever before; and with our increased facilities we are hopeful that none of our trade will suffer from any delays which

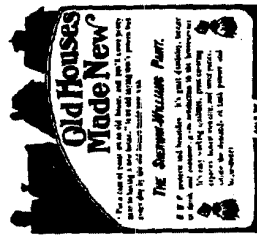
PERTINENT SUGGESTIONS BY WARD

When you know that you have a better paint than the "other fellow," the only reasonable thing to do is to get a better price. There is no sense, rhyme or reason in telling a customer that you have a better article than the "other fellow," at the same time for he will not believe you. He will reason that your goods are no better or you are doing business for less than a reasonable profit.

can possibly be guarded against.

We have been able up to the present time to keep pace with the immense amount of business which we have had to handle this season, and do not anticipate any difficulties in continuing to do so, notwithstanding that we have at times been threatened with shortages in raw material through the inability of railway companies to make deliveries, owing to the freight blockade. It has only been possible to avoid this by keeping the most rigid watch on our consumption of all materials, and by making careful allowances for the length of time necessary for their receipt.

The present freight congestion is one of the most serious problems with which the business interests of this country have had to contend for some time; it exists in almost every state, as well as in Canada. It, therefore, behooves our agents to take the situation into careful consideration in watching their stocks and in placing orders. A more than usual delay for delivery of goods must be provided for, and disappointment can only be guarded against by ordering some time in advance of actual needs.



Newspaper electric, 2 columns by 4 inches deep. Order by No. 251.

SUCCESSFUL S.W.P. AGENCIES.
Hyman Supply Co., New Berne, N. C.

MR. T. O. HYMAN MR. F. R. HYMAN MR. M. DE STEVENSON

A *WAYS handle the best goods. Push a good thing—both night and day.*

Never wait for business to come to you—go after it.

Deal always strictly on the square. Learn to know your goods thoroughly.

These are the guiding principles that underlie the business of the Hyman Supply Co., New Berne, N. C., one of the most successful S.W.P. Agencies in the South; they are the principles that have enabled them in the short space of two years to win the biggest paint business in their locality in spite of the hardest kind of competition.

The company never handled paint until 1901, as they did not think it would be advisable, their place of business being located away from the retail district, and there being already six other paint dealers in town. Besides this the painters were strongly opposed to prepared paint. But after looking into the merits of S.W.P. the company decided that all that was needed to make the business come their way was a first-class paint, backed by the right sort of advertising, and pushed with the proper spirit; so early in 1901 they secured the S.W.P. agency

for their territory and began pushing the goods with the determination to be the leaders in the paint business in New Berne.

Their first year's sales of S.W.P. were much larger than expected and they began to realize the possibilities of their paint department. In order to place themselves in a position to develop it to the highest degree, Mr. F. R. Hyman, the junior member of the firm, made a trip to plant No. 4, Newark, in 1902, to gain a wider knowledge of the paint business and to get more closely in touch with the methods we employ in furthering our business.

He was so impressed with what he saw, and particularly with the care exercised in the manufacture of S.W.P. The Sherwin-Williams Co. employs, that he returned to New Berne full of enthusiasm, determined to apply to his own business, as far as possible,

PERTINENT SUGGESTIONS BY WARD

No campaign can be successful without organization and systematic work, confidence in your forces, in your object, and in your ability to win.

the same system and methods that have brought us success.

From that time on new vigor was injected into the paint department; personal letters were employed liberally; the newspaper campaign became more extensive and more forceful; the painters were slowly but surely educated up to S.W.P. standards. As a consequence the sales in 1902 were five times greater than those of the previous year; the painters have fallen into line; in fact the company has made such headway with S.W.P. that they now sell more paint than all the other dealers in New Berne combined.

What they are prepared to do during 1903 may be judged from the fact that recently Mr. Thomas G. Hyman, the senior member of the firm, visited our Newark factory with the express purpose of placing his order for a car-

DRY-O-NITE.

Dry-o-nite, the Master Painters' Dryer, is winning its way, as it deserves. It is a dryer that should win.

