

THE SWP

OCTOBER 1905



THE S. W. P.

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LETTERS FROM AN OLD RETAILER TO HIS SON.

No. 1.

From James Clark—better known as "Carload Jim"—traveling for The Sherwin-Williams Co. in Northern Illinois, to his son William at Port Centre, Michigan. William has just written that he has started clerking in the paint department of Jones' hardware store.

Dear Billie:

Rockford, Ill., Nov. 1, 1904.

I'm mighty glad to learn you have decided to start at the bottom. The only man I ever knew who made a success of anything by starting at the top was Steeple-Jack Collins, who used to paint the spire on the old church. And he took terrible chances.

The bottom is the real place to begin your life's work. It may be a little overcrowded, but you can always get rid of the crowd by moving up.

When you wrote that you thought of applying to Sherwin-Williams for a job on the road instead of going in with Jones as I wished I wired you to get ready to go to college, because I preferred to have you make a fool of yourself there and not in business—especially in a business where the family has made a pretty good name for itself so far. Besides I wanted you to take a little time to let your ambitions get untwisted and started in their logical order. It's a good thing to remember that ambition begins with the first letter of the alphabet.

Your final decision to take my advice and go to clerking behind Jones' paint counter puts you into the running on the scratch line, and if you keep your nose pointed in the right direction and don't swerve out of your course or shy at the turnings you'll finish among the leaders.

I've always had a notion that my boy could make a good paint man, and that he'd probably have enough of the old man in him to land his share of business on the road, and perhaps get off the road into the office, if he could be induced to profit by the mistakes I've made. The only satisfaction I get out of the blunders of my early days is the thought that I was piling up experience for you.

If I were at home with you more we'd carry on a sort of night school, but I guess we'll have to be satisfied with a correspondence course. It's my intention to send you a letter now and then to help round out the education that I know old man Jones can knock into you. Of course you'll have your own ideas and think you know more than either Jones or me. It's a wise son that knows his own father knows, and you haven't shown any searchlight beams of

wisdom yet, though I have hopes of you now that you've decided to begin at the bottom in the store.

You've got a fine chance in this beginning to get next to some of the real things in the paint business, and you don't want to skip anything that looks half like an opportunity. You'll have a pretty hard time dodging the chances, even if you're inclined that way, but you don't want to take them just as they come. Go after them. Did you ever notice that the real idol of the bleachers at a baseball game is the fellow who runs like mad a couple of hundred yards outside his territory to accept a ball that may cost him an error if he muffs it and that is sure to make him a hero if he gathers it in. He might have stayed in center field and not taken any risk on his average, but that wouldn't get him into the big league.

The average paint clerk has far more than an average chance for getting ahead. I don't know any field of business that is so full to the brim and running over with clean cut opportunities for self advancement. It's my deep rooted conviction that there's more to learn and more to be gained after you've learned it than in any job this side of frenzied finance.

Unless Jones has made a lucky strike in recent additions to his staff you probably won't find any clerk in the store that knows enough about paint and painting to sell a box of water colors to a school girl. And you'll find that a great and vast majority of your customers think they know more than the man who made the goods.

This is just a hint on the side to show you the wide open chance ahead of you, and if you have nerve enough to stick to the proposition at four per until next Saturday night, I'll try to let you in on the ground floor on some of the fine points of the game.

In the meantime remember that what with politics, bad weather, and a few strikes for higher wages it took more than a day to build even the foundations of the good old city of Rome.

Your affectionate and hopeful,

FATHER.



Government Coaling Station at East Lamoine, Me., painted with S-W. Pure Acheson Graphite Paint. 500 gallons of it were used on this structure.

SUCCESSFUL S.W.P. AGENTS.

I. Zinser Co., Washington, Ill.

EVERY sale made of S.W.P. helps to another, and the more the use and quality of the goods are advertised and known, the easier and faster the business grows.

It is well for every S.W.P. agent to look carefully over his sales from time to time, call frequent attention to the merits of the goods, and get favorable expressions from those who know from experience just what they are.

There are many opportunities to use sales of this kind in a public way, and if the work is prominent or of special local interest the advantages are all the greater.

We reproduce in this issue illustration of the band stand at Washington, Ill., recently painted with S.W.P. The stand is in the middle of the business square, and the business was very successfully managed by our progressive agents, Messrs. I. Zinser Co. Naturally there was considerable competition for the sale of the paint, and there was plenty of chance to show up good strong convincing facts and arguments. Our agents were successful in securing the business, and were allowed to place an S.W.P. sign on the top of the stand. This caused

some disappointment and chagrin among rival dealers, and they said so much that the matter became quite a subject for town talk, of which Messrs. Zinser were not slow to take advantage.

