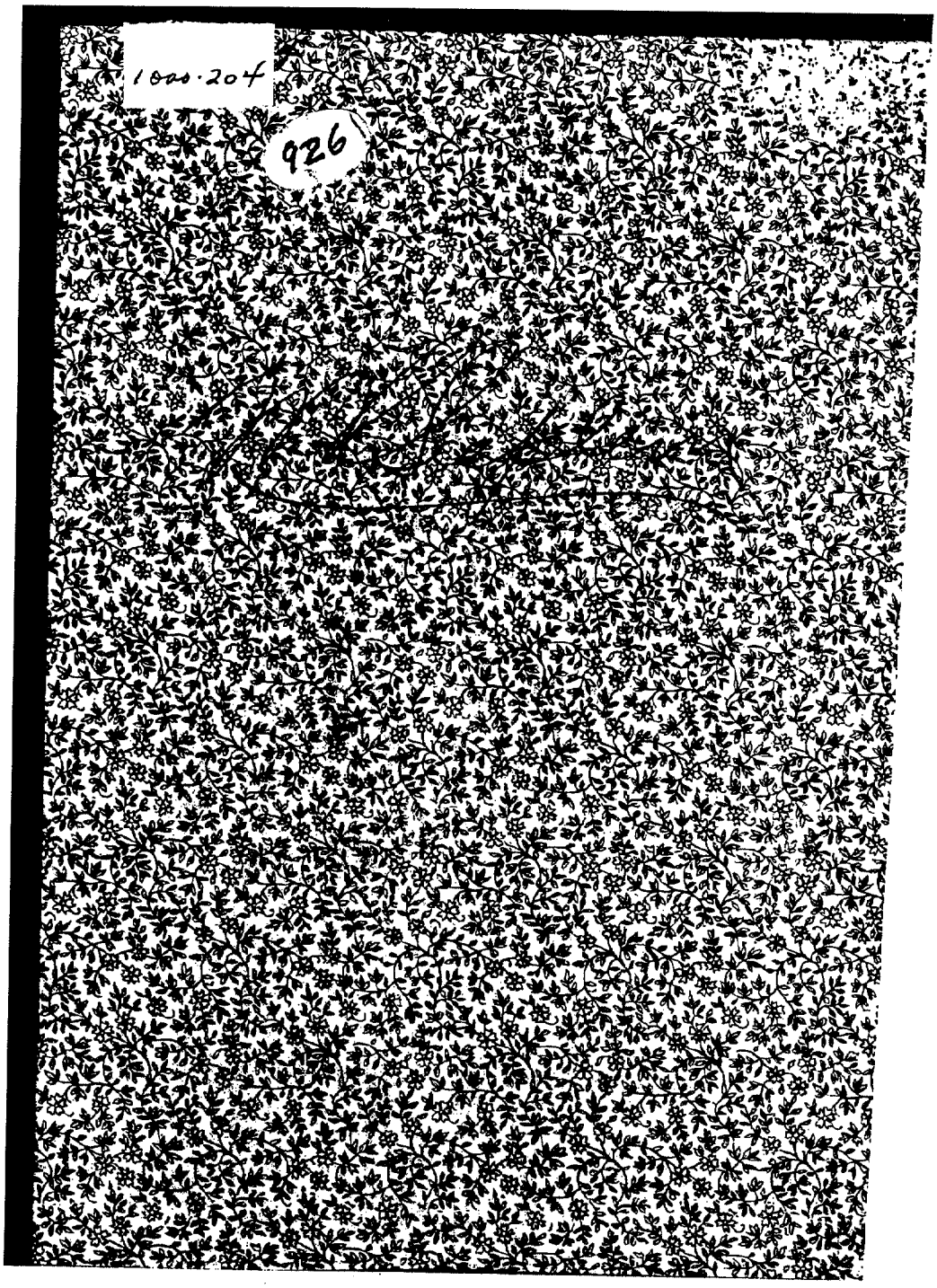
THE SWP

PUBLISHED BY
THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS.

CLEVELAND, NEWARK, SAN FRANCISCO, MONTREAL,
CHICAGO, BOSTON, LOS ANGELES, TORONTO,
NEW YORK, KANSAS CITY, MINNEAPOLIS, WINNIPEG.