It will bear out every statement we have made—you can't speak too highly of it. It is *right*—all the time, and all the way through. Let us repeat some of its good points: It doesn't cause top-drying; it won't curdle oil or varnish; it won't burn the life out of paint; it won't settle in

load of S.W.P. Like his brother, he returned to New Berne with greater confidence than ever in S.W.P. As a proof of his determination to go after the paint business harder than ever, upon his return home he sent Mr. M. De Stevenson, who has charge of the paint stock, and also one of the best known painters in town on to Newark, so that they likewise might become better acquainted with S.W.P. and the methods employed in making and selling it.

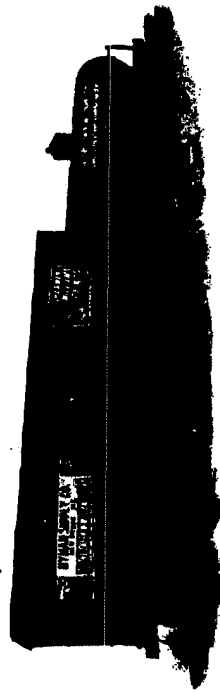
What has been accomplished by the Hyman Supply Co. can be accomplished by any agent anywhere who takes advantage of his opportunities and who brings to his aid the advertising helps that we are always willing to place at his disposal.

The way to get business is to go after it.

the package; it is absolutely uniform; it is pale in color; it is a *quick* dryer—the most powerful oil dryer made.

There is no better way for the painter dealer to win the support of the painter in the campaign for spring orders than by appealing to him through a specially like Dry-o-nite.

If you have not already done so, send for a trial order. It will enable you to go out strongly for the painter's trade and support. *Send in your order today.*



Cars at the Newark Plant ready for the Hyman Supply Co.

SIX BIG VARNISH SPECIALTIES.

Good Things to Push Now—They'll Help You Win the Painter.

THE Six Big Varnish Specialties are six big trade winners to advertise to the painters just now. You couldn't possibly offer him any varnishes that would suit him better, or that would more quickly convert him to the entire S-W. line.

PERSISTENT SUGGESTIONS BY WARD

Don't think that conditions in your town are different from other places. I find that conditions in all towns of the same size are almost identical. I know that any section where paint is used is a good paint section, and a good business can be had if you go after it in the right way, with the right kinds of goods.

About the middle of this month we shall begin a strong advertising campaign on the Six Big Varnish Specialties. We are determined that every painter in the country shall know the goods—know what they are and what they can do for him.

We couldn't have any greater confidence in the entire line than we have. We know from our own tests and the testimony of practical painters everywhere that every one of The Big Six is the kind to reach the painter's heart and win his support.

The line is made up of the following:

Exello A good, old-fashioned varnish for general work inside and outside. It is free from "dentilites" and can always be depended upon to give satisfaction.

Exello A varnish leader for inside use only. Superior to any hard oil finish. Works easily, flows out smoothly; can be rubbed and polished after 48 hours.

MARNOT Intended for use on outside doors, store fronts, bath rooms, kitchens, steamships, yachts, boats, canoes, etc. It will stand exposure to salt spray and other moisture longer than any other varnish.

MARNOT A perfect floor varnish. Tough and elastic and does not scratch or mar easily; works well; flows out evenly; dries dust free in eight hours and can be walked on next day.

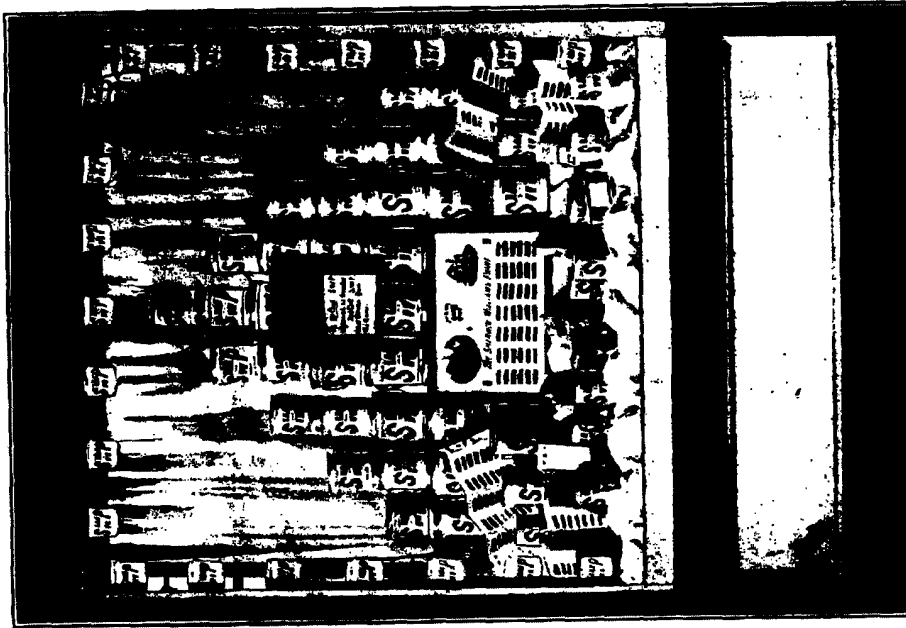
Exello The Master Painters' Dryer. Strong and reliable; economical, and uniform; mixes readily with oil, and will not curdle or separate; won't burn the life out of the paint.