The advice and efforts of local lawyers were enlisted in attempts to bring down the S.W.P. sign, but the Mayor declares that S.W.P. will stay on top, and the public are with him.

The following advertisement occupied about a quarter page of the local paper:

"Look at the Band Stand. Painted with S. W. P. The paint that makes competitors squirm. For sale only by I. Zinser Co."

There are many good and helpful things about S.W.P., but one

of the best is that when the work is properly shown it will always command attention and approval. It awakens confidence and enthusiasm, because it is head and shoulders above the low priced paints in the market, and will back up the representations made as to its covering capacity, quality, economy, appearance and durability.

It will be profitable for every agent to emphasize these points in the most positive and public way.



The Washington Bandstand

GLOSS COLORS, SOLID RUBBINGS AND OTHER CARRIAGE FINISHES.

Article V—On the Advantages of the S-W. Line.



THE series of articles on Quick Drying Colors, finished in the last number of THE S. W. P., would be incomplete if we did not continue in connection with it our associate lines of solid covering color and varnishes, namely, Gloss colors, Solid Rubbings, Free Flowing and Body and Jet Black Rubbings, as well as Coach Body Primer, Coach Body Filler (or rough stuff) and Rough Stuff in paste form. All of these lines have been made to include every possible essential quality which our long experience with the carriage and allied trades has indicated, high quality and adaptability having always been the main considerations with us.

If the dealer will only get firmly fixed in his mind what the character of these lines are and how they compare in relation to shop made materials, it should be a comparatively simple matter to almost entirely displace the latter. Let me explain: In the making of color varnishes the usual shop practice has been to thin down quick drying, i.e., japan colors, with spirits turpentine to about the consistency of the clear varnish (usually a rubbing) to which it is to be added, such thinning being necessary to secure proper assimilation of the color. This thinned-up flat color is then added to about an equal quantity of the clear varnish already referred to, and the mixture is then ready for use. It will be observed that such a mixture contains two elements not found in the up-to-date color and varnishes offered by the best makers, namely the japan, which was originally used in grinding the color, and an excess of

turpentine which was necessary in mixing it for use. Neither of these elements is desired by the painter if possible to dispense with them, because the japan detracts from the working quality and both that and the excess of turpentine lessen the lustre and decrease the elasticity and durability of any varnishes with which they are associated. In addition, except the painter uses highest grade quick drying colors, he is obliged to use more pounds per gallon of varnish, than is employed in making color varnishes of our quality, which excess of color further detracts from the working quality, lustre and elasticity of the hand made material.

The general custom and repair shop practice has been to use a coat of flat color and then one of color varnish. In the use of such color and varnishes as we make, the expense of the coat of flat color can largely be dispensed with if desired, particularly in the sale of opaque colors, as our solid covering goods require no special ground work, but will cover perfectly over any fair underground.

In addition, they work and dry better with a fuller lustre and are more durable in wear. Owing to the varying conditions under which work must be done, we have provided a very ample variety of the colors most largely used so that each situation may be satisfactorily met. For the high grade shop, where time is no consideration and extra body and gloss are wanted, our "Gloss Colors" quality should be offered, however, for general use our Solid Rubbing and Free Flowing lines will be most usually demanded; the former when good

prompt drying is wanted, accompanied by a good gloss surface of sufficient body to permit of rubbing with pumice stone and water if desired.

Our Free Flowing quality, while solid covering, is intended mainly for use where economy by means of easy working quality and larger covering capacity, is the great consideration. The goods are lighter in consistency than any of our other color varnishes, are very easy working and slow setting, flow out perfectly, dry to moss in 18 to 24 hours, but are not heavy enough in body to admit of a water rub.

Our largest demand among the greens is for the Green "D" shade listed, which answers the interpretation of a medium gear green of Brewster or Merrimac shade.

Recently, however, there has been an increasing demand for Green "L", Newport, Acacia, Eng. Surrey and other fancy shades, any of which will be found especially suited to light and fancy work.

Reds have been very popular for several years and while our line embraces many rich and handsome shades of color and varnishes, still Royal Durbar Red, on account of its extraordinary body and covering power, is the one color more demanded than any other.

