# The SWP

NOVEMBER 1909



N23713

The SWP

VOL. XI. NOVEMBER, 1909 No. 9

Published by THE SHERWIN-WILLIAMS CO. in the interests of their agents. Edited and printed at 601 Canal Road, N.W., Cleveland, where all communications to the Editor should be sent.

*Copyright, 1909, by The Sherwin-Williams Co., Cleveland, O.*

No portion of this magazine can be used, except by Sherwin-Williams agents and dealers, without full credit being given as follows: "From *THE S. W. P.*, published by The Sherwin-Williams Paint Co."

# BUILDING A REPUTATION.



GOOD reputation is not built in a day. It is the result of perhaps years and sometimes decades of careful planning, square dealing and honorable financial transactions. Each step in the formation of a reputation must be in the right direction or the entire benefit from the other steps, no matter how great, will be largely nullified. Most men are afraid of their reputations. They are afraid of their neighbor's opinion of their reputations. They don't like to think about the subject for fear they will unconsciously discover something wrong with themselves. In short, their reputations hang over their heads: they know it, and are afraid to branch out on positive lines—lines which might lead themselves or their business to better things.

The retailer is daily subject to the censure of his customers. He wants to please them all, but often finds it impossible to show a favor to one without creating the envy of another, and so the thing goes on. In the meantime his reputation lies to a certain extent in the hands of the customers he displeases, even though they have taken but slight offense at something that did not concern his goods or his store in the least. It may have been an outside call on the phone. It may have been the delivery of a message. It may have been the giving away of a calendar. But no matter how small, nevertheless it looms large in the final reckoning. Wherever reputations are at stake, it's pretty safe to reckon in all the little things, as they are more dangerous by far than the larger and more easily avoided ones. So it isn't always a big transaction that throws the reputation builder back another rung on his ladder. Many times it's a five-cent purchase, and therefore the blow is all the harder. No merchant or dealer can afford to trifle with his reputation. It is too sensitive and discontented to stay where it is not treated right.

Today a dealer's reputation depends largely upon three things—his honesty, his goods and his faith. If he is dishonest he may as well sell out. If his goods are not the very best, people want nothing to do with him. If his faith is not good, they won't risk trading with him. And after the public has once found fault with him he is up a tall and slender tree. He has to be pretty careful or he will fall into a pit far worse than

0007-SWP-000119412

oblivion—the pit of disrespect. The modern demand for honor and uprightness sweeps all before it. Many *reputations* deceive the public for a time, but the *character* beneath them always plays the individual false, and usually when it does him the most harm.

The dealer with a clean record makes the best man in his town for the manufacturer and the jobber to co-operate with. And when the manufacturer and jobber have the same kind of records behind them there is little chance for the dishonest, the tricksters, or those who misrepresent their wares. And so, in every field of business and private life, those who make the best records are the ones who have made the little things on the road to reputation count the most. They may not have performed so brilliantly and so spasmodically, but they have steadily proved to their critics, the stubborn public, that they have merited their confidence. And, after all, confidence is what is needed more than aught else in building a reputation, especially where you look to the public for a living. They call it a critical public, but right down at rock bottom isn't it a just public as a rule?

## A LIVE LETTER FROM AN S-W. AGENT.



N INTERESTING case has come to our attention where one of our most enthusiastic agencies, The Wallace C. Powelson Co., of Camden, N. J., has been trying to influence a dealer in a neighboring town to stock the *full* S-W. line. Mr. Powelson's experience as written in this letter by his manager, should prove interesting to every S-W. agent. It is a striking example of the fact that price makes little difference when the *quality is in the can.* Read over this letter and see what you think about it:

Camden, N. J., November 11, 1909.

*Gentlemen:*

Being an enthusiastic S.W.P. agent, and at the risk of being classed as the Butterinski of Camden, I am taking the liberty of writing you a few lines about S-W. Paint, having learned from Mr. Larkins that you are putting in the S-W. line.

I will begin by stating that we opened Camden store three years ago and until that time the highest price paid for paint was $1.45 the gallon. When we came along with S.W.P. at $1.75 the gallon the first 50 gallons was hard pushing, but I knew the goods and also that every gallon sold talked for itself and was a better salesman in a minute than I in a day (and I can go some, too). It has so proven, for we have today the cream of the paint business of Camden.