SHILLON A specially made for first coating on interior woodwork (floors excepted). Light in body and easily applied. Does not settle hard or gummy in the package. Requires little sanding. A favorite with painters.

If you are not selling the line now, you are missing a splendid opportunity to increase your spring sales. It is taking a firmer hold every day, and it will enable you to keep the other dealers from wedging in on your trade. It will help you win the painter for S. W. P.

PERSISTENT SUGGESTIONS BY WARD

Size up your store front. If it isn't bright and attractive put a coat of paint on it; it will get other merchants on the street to thinking about paint.



A GOOD SPRING WINDOW.

THO much importance can scarcely be given to a window display during the spring painting season. "The windows are the eyes of the store," and through them the public "size up" what may be expected inside—whether the goods carried are likely to be up-to-date or behind the times. Make it a point to have good displayed windows during the painting season. The window should be well dressed and frequently dressed. It can be made a direct trade-bringing feature.

The display illustrated on this page may be easily secured by any paint dealer. Drape the window with a platform of three strips placed one color each, etc., as suggested by the engraving. Place a ladder of S. W. P. put out around the window and hang cord reading: "A good Spring Touch." and paste under it a slip in form of a dealer's prescription blank filled in to read: "First coat S. W. P. cleaned to reveal, and coat S. W. P. as it comes from the can."

THE CLERK IN THE SPRING CAMPAIGN.

What he can do to make it a success.

By an Old Retailer.



HERE never was a season when the clerk had greater opportunities to demonstrate his salesmanship and to prove the mettle he's made of than this spring season.

I've been looking around me for the last few months; I've been watching the reports of our traveling representatives; I've paid particular attention to the preparations that have been made here at headquarters for this big spring season, and I was never more enthusiastic in all my life over the outlook for a record breaking season.

Don't wait for the "boss" to suggest what you can do. Be ahead of him, set him the pace, and show him that both your eyes are wide open watching for business.

Size up your town thoroughly. Be sure that you have a record of all the property that is to be painted this season or that ought to be painted.

Be sure that you keep the names of the property owners coming to the Company and coming lively. If you knew the system that the Company has for taking care of this work, you'd be just as enthusiastic about it as I am. It certainly gets the business.

Dig up that outside advertising, display signs, banners, etc., and see

that it's properly placed and earning its cost.

Don't forget the supply of color cards for all times. See that you have plenty of them. Line up the counter display cards. Arrange them nicely where they will be seen.

Is your paint stock in first class condition? If not, I suggest that you arrange it numerically, sizes together, and dust it well so that it will present a tidy, eye-catching appearance. If there are any gaps go to the "boss" with a list of them, and ask him if he will not allow you to place an order to fill them in.

Get on the good side of the painters and contractors. Make a special effort to get them pulling with you this season.

Ask the "boss" to let you look after the paint end of the newspaper space. After you get his permission order some of the new electrotypes.

See if he won't let you make use of the postal card follow up system also. It's a "slinger" for the Calendar-Circular.

These are some of the things that the clerk can do to make the spring campaign a success, things that cannot fail to bring business.

IF you've read this issue of THE S. W. P. through and through, you can't help being enthusiastic over the Spring Campaign. But enthusiasm to be effective must be made active, so turn the live steam into your store and get the wheels revolving fast to carry out the suggestions we've made.

The way to get business is to go after it—and the way to go after it is to get it.