We anticipate also, with the proper interest manifested on the part of our agents and dealers, that a very handsome trade can be worked up on our No. 140 Carmine, which, on account of its beauty of color and permanency, should find more than ordinary favor for use on fine work.

Our Aztec Red shade has been largely sold for several seasons for imitation carmine effects and while some of our competitors have tried to match it, a comparative test on glass

will quickly show that the colors they offer lack the richness and fire of our goods.

What has been said regarding the comparative quality of fancy (not black) colored rubbings will also hold true with reference to shop made black body rubbings. There is a large and general use for such materials, and dealers should not fail to offer and sell these lines whenever possible.

For the better grades of work our Jet Black Body Rubbing will be found particularly suited, while for cheaper work our Jet Black Quick Rubbing will prove very satisfactory. They are both intensely black, work and dry well and cut down clean in rubbing, which can be done in 48 hours after application without danger of sweating.

There is also no question regarding the better and more satisfactory quality of our body primers and fillers (Rough stuff) than can be made by hand and a frank comparison will usually help to get business.

In the first place all raw materials for those lines, as in the case of any others we make, are carefully chosen with a view to meeting the conditions which will be imposed on the finished goods, and in the case of the necessary mixing and grinding liquids, these are specially made. No such opportunity is afforded the painter who would mix his own. He must take to a large extent what the market conveniently offers.

Then we test all materials carefully before they are put together as well as after, but the previous test is not practical or possible with the painter who must apply his mixtures to the work actually in hand before he knows or can learn if they are right or wrong.

Quite frequently he finds they are

not altogether right, but once on the job they must mainly stay and he trusts to luck that no really disastrous results will follow.

While we advocate both primer and filler prepared ready for use on account of greater uniformity and better results in finish to be had with goods in that form, still our Rough Stuff (paste) will be found thoroughly high-grade and not at all to be compared with qualities which are based on price or offered by makers lacking the facilities and experience with the trade which we possess.

Our Perfect Method Body Primer and Filler have proven phenomenally satisfactory to the trade for so long that they may now be regarded as standard shop staples. There are, however, some custom builders and coach makers who are prejudiced against systems of any kind, and for such trade or any others desiring it we have made Coach Body Primer and Coach Body Filler (Rough Stuff) which goods conform as nearly as

possible to the highest grade and best accepted custom shop practice.

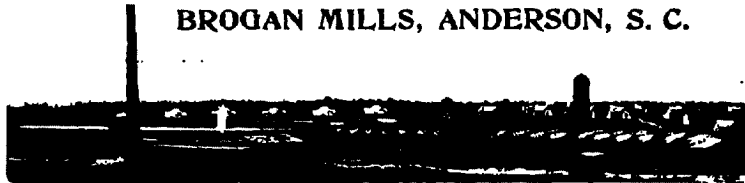
These goods have not yet been listed, but agents can get prices and other detailed information regarding them from the nearest division offices.

In closing let me repeat again what was said at the opening of the series, viz.: That selling goods to the carriage and allied trades is not a difficult matter, especially in our case, once the dealer understands the goods commonly employed and their respective uses.

There is a large demand in the aggregate and with the most complete line to offer and a quality unapproached throughout by any other manufacturer why should we not rightfully expect the most of the business. We are looking to you.

A. E. Shapiro
Mgr. General Sales Dept.

BROGAN MILLS, ANDERSON, S. C.



We show herewith illustration of these buildings finished with S-W. Products. The following materials were used:

Metalastic, China Gloss White, Outside Gloss White, 461, 374. Special Hard Oil, and Kopal Varnish.

This is an example of the popularity of S-W. paints and varnishes with large manufacturing concerns. It is evident that in S-W. products, because

of their durability, permanence of color, protective value and economy, they find the most satisfactory protection for their buildings.

This is a valuable recommendation for our goods, because it is a fact that users of this kind are actuated only by the strictest of business motives, and their selection of our paints and varnishes is an impartial endorsement of everything we claim for them.

THE ONLY WAY IS THE S. W. P. WAY.



E publish herewith a letter received by the Ellis Bros. Drug Co., S-W. agents at Vandalia, Mo., from Mr. V. B. Robertson, foreman of paint department of the Chicago & Alton R. R.

It comes with special force as expressing the judgment of one who has all the benefit of long experience, through knowledge of what the best paint should be and do and a very wide acquaintance with other materials offered for such work.

En Route Vandalia, Mo., July 24, '05.
Ellis Bros. Drug Co., Vandalia, Mo.