In S-W. Paint you have the best prepared paint on the market today, in fact the entire line is built on the same principles and you cannot talk any article produced by this firm too strongly, but always with the conviction that the goods will bear you out and when sold in a neighborhood are talked about for their many good qualities over paint of other makes previously used, making you many new customers. That has been our and every other live agent's experience who has talked the S-W. line good and *strong.*

I am always interested in hearing of some new recruit to the S-W. army, and being a neighbor, so to speak, feel that I would like to tell you what pushing the S-W. goods has done for us.

Yours truly,
(Signed) H. S. MATTHEWS, Mgr.

0007-SWP-000119413




PERHAPS you are expecting a holiday rush without having any good reason for it and without having made the necessary preparations. If you have been caught unawares and really want to make a profitable business out of the holiday season, we know of nothing that will bring in the crowds and the money more rapidly and surely than a good stock of stencils, stencil colors, and stencil supplies. This pastime is all the craze, and housewives and schoolgirls are planning to stencil many Christmas gifts, such as pillow covers, table throws, towels, handbags, etc. They appreciate the great saving that this will mean to them and at the same time they will be strictly up-to-date. With the large amount of publicity being given to stenciling, in the magazines and in the advertising being sent broadcast throughout the country, there is certain to be a decided demand for stencils of original design and for stencil outfits. If you are prepared to supply the demand, your store will do a profitable business in this line. One outfit sold to a satisfied customer will bring you repeat orders for tubes of colors and stencils. The stenciling idea is especially popular at the Christmas season.

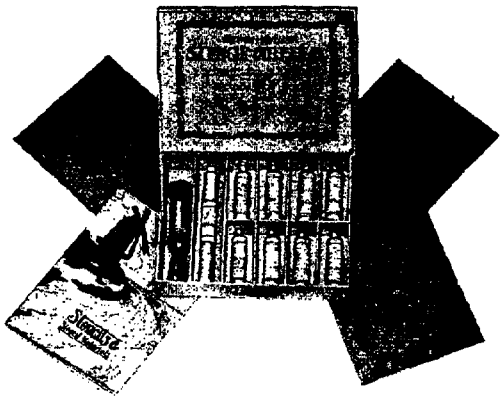


*Stencil Outfit A.*

To every one of our agents stocking a quantity of our stencils and stencil outfits, we will give a handsome display card (11 inches by 17 inches) which will announce to the public that they can buy Sherwin - Williams stencils and stencil colors at your store. It will also form a pleasing nucleus for an attractive holiday window display. Streamers can be hung around it in

any number of pleasing arrangements. The whole stencil proposition is most adaptable to window display and such advertising is almost essential in selling stencils.

Our two outfits, A and B, contain a complete line of stencil materials, the only difference being that the A outfit is a little larger and has a few more colors. In addition to the tubes of colors,



*Stencil Outfit B.*

each outfit contains a brush, stencil medium, and ready-cut stencils. A handsome book of instructions is enclosed in each outfit. Either of these outfits is so much superior to anything that has been offered heretofore for the use and convenience of the housewife in doing stencil work on fabrics, that with very little work on our agents' part they will be sold readily. The demand is there and all that you have to do is to arrange your window, place your stencil stock well up front and be prepared to answer inquiries about the outfits. A liberal supply of folders for distribution purposes will be furnished with your order.



# Stenciling

## *Have you Tried It?*

If you have never tried it, you must certainly should, it is the latest idea in decoration and fancywork. Stenciling on fabrics gives very pleasing results, as you can make such attractive presents for your friends or you can beautify your home with artistic curtains, pillow covers, table covers, etc.

Stenciling is not hard to do, you can learn how very easily. The chief requisite is to get the right materials to work with—colors that will be clear, and brilliant and will remain fast in the fabric when it is washed.

***SHERWIN-WILLIAMS STENCIL OUTFITS***

are complete in every respect, and contain stencils, brushes and colors in tubes that are of the proper consistency for stencil work. Come in and look over our stock or write us for pamphlet describing these outfits.