SWP
1905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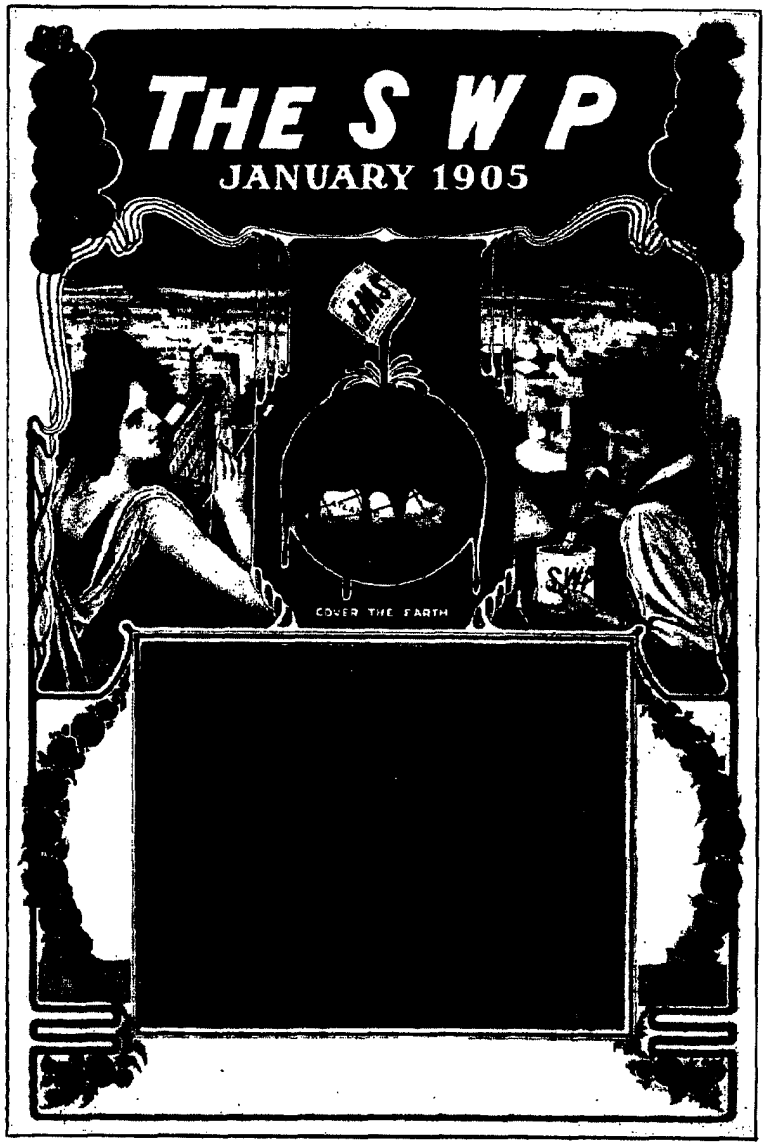

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THE S. W. P.

Published monthly by THE SHERWIN-WILLIAMS CO. in the interests of their Agents. Edited and printed in the Department of Publicity at 104 Canal St., Cleveland, where all communications to the Editor should be sent.

VOL. VII. JANUARY, 1905. No. 1

NEW YEAR—NEW FRIENDS—NEW BUSINESS

THE new year is here. Now for new friends, and new business. We have every reason to look forward to 1905 as a *record breaker*.

Everything is in our favor—commercial prosperity, business confidence, a normal and *healthful* financial atmosphere.

We have an unequalled opportunity for a good rousing business year—the best in the history of your business and ours.

The era of sound, level-headed "good times" prevails not in any one state, any one district, or even in any one country.

It is universal. Every state in the Union and every province of Canada already feels the natural impetus that "good times" gives to business.

We should all make the most of the opportunity. We should go after new trade wherever new trade is possible.

Even where new trade seems an impossibility, a little extra thought—a little extra hustle—a more careful investigation may turn apparent impossibilities into certain probabilities.

We are ready and prepared to do our share of the thinking—our share of the hustling—our share of the investigating.

We hope every S. W. P. agent will take hold with us—work with us, plan with us, and *get new business with us*.

Change the old time new years saying from "ring out the old—ring in the new" to *keep the old* and *win the new*.

Make *new* friends and *new* business.

Keep the *old* friends and the *old* business.

Are you with us?

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THE TIME TO PLAN.

AFTER the Holidays there are a few short weeks of comparative quiet in nearly every store.

This is a good opportunity for the business world to look back upon its successes or failures of the past, sift out the reasons for each and map out new and better plans for the future.

The retail merchant in particular should take advantage of this opportunity. There are many little details in every store which can be improved with the exercise of a little thought and originality on the part of the proprietor and his clerks.

Changes in the arrangement of your stock always attract attention. It is always a good plan to look back carefully over the spring business of the previous year and bear in mind the line of goods on which the greatest percentage of profit was made. If the same conditions are likely to prevail this year, see that this line is brought to the front early and arranged in some attractive and conspicuous way.

Get into the lower drawers, the bottom bins, the back shelves and the dark corners—up stairs, down stairs and in the cellar. Sort out the odds and ends which always accumulate in the handling of every class of goods, and make careful memoranda of them to work them off by some special effort when the proper season comes.

Your paint department should receive the same attention that is given to any other item of your stock. Some packages may become shop worn and these should not be carried over from year to year, but should be brought to the front for the busy painting season and sold out before the new stock is drawn upon. A little forethought and effort, with possibly a slight concession in price when the packages may have become materially damaged, will turn what might have been waste into ready capital.

The progressive paint dealer uses plenty of paint to brighten the appearance of his own store, which should indicate, both outside and inside, that he believes in paint and has confidence himself in the qualities of the goods which he sells.

Winter is a good time for interior changes, and it frequently may happen that shop worn material can be used with good effect in this way.

In searching out the dark corners of your store you may find some forgotten package of color cards or advertising matter which should be carefully noted and kept ready to hand when you need it. Have some convenient place where it can be preserved to the best advantage and kept clean.

Put in your stock order for paint and paint advertising at an early date and be sure to add some new S-W. lines to your stock each season.