I can say for your benefit and to any who contemplate painting that I have been with the C. & A. road for 18 years, using lead and oil almost exclusively for most of the time. I became, however, dissatisfied with the

results and then tried several kinds of prepared paints, among them The Sherwin-Williams Paint.

I can say frankly that I found S.W.P. best of all in quality, thorough and reliable mixture, clear tone, greater economy, and durable results.

For the past four years I have used S-W. Paints exclusively. No painter can cut out the top of a keg of lead, add his own oil, stir with a paddle, and get the spread and covering and lasting finish that he can with S. W. P.

I am now painting the C. & A. Depot here with this paint.

Yours very truly,

V. B. ROBERTSON.

Foreman Paint Department.

Messrs. Ellis Bros. believe in spreading good words like these and printed the letter at length in the *Vandalia Leader*.

OPPORTUNITY IS EVERYWHERE.



GREAT deal has been said about locality, about the best field for youthful enterprise. Dr. Depew thinks that a young man has the best chance in a young community, while Russell Sage attaches little importance to environment and thinks that if a young man is in a big place he had better stay there. *The secret of success lies in turning the circumstances that surround you to the best account.* Once you learn how to do this, including the self-discipline which it brings about inevitably, you have learned the important lesson: and this lesson perhaps is learned best where opportunities are fewest. In any place a young man can exert his individuality and his most vigorous exertions for his own interests, and as long as he respects the rights of others he will be advancing faster than he knows. *The best evidence that a person can have of his ability to do well elsewhere, is to succeed where he is!.*

The story is told of J. P. Morgan that he needed a man for an important post. After considering all available employees he chose a certain young man, and so notified the head of the department in which the young man then was. "But Mr. Blank cannot be spared," said the head of the department. "That's exactly why I want him," said Mr. Morgan.

"Opportunities come to all," says Henry Clews in this same connection, "and come frequently. The successful men are, first, those who recognize them as such, and, secondly, those who take advantage of them. This is the meaning of the much-used term 'luck', and the men who complain of their lack of luck simply lack knowledge of their business and the energy and determination to make the most of a good opening. Good openings surround every young man if he did but know it. The young man who sees them is the one who advances." —N. Y. Commercial.

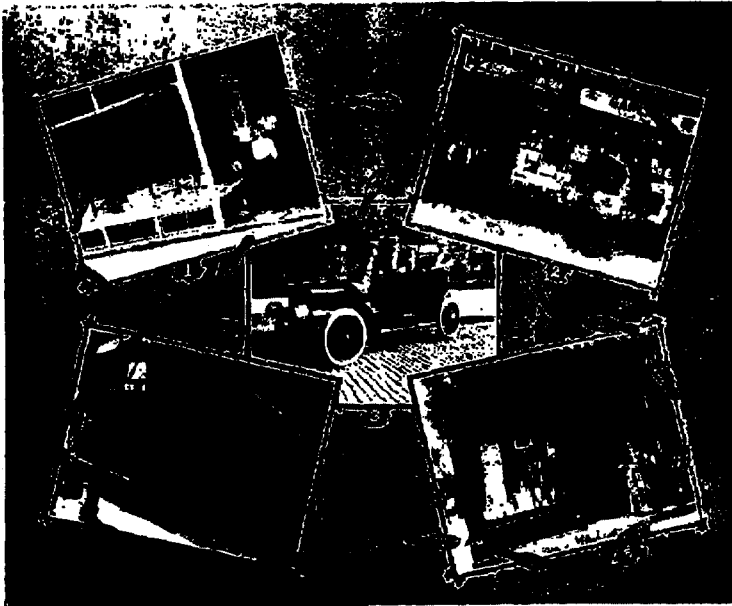
FOOTPRINTS AND FLOOR FINISHES.

BY this time the Footprints have "tramped" over a large part of America, and have proved a novel and effective feature of the Fall Campaign. The Floor Finish Campaign is growing rapidly and we hope will soon attain the splendid results we expected. With the impetus that our special advertising has given us we must go on until our Floor Finishes are used in a majority of homes everywhere. It sounds big, and it *is* big—the kind of proposition we enjoy going up against. Considered in its details, however, one sees that it is just a matter of steady effort and unflagging enthusi-

asm, which is bound to win out in the end.

Let every dealer keep everlastingly at it, with a determination to increase his Floor Finish sales every month. The goods have shown that they will do their share in pleasing the consumer. Take advantage of all our helps, of our XY electros and advertising direct to consumers.