*Electro No. 683*

In order to call the attention of newspaper readers in your town to your stock of these materials, we have prepared an attractive electrotype which we will gladly send you upon request. This electrotype explains what pleasing effects can be obtained on all kinds of fabrics and how attractive holiday gifts can be made at a very small cost. It also tells the reader that stenciling is very simple to do and that the results obtained do not depend so much on the skill of the person who is doing the work as on the goods that are to be used.

This advertising will identify your store with the Sherwin-Williams agency, and besides giving your stencil stock a big lift, it will help your other Sherwin-Williams lines as well. Write today to our nearest house for this electro, No. 683.

0007-SWP-000119415

## CHAOS.



HAOS is a state of disorder that is more detrimental to success in every walk of life than is commonly supposed. It creeps up and steals a march on the unsuspecting victim before he realizes to just what extent it has damaged him. It never sounds a warning and is therefore more dangerous to deal with than dishonesty, slothfulness or negligence. All these have forerunners to announce their approach, but Chaos comes unheralded. It is a state into which an individual or a concern lapses through carelessness and lack of enterprise rather than through ignorance or willful disregard of the principles of honesty. And it is a state from which anyone has difficulty in emerging once he has fallen prey to the habit.

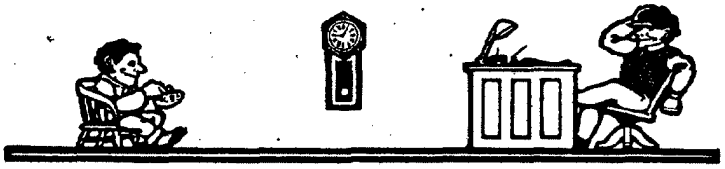
You have doubtless been in many retail stores, and have compared them with your own. Perhaps you have found many helpful suggestions in these comparisons. Perhaps you have given many suggestions equally as helpful to some neighboring dealer. But you have also been in stores where there seemed to be a total lack of harmony and order—where there was no clerical discipline—where the stock was topsy-turvy, the counters filled with odds and ends, the aisles crowded with worthless goods. Perhaps your store, without your knowledge, has not always been as orderly as you supposed. Perhaps your neighboring dealer has had occasion to compare your store unfavorably with his own. At any rate, this disorder, this lack of harmony, this Chaos should always be avoided. The question arises, how can it always be avoided?

From our experience we would recommend the hiring of a thoroughly competent and energetic clerk to manage the store. Give him the responsibility of keeping your store up to a fixed standard that you have first outlined to him, but don't forget to give him full credit and encouragement for everything done right. It will help him see things from your viewpoint, and will give him an added interest in the executive end of your business. Take him into your confidence, but not before he has demonstrated his right to be so privileged. Talk over things with him: Give him an idea of your plans and let him suggest some of his own. If his are better than yours, admit it, and give him a share in carrying them out.

Then, after you are sure of your head clerk, don't let the details slip out of your hands entirely. Actively engaged in the management of the business, the clerk may not always be in position to watch the little things that would probably come to your attention on passing through the store. Arrangement of stock, the use of advertising matter, counter displays, cleanliness—all these are most important. But first of all, in your capacity as proprietor, have harmony everywhere. Have it in your store. Have it in your dealings with the manufacturer. Have it in your dealings with customers. You are the only one who can bring "order out of Chaos," and unless you take hold you can never be sure of results. Chaos is made up of numberless little things that go wrong. Order is made up of numberless little things that go right. It's all in the way the

0007-SWP-000119416

little things are handled. Chaos is another word for business blues. It's a good thing to keep at a respectable distance from your store.



"WELL, Mr. Editor, I'm just bubblin' over these days. Don't ask me why. I can't explain it. I have a hunch it's just because these holidays are comin' on again and everybody's happy. You know I've got the Weston habit lately—me and the boss walk to work every mornin'. The only trouble with this walkin' game the way we do it is crossin' a pesky river. The bridge is always swingin' to let launches thru, and you should see th' string of cars. Why, nothin' passes us any more."