Remember, it is the *full line* agency which must always realize the best success.

The selling of the full line not only simplifies your stock keeping, ordering and purchasing, but helps your advertising all around and gives your trade a substantial evidence of your own confidence in the goods.

We want our agents to make better use than ever of the advertising electrotypes we offer them. There are many of them new this year, which should make them more interesting and valuable. We also hope that a greater number of our agents

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than ever before will avail themselves of our special ad service.

We are ready to give our agents the full benefit of the experience of our advertising department and to write advertisements to suit any special need of their business.

This is an offer of which every agent should take advantage, especially when it is considered that this assistance is absolutely free to all our agencies, whether the advertisements requested are devoted to their paint department or to any other branch of their business.

Your success means our success, and it is therefore to our interest to help you all we can.

It is time now to make plans for the coming season, and we sincerely hope that every one of our agents will take advantage of the helps we have to offer.

Cooperate with us to the fullest extent and the year 1905 will be a record-breaker in your paint department.

THE PROOF OF THE FULL LINE PUDDING.

The *Full Line* pays.

It's the way to get the most profit out of your S.W.P. agency.

It's the way to get the most advertising for your paint business.

It's a plain business proposition that you'll appreciate best when you've tried it.

For, of course, the "proof of the pudding lies in the eating thereof."

Here's a little proof you can take second hand from the Davenport S.W.P. *Full Line* agency at Stamford, Conn.



A young Canadian S-W. Painter who is STARTING RIGHT. *Son of H. J. Turner, Leamington, Ont., who uses S.W.P. and S. W. V. extensively and says they are right.*

Stamford, Conn.,
Oct. 20, 1904.

The Sherwin-Williams Co.,
Newark, N. J.

Gentlemen: — We feel like stating to you, as we are about winding up the paint business of the year, that we are more than satisfied with your goods, and the manner in which you advertise them. We find one line advertises another. People who have used S. W. P., which was one of your lines we at first put in, soon began to inquire why we did not carry S-W. shelf goods instead of another make which we showed them. So that we felt it necessary to gradually supercede other lines with yours, and we are satisfied we have made no mistake.

Yours truly,
J. S. DAVENPORT & SON.

MORE PRAISE FOR S.W.P.

Extract from letter to one of our Agents in the Pacific Division:

"I am painting my house with S. W. P. No. 393, and the painter who is putting it on and who was a stranger to it says it is by far the best paint he ever used. You were good enough one day when I stopped at your place to give me suggestions as to thinning the first coat with oil, etc. I have followed these directions and the result is very satisfactory.

The painter estimated that it would take 30 gallons to do the job and was very much surprised when he found that he had ten gallons over."

There is good in everything with the occasional exception of a good thing.

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WORKING WITH ARCHITECTS.

WE are now making a special campaign among the architects of the country, and trust to have the hearty co-operation and help of every S-W. agency.

For years the reputation of our products has been extending among the leaders in this profession, and we have found them, especially the more conservative, ready to appreciate the reliability and advantages found in S-W. goods. This has been true, not only because of the economy and satisfaction given their clients, but because S-W. Products bring security and credit and reputation to the architect himself.

SAMUEL HANNAFORD & SONS
Architects.
CINCINNATI.

September 28th, 1904.

Messrs. Sherwin, Williams & Co.

Cleveland, O.

Gentlemen:-

We used your "Metalastic" on the steel frame of the Brunson Office Building at Columbus, O. We watched this work very carefully, and the last inspection we gave it leads us to believe that "Metalastic" is the best covering for steel work that we have ever used. We know of nothing that has given us greater satisfaction.

Respectfully,

Samuel Hannaford Sons

Dict. H.E.H.

There are many of our specialties which appeal most directly to the architect and professional house builder because of the assurances of good quality which go with them—assurances backed up by The Sherwin-Williams facilities and reputation so well known for the past quarter century. Some of these specialties of particular interest, and which we are taking pains to bring prominently before the architects just now, are:

The Sherwin-Williams Paint (Prepared).
The S-W. Pure Acheson Graphite.
The S-W. Metalastic.
The S-W. Special Interior Colors.
The S-W. Preservative Shingle Stains.
The S-W. Varnishes.
The S-W. Mar-not for Floors.

The direct mail work we are doing with the architects makes it an especially favorable time for our agents to solicit business from this class of trade.

If you have architects accessible, make *personal* calls on them and talk up the advantages of some one particular product that we have named. The matter the architects have already received and will continue to receive from us, should help to keep The S-W. Co. in their minds and prepare them for any work that you may do. When architects are once induced to specify Sherwin-Williams products, their approval and influence lasts, and their continued experience with our goods

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makes them stronger and stronger friends.

We are reproducing here a letter received from Samuel Hannaford & Sons, architects of Cincinnati, Ohio, expressing their satisfaction in the use of S-W. Metalastic on the Brunson office building at Columbus, Ohio.