The illustrations show a number of our dealers in the Central Division and the great displays they made with the aid of the Footprints. The automobile is one that was secured by one of our salesmen, who with some of our agents had become enthusiastic



The Footprint Automobile and the Stores it helped decorate.

over our Footprint proposition. They spent the small hours of the morning touring the city and pasting the Footprints where they would do most good.

It is encouraging to see such interest taken in the campaign. It shows that these dealers know we are in business to sell our goods to the consumer after putting them on our agents' shelves. The nearer the dealer gets to us, the more interest he takes in our special campaign, and the more he helps us by taking advantage of the help we offer, the bigger and more profitable

become the sales of our paints and varnishes. The wider we spread the names of S.W.P. and S.W.V. the better it is for everyone who handles them. Our agent's business grows with ours.

If you haven't gone into the Fall Campaign with all the spirit and vigor you possess, get right in now and push with us. Get the habit and we will make the coming Spring Cam-



The Athens Pharmacy, Athens, O.

paign the greatest yet.

There's no limit to trade and profits in selling S-W. products, if you push them the right way.

VARNISH GUMS AND VARNISH MAKING.

Third Article.



f the choice of a proper kind. quality and grade of gum is necessary in the best varnishes, the quality and proportion of the linseed oil added is also a vital consideration, and as the right oil is an essential requisite of all first-class paint it is equally required for a reliable varnish.

It was, in fact, the high demands of our Varnish Paints and the necessity we felt for a higher and more reliable grade of materials than we were able to obtain in the regular market which led us first to the making of our own varnish and later to the manufacture of our oil as well.

We were determined to place ourselves at the head and front of paint

and varnish manufacturers and added extensive Varnish and Oil Plants as a necessary condition of this progress.

While the gum is melting, as referred to in our last, the linseed oil is being heated in another kettle, the proper proportion being carefully determined by weight, depending on the particular kind of varnish under way.

The gum must first be entirely melted, the kettle withdrawn from the fire and the foam allowed to subside, then the hot oil is added gradually with thorough stirring, preserving as even a temperature as possible. When the proper oil for the batch is all in, the kettle is moved back over the fire for the cooking. This is a very particular work and on it depends very

much the color, the clearness and the wearing qualities of the varnish. Usually in this process a special thermometer is kept in the liquid, which is closely watched indicating the precise amount of heat for an accurate length of time, such as experience has found desirable for the particular mixture.

Over and under cooking are alike hurtful. One tendency of cooking is to darken the varnish, hence some cheap pale varnishes are secured by under-cooking, and although they may in some cases be sold at a lower price on account of a falsely pale color, they are not at all the same goods in value or durability as a pale varnish secured by proper selection of clean pale hard gums and extra refined oils combined by the most timely and judicious cooking. The temperature during cooking may vary from 400 to 600 degrees Fahrenheit, and in some varnishes it is advantageous to alternately raise and lower the heat from time to time according to what is known as an established temperature curve.

After the cooking is properly completed and the mixture slightly cooled the proper percentage of turpentine is added and here again exact rules, skill and caution are necessary. The temperature is usually above the boiling point until reduced by the cold

turpentine, so that here vapors are liable to escape and overflow the kettle as an inflammable gas. This is work which under no circumstances should be hurried. Clear headed judgment and painstaking methods are the assurance of safety and success.

Benzine is sometimes used to replace the turpentine in cheap varnishes, but evaporating as it does much more quickly, the benzine varnishes do not flow out well, are inclined to show brush marks and are too brittle for durable wear.

As we have already intimated, with the hundreds and hundreds of different kinds and grades of varnishes and widely varying requirements it would be impossible to cover this subject briefly, except in a most desultory and unsatisfactory way. We hope, however, enough has been said to outline the important points of varnish cooking and induce some of our readers to inquire farther as to the whys and wherefores of a reliable varnish.

In general, with proper selection of well sorted, carefully graded gums, the cleanest of utensils, thorough melting, careful, scientific cooking with addition of the best materials, good varnish can and should be uniform and reliable. They should be right and always right. In our next we will consider varnish storage and varnish aging.

OPPORTUNITIES.

"If you don't feel enthusiastic, get out and rub up against some fellow who does. Re-charge your batteries, and do the hard thing first; it will stimulate your nerve."

"Action generates energy."

—JED SCARBOROUGH.

POSTER BALL AND CARNIVAL ADVERTISING.