"Well, Shorty, I've wondered why you come in late every morning. Today was a fright. Why, I saw you coming in thru the door with a guilty look on your face at half past eight. Just one hour and a half late. It's a good thing you've been here since the flood or you wouldn't be holding your job."

"Before you come at me with any of your editorial sarcasm, Mr. Editor, let me explain. This morning, I admit, I was later than usual. But you'll laugh when I tell you what happened. About West 28th street we ran against a blockade of cars, dogs, humans and automobiles. Of course we wouldn't have been satisfyin' our curiosity if we hadn't joined the gang. It took us about fifteen minutes to make any headway. The cops were beatin' everybody back and the line-up of rigs and carts was extendin' back as far as 38th street. What do you think we found when we got thru that mob?'

"Shorty, I can't imagine. It must have been a 'sunken road' affair or a few stray whales on the track. What was the real cause of the blockade?"

"Why Bill, the Shippin' Clerk down stairs, must have been out late last night. He was shippin' an order of Flaxoap out to one of those big factories in the West End. He didn't calculate the load right and when the teamster hit 28th street the wagon caved in and the Flaxoap rolled in barrels all over the street. But even that would have been all right if the pesky barrels had been up to snuff and hadn't smashed in bits. It just happened there was one of those weary old autos of the vintage of '02 comin' right up behind the load. It was too late to stop and the first thing the chauffeur knew he was up to the hubs in Flaxoap. The stuff cleaned his old machine so well he rolled up his sleeves and started to scrub the whole thing. It didn't take long for every driver and teamster in the bunch to dig into the soap, and I even saw one motorman start to brighten up his street car. He got one little corner done and it looked fine, but he didn't have the 'ambish' to finish it. I tell you when the

0007-SWP-000119417

whole parade started to use Flaxoap, no wonder there was nothin' doin' on the walkin' or ridin' stunt for me. I had to get on the biggest barrel I could find and tell 'em all I made that soap, and I took out my little order book. Take a look at it."

"Shorty, you're a salesman. Why, the Linseed Oil Mill will be swamped with all these barrel orders. That was a mighty lucky accident for us, eh?"

"Yes, Mr. Editor, but the funniest part of all is the white streak left from curb to curb on the street The streak alone attracts attention and I went into one of our agent's stores and borrowed his Flaxoap hanger to string up on the pole out in front. I put his name under it and he's telephonin' orders with a rush. I guess that was worth bein' late for, eh?" and I walked out of the editorial cage as happy as a lark.

*The Little Paint Man*

## AN EFFECTIVE FLOAT.

THE photograph shows an S-W. float used by our good agents, The Foster Hardware Co., of Little Rock, Ark., in a parade which took place on German Day, celebrated in Little Rock, October 5th. It was estimated that over 12,000 people witnessed this parade, and the advertising value which The Foster Hardware Co. received as a result of this attractive float can hardly be conceived. No float in the parade attracted more attention and our agents received many compliments on their up-to-date advertising of up-to-date products