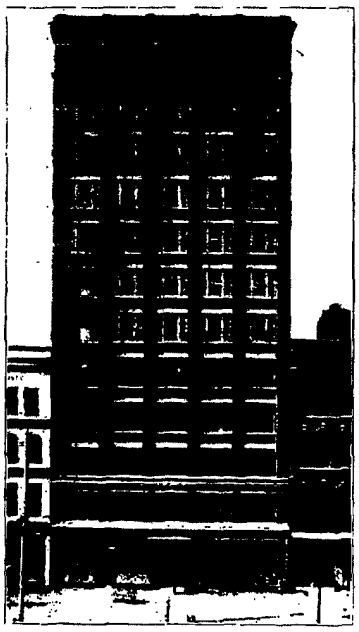
The selection of Metalastic was made after most careful and critical tests, and on this account their expressions are all the more weighty and valuable.

We are showing also an illustration of the Brunson building referred to.

Metalastic is finding a very large market as a structural paint throughout the United States and Canada, and appeals especially to large railroads, ship builders, bridge builders and iron workers of all kinds, who find it especially adapted to their needs.

It is made in two colors, Black and Dark Brown, and contains a larger percentage of pure graphite than is found in any of the natural graphite paints.

If you are not familiar with Metalastic, its uses and advantages, send for prices and full information.



Brunson Office Building, Columbus, Ohio. S-W. Metalastic used on the steel work.

SEND IN YOUR LISTS FOR THE CALENDARS.

The number of house owners lists for the spring calendar-circular already received indicates that our agents are wide awake to the value of this circulation as a business getting help.

We earnestly hope that every agent will improve the opportunity and not delay in preparing a complete and well selected list of property owners so that we may begin the addressing and mailing promptly.

These lists should be mailed direct to the branch office or division office with which your correspondence is conducted, in order that they may be properly recorded and checked for early mailing. But don't delay. Get in the property owners, mill and factory owners, hotels, real estate agents, and all desirable bona fide prospective house paint buyers.

Do it well and do it now.

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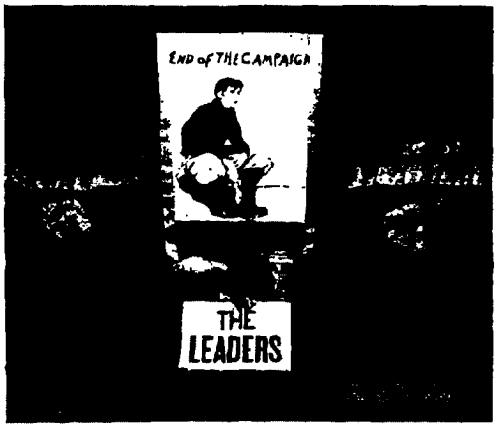
ORIGINAL WINDOW DISPLAYS.

Some of The S. W. P. Agents Use Their Windows to Good Advantage.

THE value of the store window is becoming more and more appreciated every year. The store window has been called the *eyes* of the store, but in many ways it is the *mouth* as well, inasmuch as it can be made to tell in a most emphatic way not only of the nature and character of the stock carried, but also of the earnestness and enterprise of the proprietor and the pains he is willing to take to attract interest and hold his trade.

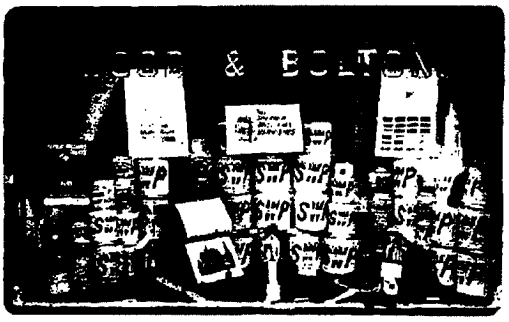
We are reproducing in this connection three such displays which we believe will be of interest and which can be used with some modifications in many places.



Special S.W.P. Window Exhibit. Harmany Bros. Mattoon, Ill.

The first window was arranged by Messrs. Wood & Bolton, druggists and S.W.P. agents at Poughkeepsie, N. Y., and it was suggested by one previously shown by our agents in Stamford, Conn.

The houses used in the window are Swiss weather cottages, kept in stock by many druggists; the grass is sawdust, stained green with aniline; the ponds are made by using oval mirrors and the roads and walks are composed of ordinary bird gravel.



S. W. P. Window. Wood & Bolton, Poughkeepsie, N. Y.

The signs shown were "Keep Off the Grass," and a cross-road sign, on one end of which were the words "To Wood & Bolton" and on the other "To The Sherwin-Williams Co." A small red toy automobile carrying a small can and marked "This Red Devil Painted with The Sherwin-Williams

Paint," stood on the gravel road in front of the lawn.

Our agents wrote that it was surprising to see the interest excited by this display. All day long and for several days, groups of men, women and children studied the window, while many took pains to express their admiration of the clever showing. It was an excellent and profitable idea.

Two particularly seasonable illustrations of window display work came to us from our agency, Messrs. Harmany Brothers, Mattoon, Ill.



Special S. W. P. Window Poster. Harmany Brothers, Mattoon, Ill.

The "Woggle-Bug" sign was used at the time the *Chicago Record Herald* created so much interest in their "Woggle-Bug" contest.