DURING the fall and winter our agents will have many opportunities for effective advertising and publicity through local, county and state fairs, street booths and parades, fancy costumes at public entertainments, etc. These efforts not only show enterprise and add to the interest of such occasions, but attract wide notice and invariably pay well for themselves in fastening public interest and attention.

We are always glad to encourage such work and help with suggestions to the best of our ability.

We reproduce here a photograph recently received from our S.W.P. agents in Napier, New Zealand, showing one of their young lady clerks dressed in a costume for a poster ball, which is exceedingly neat, simple and attractive, and in which S-W. advertising features are conspicuous.

The brushes in the head gear and the chameleon poster apron are unique and distinctive, though the lettering is not as clear in the reprint as we

would like to have shown it.

Our Napier agents, Messrs. Williams Bros., are dealers in paints and wall papers and are pushing S-W. Products vigorously in this far distant land and

find the quality and economy guaranteed in their use a most valuable asset for increasing trade.

We feel sure that their persistent work will redound to greater and greater success.

The labor incident to advertising of this kind is not nearly as much as one might suppose, and it is surprising how striking an effect can be secured with a little ingenuity and forethought in an hour or two of leisure time and at a season when the regular demands of the trade are not apt to be burdensome.

We are always glad to offer our help for such displays, and many ideas can be found in back numbers of this magazine.

They always help to inspire new interest and enthusiasm not only among your friends and customers but in the minds of your store help as well.



Poster costume of young lady at Napier, New Zealand.

SPECIALTIES FOR THE FALL MONTHS.

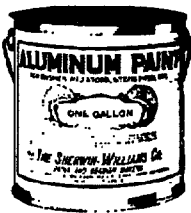
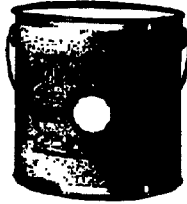


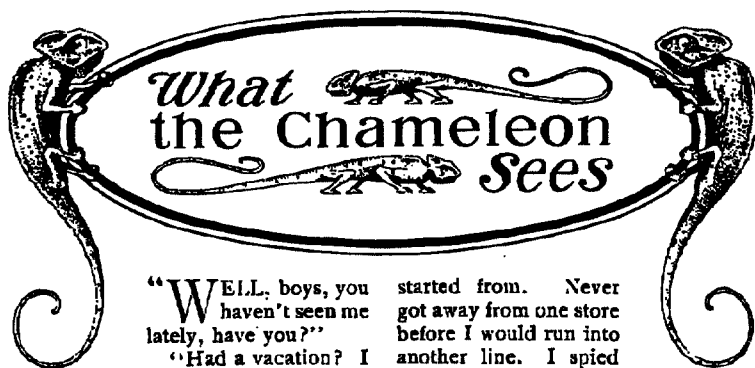
OCTOBER and November are the months of specialties. Of course the great staple lines such as S.W.P. and S.W.V. are still in demand in most localities, but it is at this time that the dealer should look ahead to the winter season, when outdoor painting is impossible.

Now is the time to plan a stiff campaign on the indoor lines. Boon the Floor Finishes harder than ever. If you have the determination, we have the goods and the helps to get practically all of this trade, and this is the chance for a great record breaking year in these lines. Push the Varnishes, push Enameloid and Special Interior Colors, and make the people understand that you can supply them with the most satisfactory and most economical finishes for the interior of their homes.

Besides these you will find Buggy Paint and Wagon Paint good sellers now. Use the Wagon Paint Window suggestions we have already given. On another page in this issue is a Varnish window, which it will be a good plan to trim.

In the meantime remember that in Aluminum Paint, Empress Liquid Gold, Imperial Gold Enamel, Bath Enamel, Stove Pipe and Iron Enamel, Varnish Stain and Furniture Polish you have specialties that are bound to give satisfaction and handsome profits if you give them publicity and a chance to be appreciated. If you don't carry all of them, put in a stock. Don't forget that the quality of the goods is such as to permanently enlarge and firmly establish your business, and that we help you sell them after they are on your shelves.





"WELL, boys, you haven't seen me lately, have you?"

"Had a vacation? I should say—back to the shores of sunny Madagascar. You've heard of the simple life and this talk about getting back to nature. Well, I've had a month of it. Don't I look like the office boy—back sunburned, skin off my nose and an appetite like a horse."