*German Day Float at Little Rock.*

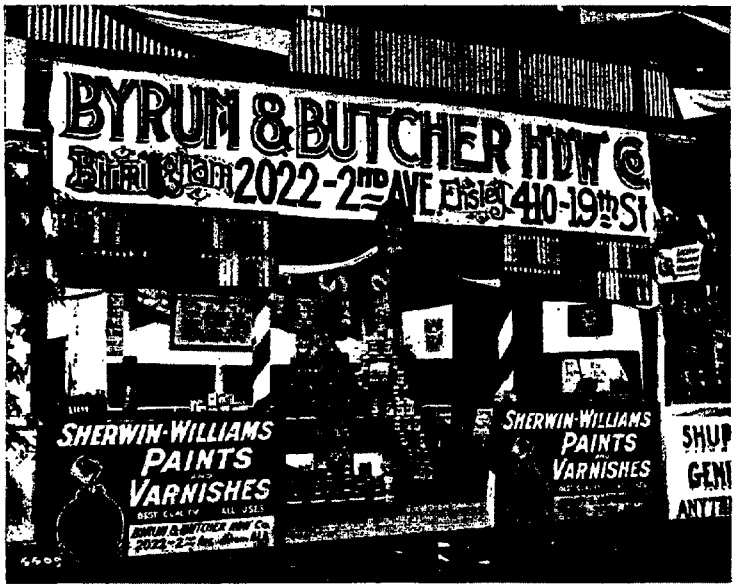
0007-SWP-000119418

# OUR CARLOAD AGENTS AT ENSLEY AND BIRMINGHAM, ALA.

BYRUM & BUTCHER, our aggressive agents and carload buyers at Ensley, Ala., have recently bought out the Greater Birmingham Paint Supply Co., Birmingham, Ala., and are now operating stores at both places with unusual success. The store at Ensley is still maintaining its record for carload business, while the recent purchase at Birmingham has proved to be a very good investment.

We show an illustration of Byrum & Butcher's display at the Alabama State Fair, held at Birmingham, October 11th to 21st, 1909. No goods except Sherwin-Williams' were exhibited in this booth, and our agents were awarded first prize in competition with several other strong paint displays. The features that attracted the most attention were the displays of Handcraft Stains and Handcraft System, Flat-tone, stenciling on fabrics, and The Little Paint Man. This latter character was indeed the most popular man on the grounds, especially among the children.

Byrum & Butcher are great believers in advertising. They distributed a great many advertising features about the fair grounds and worked out several little schemes to get more business.




*Our Agent's First Prize Exhibit at Birmingham.*

0007-SWP-000119419

## IN ANOTHER ROLE.

OUR Little Paint Man seems to have no end of duties to look after. He evidently does not care to be idle, as in his latest role we discovered him heading an election ticket out in Merom, Ind., and working overtime to bring about a complete victory for his Improvement ticket. Needless to say, he was the mascot that made the triumph possible. The following letter from our good agent, Mr. J. J. Parker, shows what a hit the little fellow made:

THE SHERWIN-WILLIAMS CO.,
Cleveland, O.

Gentlemen: I am enclosing sample of the ballot used in our recent election. This is just like the genuine ballot, only is on a different colored paper, as I secured it before the election took place. The Little Paint Man carried his party to victory. If Tom L. Johnson, of your city, had adapted him as an emblem and mascot the results would have been different. It is also interesting to know that every candidate on the winning side has bought S. W. P. from me, and it is now as good as ever on each of their homes. At a banquet given by the Business Men's Club tomorrow night the Little Paint Man adorns the menu card. Very truly,

J. J. PARKER.

## SAMPLE BALLOT

### Genuine local ballot is on yellow paper.




IMPROVEMENT TICKET.




PEOPLES TICKET.

| | |
|---|---|
| ☐ Trustee First Ward FRANK VICKREY. | ☐ Trustee First Ward ALBERT PINKESTON. |
| ☐ Trustee Second Ward ELMER PINKESTON. | ☐ Trustee Second Ward CLARENCE HOESMAN. |
| ☐ Trustee Third Ward MELVIN C. MANIFOLD. | ☐ Trustee Third Ward Dr. ORREN STODDARD |
| ☐ Clerk & Treasurer WALTER MAHAN. | ☐ Clerk & Treasurer WINFRED REID. |
| ☐ Marshall WILLIAM HOUPT. | ☐ Marshall GUY SPARKS. |

0007-SWP-000119420

# HANDLING INQUIRIES FROM MAGAZINE ADVERTISING.

MANY of our agents have very little idea of the amount of detail work necessary in the handling of inquiries resulting from our advertisements in magazines and farm papers. Sometimes we receive as high as 600 and 700 of these replies a day. Other days run less. The average is about 250 when we are offering booklets. Of course, when we are merely advertising our products in a general way, as was the case with our recent double page ad in the *Saturday Evening Post*, we cannot expect a great many returns direct. Such publicity has its value in the general effect it makes upon the public and its influence in sending possible customers to your store. The following brief information will give you some idea of the system we follow out in connection with our replies *from towns where we have an agency.*

Mrs. Blank writes to us on a post card asking for a copy of our booklet, "Paints and Varnishes for the Home," which she saw advertised in a current issue of *The Ladies' Home Journal.* She resides in Jonesville, Ind. In a card cabinet where we keep up-to-date records of our agencies we look up Jonesville and find the name of our agent, Mr. T. L. Smith. That same day we mail to Mrs. Blank the booklet requested on her post card, typewriting the name of our agent, Mr. Smith, on a little pink slip and pasting it neatly in the front inside cover of the booklet. Immediately upon opening the booklet she sees the name of our agent in her town and does not have to wonder where she will be able to obtain Sherwin-Williams Paints and Varnishes nearby.