The eyes of the "Woggle-Bug" were cut out and small electric bulbs of two candle power were inserted. The eyes, nose and mouth of the "Jack Pumpkin" head were also cut out, covered on the back with red tissue and lighted up with another electric light. The wires for these electric lights were run through the battery and into an old clock which broke the current and flashed each light in succession.

A few cans of S-W. Products were arranged on pedestals on each side of the picture, and several color cards on the white cheese cloth which covered the bottom of the window.

The second one of Messrs. Harmany Bros.' windows was shown about Thanksgiving time, at the end of the foot ball season.

The cartoon, enlarged from the cover of *The Saturday Evening Post*, represents a football player, resting and thinking over the victories of the year and the term "The Leaders," was a direct compliment to the local High School Football team who came out victors this season in every game but one. They were well classed with S.W.P., which our Messrs Harmany Bros. say is a recognized *leader* with them. The motto over the players "The End of the Campaign," might better have read "Leaders in the Campaign" or "Leaders This Fall," as we do not figure on any *end* to the S. W. P. campaign.

The coloring in the window was tasteful and suggestive. Green and gold, the colors of the Mattoon High School, were used with splendid effect. The bottom and back ground were lined with green crepe paper, the border decorations being of gold.

In the arms of the player is a football "S. W. P.—'04" being printed upon it.

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OPENING OF THE NEW SOUTHEASTERN DEPOT.

Located at Savannah, Ga.



Mr. W. H. Forman, Superintendent of the Southeastern Depot.

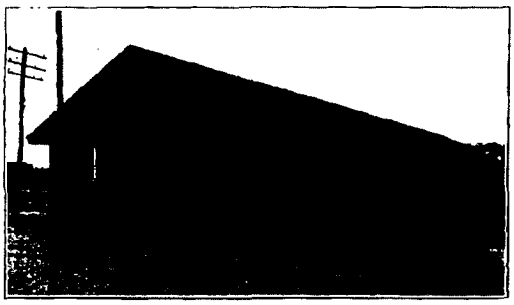
TO accommodate and respond to the very large growth of our trade in the Southern United States and to offer our customers larger facilities and a better service we have completed arrangements for a new depot at Savannah, Ga., which will be opened early in January.

We have secured an excellent warehouse located at the Atlantic Coast Line Terminal, 745 Wheaton St., Savannah, and business for that part of the country will be transacted there in the future. The south has kept full pace with the great and continued general advance in industrial and business conditions throughout the country and we have considered it of prime importance to keep in the closest touch with this enlarging trade. Our southern agencies have very many of them shown a most remarkable growth in recent years and with marked addition to our facilities we shall be able to push for business in the great South and help our agents far more vigorously and effectively than ever before.



Interior of Savannah Depot showing a part of stock room.

We believe there is scarcely a limit to the increase which can be had for our business in the South and, with a separate staff at Savannah to devote exclusive efforts to the wants of the southern trade the sale of S.W.P. and S.W.V. throughout this territory is sure to show a wonderful increase from the date of the opening of this branch.



Exterior View of the Savannah Depot.

The Savannah warehouse will be under the charge of Mr. W. H. Forman who has been

representing us with the southern trade for the past few years. Mr Forman is well acquainted with the peculiarities and needs of his trade, is a southerner himself by birth and education and has a very large number of friends who will welcome him in this new and responsible position.

The sterling qualities of S. W. P. and S. W. V. have proved themselves thoroughly adapted to the requirements of Southern climates and this has advanced them most rapidly in the favor of the most careful and critical buyers of that section of the country.

We reproduce in connection with this article photographs of the exterior of the new warehouse, and a small portion of the interior, showing the compact and convenient arrangement of stock.

THREE BIG TEXAS SPECIALS.

Last February we sent into Texas a solid train of eighteen cars, loaded with The Sherwin-Williams Paints and Varnishes—every gallon for the shelves of retail S.W.P. agents. It was the biggest shipment of the kind ever made.

On January third, this year, a second Texas Special leaves Cleveland for Ft. Worth, consisting of seventeen cars—every drop of paint and varnish in it to meet retail demands of our agents.

Before the first of February a *third* Texas Special of *twenty* cars will be sent from Cleveland, making a total of three trains, 55 cars, to the good old Lone Star State within 12 months.

And this is all in addition to the big less than car load shipments sent out from the Company's warehouse at Kansas City.

Tell your customers about it.



S. W. P. House of Dr. W. C. Cuthbert, Sandy Hill, N. Y. Body, 358; Trim, White; Shingles, 303; Sash, 434; Floors, Mar-not; Interior Finish, Excello.

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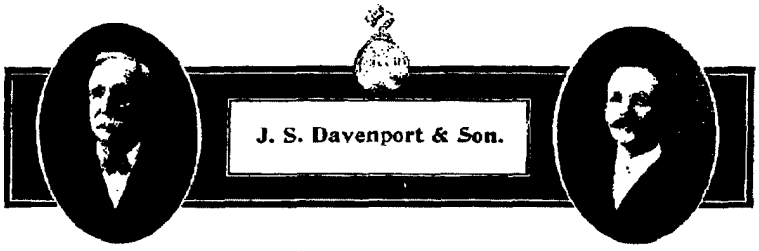

SUCCESSFUL S. W. P. AGENTS

At Stamford, Conn.