"You will wonder why I haven't been on duty lately, and won't believe me when I tell you I've been a globe trotter and out doing Phineas Fogg, Nelly Bly and all the rest of them. It is this footprint proposition and its nearly been the death of me, too. I was coming back to help in the Fall Campaign, going to be right on the firing line from the start, when I ran across those yellow footprints."

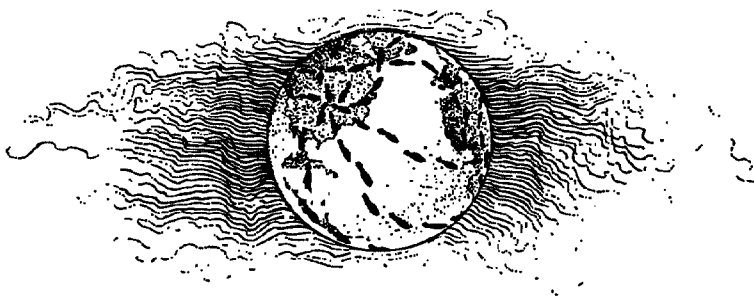
"I simply had to find out where they were going. Do you know I never came to the end of that line of foot-steps until I got back to the place I

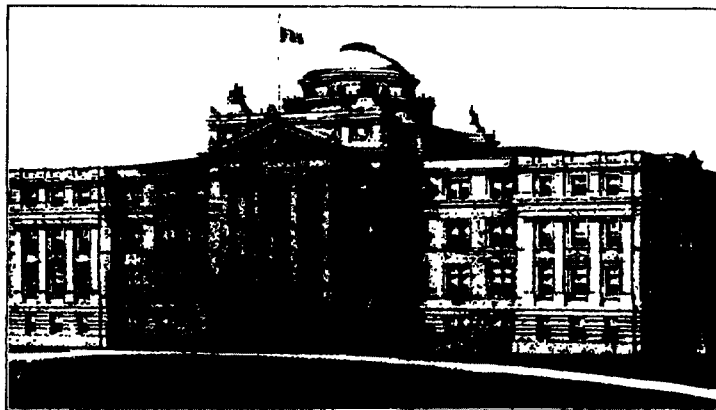
started from. Never got away from one store before I would run into another line. I spied a big bunch of them in the export department, and by the time I reached the other side the pesky footprints were walking over there. They certainly cover the earth."

"Now I want to give you some facts and figures on floor finishes, just to show you that our campaign has only opened pay dirt that runs clear through. We haven't scraped the top off yet."

"For example:

To every 1,000 of population there are about 200 homes, of perhaps five rooms each. Just compare your present sale of floor finishes with the floors in your locality and you will see what opportunities there are for us in pushing the goods. Every housewife wants finished floors, while we want to make the finishes for her. See the missing link. It's up to you."





New Central Building of the Iowa State College, Ames, Iowa, for which Kopal and Exello were specified. S.W.P. #84 was used on window frames. Proudfoot & Bird, Architects.

GOOD WORDS FROM THE TRADE.

Good Words for Shellacine.

"We are pleased to report that Shellacine has found great favor here.

G. W. Sneed, a contracting painter, bought 71 gallons in three weeks of July.

Wm. Alexander, C. C. Morrow and R. G. Marr, all contracting painters, use this Shellacine, and say that it is the best filler they can get anywhere near the price.

These facts are no doubt interesting to you, hence our excuse for this letter.

It is our intention at all times to keep in as close touch with you as we possibly can, because we believe that by co-operation we can in this territory make things interesting."

FOSTER HIW. Co.

Little Rock, Ark.

Co-operation Brings Results

"It pleases us to see the S-W. Co. work so much in harmony with their agents, offering every advantage to them in order to increase their business without asking them to buy a certain quantity of goods.

We like this method, and you can bank on our co-operation to help the good work along.

We let you be the judge as to the increase of our past season's business over previous years.

We enclose the mailing list as per your request. Kindly let us know when this "ad" matter is sent out."

Yours truly,

O. DIDRA & Co.

Amboy, Minn.

Painters Like S. W. V.

"I want to make an expression on your Kopal and Excello Varnishes. Have never used anything that works finer, and can cheerfully recommend them to all brother painters who want first-class work.

Your Shellacine works fine, in many places much better than similar goods."

B. A. FITZGERALD.

Logan, Kas.

Painters Want S. W. P.

"We are adding hardware, etc., to our line, and have been told by the painters of this town that they prefer your paint. They say it is the best, and as that is what we are looking for, please have your man stop and see us when he is down this way again."