We then send a double Government post card to our agent, Mr. Smith. On the reverse side of the part addressed to him appears the following:

> The party whose name appears on the attached post card has sent us an inquiry regarding S. W. Products. This is in answer to our magazine advertising. Post card attached is properly addressed and stamped, and all that you are required to do is to sign your firm name and post it. This party is no doubt in the market for paint or varnish or would not have written to us. If you do not hear from them in reply to this card we would strongly urge you to follow them up further and endeavor to sell them the goods. THE SHERWIN-WILLIAMS CO.

On the reverse side of the half addressed to Mrs. Blank, all ready for mailing appears the following printing, with space left at the end for our agent to sign his name:

> Your recent inquiry regarding S-W. Products has been referred to us by The Sherwin-Williams Co. We will be glad to give you further information regarding the finishing or decorating you have in mind. We carry a full line of Sherwin-Williams Paints and Varnishes and can therefore give you a proper finish for any purpose. We will be glad of the opportunity to discuss this matter further with you. Yours very truly,
>
> ....., AGENT.

The original inquiry from Mrs. Blank is then sent on to our office

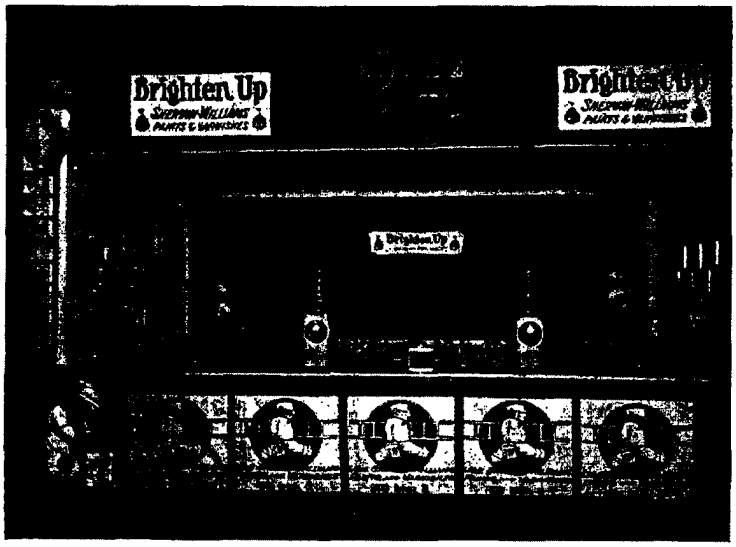
0007-SWP-000119421

at Chicago, which territory Jonesville is in, and from there it is sent to our representative covering Jonesville. Many times he is able to offer some valuable information to the agent or the consumer and he is also kept in direct touch with the inquiries that come to our office from property owners in his territory. Of course it is sometimes impossible for our representative to follow these inquiries up closely, but this is not a general thing. When you stop to think that 100 of these inquiries per day are sent to towns where we have agents, you can see at once the effect that even a small sale would have, and sometimes these sales have amounted to over one hundred dollars each when the party interested was building a new house.

As a rule our inquiries are from housewives who are interested in learning of new ways to brighten up shabby surfaces about the home at little expense.

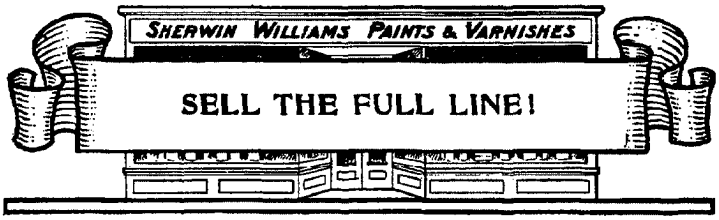
We employ a sub-department in itself to handle these inquiries in our Advertising Department. One man is in charge with a staff consisting of some special stenographers, one clerk to look up the card records, a mailing clerk, and he himself looks after the correspondence and supervises the details in connection with the operating system.