IN the fierce business competitions of the present day and the hard struggle for an upper hand in the trade, it is demonstrated more and more clearly that close well defined business system and persistent methods are prominent factors in the largest success.

Many a storekeeper may *think* he can recall the salient points in past successes or failures, but with all the crowd of other matters pressing upon his attention, it is only a definite and detailed record which can be depended upon to hold up the true mirror of past history and throw the best light on future policy.



One of the Bulletin Board Displays of J. S. Davenport & Son.

It is an age of system and methods. Now it is plainly evident that no one agency could make use of every plan which might be helpful. Some will select one feature and some another, but whatever the plan or system may be, the more thoroughly and heartily it is carried out, the greater advantage it will be and the more it will help to place the agent in advance of other competitors in the same field.

We have frequently called attention to the value of a careful record of paint sales, including the style of work, character of the building to be painted, kind of paint and colors used, quantity required, weather conditions, etc., etc. Records of this kind have in many instances been invaluable in placing the blame of an unsatisfactory job where it belongs. Some agencies even go farther than this and have a photograph taken of important work for which they supply the material.

We are showing in this issue a full page illustration of a group of dwell-

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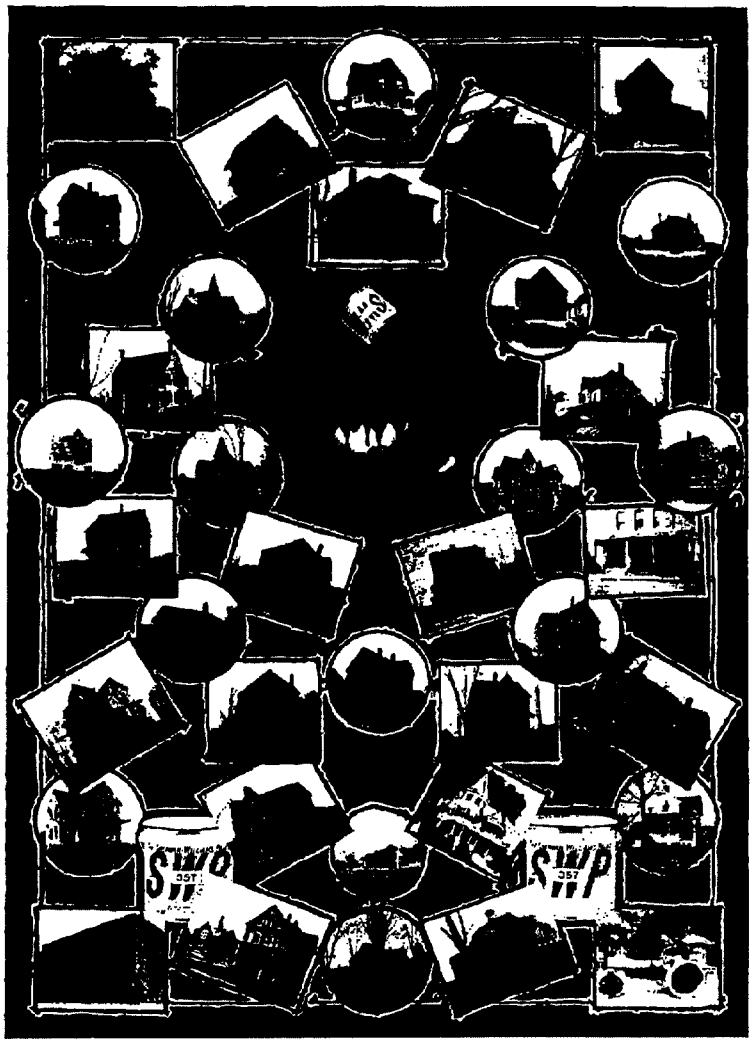

Group of Dwellings, Business Blocks, Etc., for which S-W. Products were Furnished by J. S. Davenport & Son, S. W. P. Agents at Stamford, Conn.

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ings, etc., selected from a large number of photographs sent us by Messrs. J. S. Davenport & Son, our agents at Stamford, Conn. All these buildings have been painted within the last year with S. W. P. and it is easy to see how such a collection of views could be made profitable either for store or window display. Then, too, such a collection of photographs would be valuable help to any prospective paint purchaser in the selection of color combinations or as a reference as to the quantity and quality of the material used.



Store of J. S. Davenport & Son, S. W. P. Agents at Stamford, Conn.

Messrs. Davenport & Son, referring to the success of their agency, write as follows:

About two years ago we concluded to make some change in our paint department, but were undecided as to whose goods we should adopt. Representatives called from various paint houses and of course each declared his own goods to be the best and most profitable.

We were impressed with the gentlemanly insistence of the S-W. representative, who had plenty to tell about the excellence, advantage and profit of S. W. P., but nothing to which competing manufacturers could take the least exception. So he captured us. We had plenty of old stock on hand which we proposed to retire, and other houses offered to take it off our hands as an inducement to exchange for their own make. This your representative positively declined to do as being inconsistent with business honor and fair dealing.

We faced the issue and feel that we made no mistake. Had to sacrifice some on the old stock, but our shelves are now sagging more and more under S-W. goods, which we feel sure will compensate for all loss sustained.