JOHN R. WALKER & CO.

Titusville, Fla.

Price as Well as Quality Talks.

"I send you photo of a neighbor's house for color selections. He got prices on several other materials, but did not find them satisfactory and will use S.W.P. This is the second recent instance of the kind.

A man called yesterday who painted with S. W. P. seven or eight years ago and he has been so pleased with the wear that he is coating it over again."

Leamington, Ont. J. B. GREENHILL.

S.W. Snow White Enamel the Best.

"Jay Collins, master painter on the Arlington Hotel at Hot Springs, Ark., recently made a trial of our Snow White Enamel against zinc in Damar he was making himself. He says he does not see how it is he has painted for 20 years and never discovered that hand made paints cannot compete with machine made products. I told

him there were many like him, but it was up to some good paint man to show them where they were wrong. His enamel as compared with S. W. looks like a piece of homespun compared to a piece of silk."

Very truly yours,

F. B. GAMER.

One Specification Sells for Fifteen More Houses.

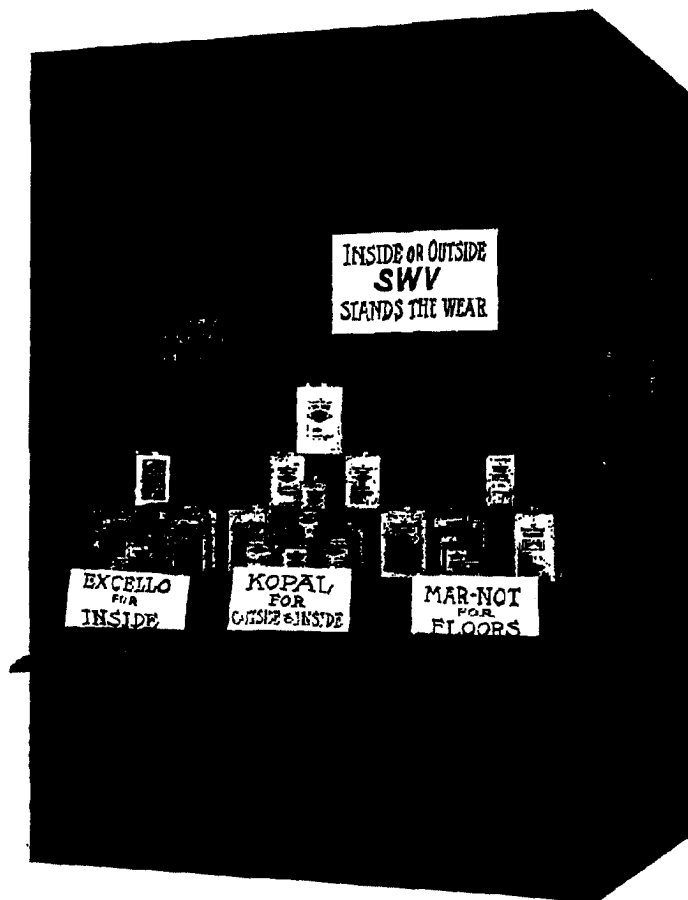
"Ten years ago, when building a residence at Blue Earth, Minn., I sent you the plans of my home and you kindly gave me suggestions as to how to paint the same. The following years there were at least fifteen different residences copied after mine, all using Sherwin-Williams paint, and this alone is proof enough that it was satisfactory to me. I was back in my former home last summer and found that this house had never been repainted and the paint was in excellent shape. I am building an addition to a residence at this point and wish to use your paint again; also would like to have you furnish me the plan as to how to paint it as you did formerly. The house is rather low, and would like to have the colors so combined so as to make it appear tall. This is a very dusty country, alkali in the soil making it hard on paints, and I presume that on account of the dust it would be advisable to have a color that would not show the dust. I am sending you on the plans, and will thank you to return them to me at your convenience. The north half of the house is the house that we built, and we are adding on the south half now. We will paint the entire house."

Yours truly,

F. W. ANDERSON,

Cashier Lincoln Co. State Bank.
Davenport, Wash.

THE VARNISH DISPLAY FOR FALL BUSINESS.



IT'S a good time now to trim a varnish window—especially as many people do quite a little renovating about their homes in anticipation of winter. Arrange your Kopal, Excello and Mar-not cans on a shelf slightly raised as indicated, and bring in your "Brightens the Earth" sign. Letter the other signs yourself on a piece of cardboard "off hand" as shown.