Thousands of costly booklets are mailed out and we often are obliged to send them as first-class mail matter. We also send out color cards and write special letters from this sub-department.




*Foster Hardware Co.'s Exhibit on Merchants' Day at Little Rock, Ark.*

0007-SWP-000119422




WE HEAR everywhere the cry for specialization and concentration. They are big words, but you understand them well. When a manufacturer has unusual facilities for the manufacture and distribution of his goods and his advertising, he is often in a position to try out several lines of goods without detracting from the quality of any particular product. But with the retailer, who has naturally less opportunity to cover a great field of trade, the cry for concentration should not pass unheeded. For one of the greatest factors in retail success is undoubtedly the pushing of *one* line and pushing it hard. Too many lines of hardware, of drugs, of paints and varnishes or whatever you are selling should be avoided, for just as soon as you stock your store with a number of lines, just that more confusing it is to yourself and your clerks, and just that much more general and less concentrated your fire becomes. To get the most good from your personal letters, your window displays, your circulars and your newspaper advertising, you must have the knowledge behind your efforts that you have a line of repute and that you can feel absolutely safe in recommending it and in placing your reputation as a reliable dealer in the hands of the manufacturer or the jobber, as it were. Such confidence only can be the means of your getting the most profit, the greatest satisfaction, and the best class of customers. Without it you are open to criticism, your store is only a half-way store, and your customers are bound to give your competitor some of their trade while you are only getting a portion of it.

But with one line of drugs, one line of builders' hardware, one line of cutlery, one line of paints and varnishes, etc., when you once impress upon your townspeople the reasons they should come to you, it is easy to keep them on your side. But before you can succeed in doing this it is necessary to know yourself that you have the right goods and then you are safe in making claims that may even sound a little high, but that the quality of the goods will substantiate. You get to know the manufacturer of your drugs, or perhaps the jobber, and you know you can rely on his honesty and his co-operation. Your business is worth much to him, so if you need a rush order for a hospital or a physician you are pretty sure you can get the goods on short notice and that no expense or trouble will be spared at the other end in getting these goods off to you. In your hardware line, by handling only the one line of shelf goods and perhaps another line of stoves, you know just what you can expect from the job-

0007-SWP-000119423

ber or manufacturer, and with this knowledge you are prepared to explain situations to your customers much more easily and readily than you could with many lines and many prices to keep in touch with.

In paints and varnishes, nothing is more certain to bring you prestige and business than one line of repute. When you signified your intention to the Sherwin-Williams representative who called on you of handling our products, you knew you were taking a step in the right direction. We know that if you had found occasion to criticise our methods or our products, you would have been frank enough to tell us about it, so that we might have investigated and remedied the trouble. A feeling of co-operation has existed between this company and our agents at all times, and so when we address you on this subject we know that you will have no occasion to say that the full line we are urging you to stock is second to any you have ever been offered. If your paint and varnish sales are good now, why not make them better? If you are selling many gallons of S.W. P., why not look a little further ahead and see the increase you can show by selling floor finishes, enamels, varnishes and Brighten Up Finishes? The principle is the same and the quality is the same—the best. Our advertising for the shelf goods is just as effective as our S.W. P. advertising, and our agency helps are all the greater. It will take some time to educate your prospects to the knowledge that you have added the full line, but it's worth the time and the first cost to every agent who wants to make the biggest scratch on the paint and varnish business in his locality. With one line, one policy and one quality, there is no competition imaginable which can stand out against you for any length of time.

This is not written with any idea toward criticism on our part because you may not be handling the full line. It is just a desire we have to see you getting bigger profits and bigger sales.