You ask as to our means employed. First our slogan is "Keepeverlastingly at it." We give your goods the most prominent place in our store, make window displays attractive, and charge our clerks to be courteous and truthful at all times and to everybody.

Have succeeded in divorcing a number of our leading painters from their allegiance to lead and oil and they are now using S.W.P. with good results and entire satisfaction.

We desire to express our thanks to you for the aid and help given us and also for your kind and considerate expressions, which have given us much encouragement and have truly been to us as "words fitly spoken." Sincerely yours,

J. S. DAVENPORT & SON.

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PROFIT IN PARIS GREEN.



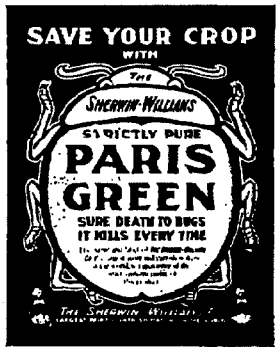
Enclosing Slip.

WE know that very many of our agencies are already handling a considerable quantity of Paris Green every season and the proper margin in price should make it a very satisfactory addition to their trade.

It is an established fact, however, that Paris Green profit depends directly upon Paris Green quality. If the Paris Green is not right and if it does not do the work quickly and surely *every* time—it will not give satisfaction to the user or build up trade for the seller. Sherwin-Williams Paris Green is uniform in quality and reliable in action. It contains no free or uncombined arsenic which is found in many other brands. The addition of free arsenic cheapens Paris Green but makes it more dangerous to handle and causes it to blight vegetation and diminish the yield of the crop; it also washes off readily with rain or even a heavy dew.

If you want to get the best Paris Green profits—profits that will show a steady increase each year—you should sell the Sherwin-Williams make—for it is *always* pure and *always* effective. There are many reasons why Sherwin-Williams Paris Green is the best for you to sell:

It is made by a Company whose reputation for good quality and honest products has made it the largest concern of its kind in the world. Quality and honesty are in Sherwin-Williams Paris Green. The name and trade mark are sufficient guarantees of its purity and excellence.



Paris Green Hanger.

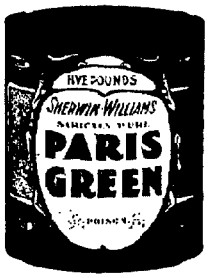


Electrotype. Regular Size, 1 col. by 3¼ in. Order by No. 337



Electrotype. Regular Size, 1 col. by 5⅛ in. Order by No. 338

Our extensive selling facilities and our long experience of more than a quarter of a century in the manufacture and distribution of Paints and Varnishes has enabled us to place Paris Green upon the market in the most effective and attractive manner. In other words, we back up the good quality of the product with the most attractive, forceful and effective advertising—the kind that will surely get the business.



Paris Green Package.

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This affords excellent opportunity for store and window display. A showy window hanger goes with each order and attractive enclosing slips are furnished for mail or store distribution. Special Paris Green electrotypes are also supplied for local newspaper advertising.

We will also write personal letters to farmers—names to be furnished by our agents—calling attention to the merits of this particular brand of Paris Green, and your facilities for supplying it.

We illustrate in connection with this article these different advertising features, all of which are offered you to work up your own particular trade.

Whether you have handled Paris Green before or not, if there is any demand for the product in your locality, you should take advantage of this opportunity to add another profit paying specialty to your stock.

We want the opportunity to go after the Paris Green trade in your vicinity. You know our methods, and with full and hearty cooperation on your part we believe that you will be surprised at the results attained.

ARE YOU IN LINE ON S. W. V.?

ARE you planning for a full stock of The Sherwin-Williams Varnishes this spring? We regard S.W.V. as one of the very strongest propositions we can offer to our agencies, and we do not want any one of them to lose sight of this rare opportunity for business.

There are many good and substantial reasons why every agent for S. W. P. should also take hold of S. W. V.

The S-W. Varnishes are made right. Our many years of experience in making varnish for our own use before placing it upon the market gives us every advantage in the selection, manufacture and purchase of the proper gums, oils and other materials which are of such importance in good varnish. Our manufacturing facilities are unequaled, and we are sparing no pains or expense to turn out the best varnishes that can possibly be produced for each individual use.

The S-W. Varnishes are aged right. We have the largest and most exceptional facilities for storage, and never sell any of our varnishes until, after most careful filtering and tanking, they are matured and ripened to the proper degree. This is the secure element in a good varnish.

The S-W. Varnishes work right. No one but a practical varnish man can appreciate the dangers and disappointments which arise from an unsatisfactory varnish. There is security in taking up the sale of a line of goods which is backed up by the reputation of the largest paint and varnish makers in the world. The reputation of The S-W. Co. is a practical insurance upon the good quality of every can of varnish sold under the S-W. label.

The S-W. Varnishes are sold right. The line is most complete, including a separate and special varnish for every important purpose. There is no reasonable varnish want you should not be able to meet with a fair line of S. W. V. on your shelves. Our superior facilities enable us to offer the maximum of quality at the minimum of cost. When we first introduced the S-W. Varnishes, some years ago, it was our determination to be leaders in the varnish business of the country.

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As it is today, a very large percentage of S. W. P. agencies are handling some one or more of our varnish specialties, and our right to be classed among the leaders of the varnish making industry is unquestioned.

The S-W. Varnishes are advertised right. By our special methods they are brought continuously before the largest consumers, house owners, painters and decorators, contractors and builders, and architects. We have planned a special varnish campaign for the spring of 1905, and we want you to be prepared to get full advantage from it.

There is no other line of varnish which you could afford to handle in preference to S. W. V. We are well prepared to work with you and bring the trade to your store, but we must fail of the best results unless you are supplied with the goods to meet the demand *our* advertising creates.

We want every S. W. P. agent to be an S. W. V. agent as well.

You can add business and profit by an association of this kind.

Are you in line on S. W. V.?

GOOD WORDS FROM S. W. P. AGENTS.

NOTHING could speak more eloquently of the attitude of S. W. P. agents toward the interests of the Company than the letter reproduced here, from an S. W. P. agent to a possible agent; it tells a story "writ large" of satisfaction and of success; it tells of the fullest co-operation of an agent who *makes* the Company's advancement his business.

The letter reads:

SCHENDEL & KUSKE, Olivia, Minn.

Dear Boys:—I remember our little paint talk when in your town last fall, and take the liberty to say a few more things about the agency proposition of The Sherwin-Williams Co.

I have a *very short friend,* Mr. Gerry, who is representing this great paint firm, and I think that he is very lucky and fortunate, who expects to make Olivia in the near future. He has the best paint proposition in the field, and I hope that he will get your consideration.

You're selling a good paint but you are not selling so good a paint or so much paint as you would with S.W. P. in stock. No use talking about good paint advertising—The S-W. Co. is father of it all. I shall easily double my business in paint selling this season and it will come mostly through the S-W. advertising; it helps build business for the long future and I would not like to give up the line for that point alone. The advertising makes the painter come your way—for he knows the paint.

You are hustlers and entitled to this "good thing"—the S. W. P. agency. Get it as soon as you can for your customers won't ask questions or even kick on the price. You will find paint-selling easy—very easy. You will really be tickled to be an S. W. P. agent, as I am.

With kindest regards, I am as of yore. PAUL W. KUSKE.

Lamberton, Minn.,

The world reserves its big prizes for but one thing, and that is Initiative. Initiative is doing the right thing without being told. Next to doing the right thing without being told, is to do it when you are told once.—THE PHILISTINE.

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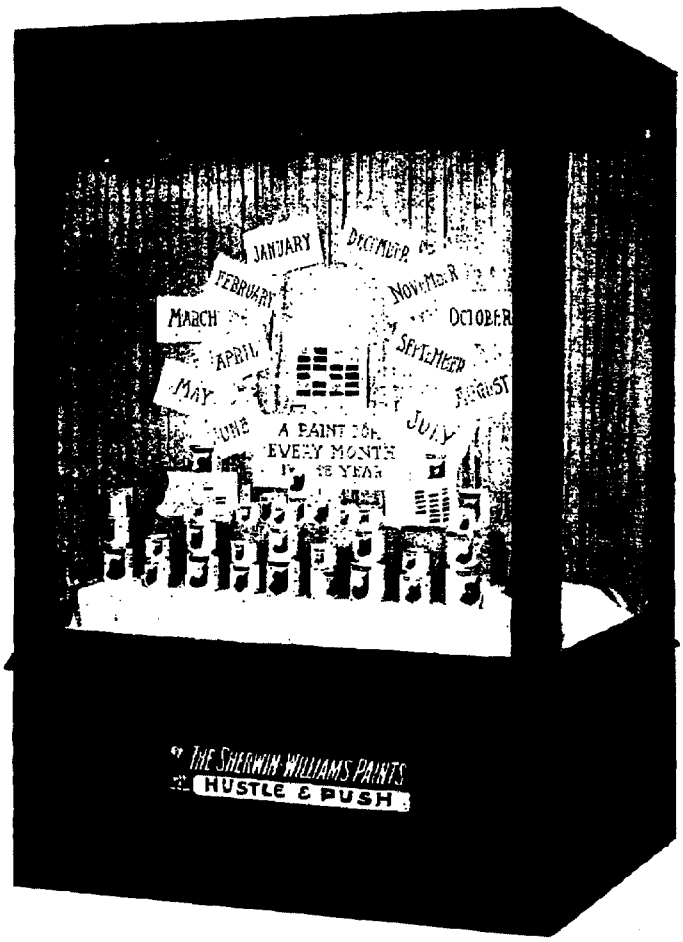

AN "EVERY MONTH" WINDOW FOR AN "EVERY MONTH" PAINT.

THIS window is a simple one to arrange, and would be seasonable at any time of the year. Arrange cans of Family Paint of various sizes on the bottom. In the center of the back ground place a Family Paint display hanger, with cards for each month in a circle around it. Small Family Paint color folders at each side of the window.

Sign: "A paint for every month in the year."

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PREPARE your list of property owners early this year and select the names carefully. Every minute you spend in the careful selection of names of *actual paint buyers* means just that much more "*pull*" for your business. Send your list to our nearest division office.

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