## "BUFFALO BILL" USES S. W. P.



*"Buffalo Bill's" Residence.*

WE show a photograph of Col. Cody's residence at North Platte, Neb. which has been painted with S.W. P. sold by our good agent at that point. "Buffalo Bill" has taken quite a fancy to our paints and in addition to using them on his home, he is now having all his ranch houses and buildings painted with them. He watched the wear and tear that S.W. P. stood on his Wild West equipment and was convinced that it was the only paint for his property at North Platte.

0007-SWP-000119424

# AN INTERESTING EXHIBIT AT HOT SPRINGS.

THE Hamp Williams Hardware Co., of Hot Springs, Ark., our very enthusiastic agents at that point, have always manifested keen interest in pushing Sherwin-Williams Paints and Varnishes. They have backed up their stock of paints by effective advertising and have made it a point to educate the people of Hot Springs to their modern way of doing business. Their success is a notable example of modern enterprise and progress.

In the photograph we show the Hamp Williams exhibit at the Arkansas State Fair, held in Hot Springs, October 7th to 13th. The display was arranged by Mr. Jarrell, in charge of the paint department of the Hamp Williams store, and our representative, Mr. W. V. Hammond. They spared no pains to make the booth attractive and the interest it created fully repaid them. The booth was a square one, and all four sides were exactly similar, having the design of our Fall window trim displayed on them. The color scheme was in yellow and yellow bunting was used to match the yellow of the window trims. The festooning was of a deep orange shade, made most effective by the use of several Brighten Up banners. This made a most attractive ensemble.



*The Hamp Williams Exhibit at Hot Springs.*

The booth was 8 feet square and about 10 feet high. It had a very prominent location near the entrance gates. Our Mr. Hammond was in attendance at the booth during the entire week and helped distribute the advertising matter where it would do the most good.

0007-SWP-000119425



GEE but that first number of the *Home Decorator* went like a hot cake! The Editor had so many requests from our agents that he had to pass some of them up in despair. There'll be plenty of No. 2 to go round tho, and you'll find 'em in your stock order.

## UNIQUE FAIR ADVERTISING.

OUR loyal agents at Palmer, Mass., Whitcomb & Faulkner, were very successful in attracting crowds to their tent at the Palmer Fair, held October 8th and 9th. These agents displayed a large Sherwin-Williams sign over the door of their tent, as may be seen from the photographs shown herewith. This sign was the means of impressing upon the minds of a great many people the fact that they could buy S-W. Paints and Varnishes from Whitcomb & Faulkner. Since taking over our agency at Palmer these agents have manifested keen interest in our proposition as a whole, and more especially S. W. P., which they have sold in large quantities with excellent satisfaction to their customers. Although in the heart of a conservative district, Palmer is brightening up its homes for posterity by using liberal quantities of Sherwin-Williams Paints and Varnishes.



*Whitcomb & Faulkner's Tent at the Palmer Fair.*

0007-SWP-000119426

## A WORD OF APPRECIATION.

AROUND Thanksgiving is a good time to give credit where credit's due, so here goes for a word of thanks to our loyal agents who made such splendid use of our Fall Window Trim. With each new trim we send out, there seems to be more satisfaction and general use. Last Spring we had a great window dressing campaign among our agents, but this Fall just closed had even a more effective number of trims as far as attractiveness is concerned There may not have been quite so many numerically, but those agents who made use of The Little Paint Men on the ladders certainly did themselves all credit. Along this line we show just one photograph of a Window Trim used by our good Kansas City agents, The Bunting-Stone Hardware Co. The illustration does not do the trim justice, although some idea of its arrangement can be had.

Remember, we are always ready and willing to assist our agents in planning window trims for holidays, and if you are contemplating a Christmas trim or two, let us hear from you. We may be able to give you some suggestions that will boost your holiday sales. There are many times a number of excellent ideas that can be embodied in holiday trims, and by keeping in close touch with the most successful retail merchants throughout the country, we often are in a position to give you practical assistance. Write to our Advertising Department now.




*Attractive Window Display in Kansas City.*

0007-SWP-000119427



*The Ice for mine!*

Gee but I love Hockey! It's the greatest game goin'. The Editor likes to picture me drinkin' toasts and playin' ball, but I'd rather see myself on skates than any way I know of. It's goodbye to the factory when the Hockey season's on!

The Little Paint Man