

THE
SWP

SEPTEMBER

1904

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. VI.

SEPTEMBER, 1904.

No. 9



WE are now in the midst of the heavy campaigning days for fall paint business.

The Campaign is now on in earnest. The entire battle line is ablaze with the fire of enthusiasm, the bombs of good advertising and forceful, tactful field work are bursting over the heads of the enemy. The charge is irresistible.

We have begun well. Advices from central points of the continent tell of splendid advances. But we cannot rest upon our arms. We must keep on fighting. The work we do today, tomorrow, and every day for the next few weeks will decide the issue—whether we are to have just an ordinary fall paint trade or the record breaking sales that we now look upon as ours by right of good quality and good advertising.

We have by far the greatest Fall Campaign this year that we have yet planned. The successful execution of these plans demands the closest co-operation between every S.W.P. agent and our selling organization—the same active, hearty co-operation of previous campaigns.

If we co-operate fully, if we work together to direct and place the ammunition—the advertising—where it will insure the best results, there is no doubt of the victory. A few weeks of energetic effort will insure it.

You will have recognized that the Campaign this year is much wider in scope than in other years. It is this fall a *Full Line Campaign*. It is bound to build up sales in every department of your paint business. And no feature of the Campaign and no department of your paint business should be overlooked in the fight.

Push S.W.P. The past campaigns have indicated the many orders that can be landed. "Personal letters", newspaper ads, "locals", window displays, store displays will turn the orders towards the S.W.P. agency.

Push S.W.V. There is a splendid varnish business awaiting the S.W.P. agent who puts a little extra effort into S.W.V. The forceful Campaign back of it direct with painters, architects, and builders is sure to make sales.

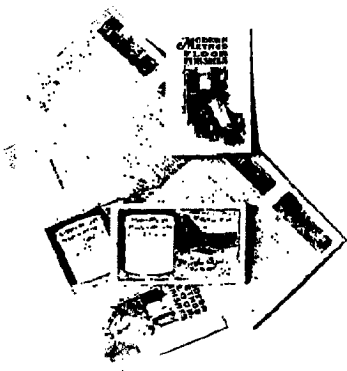
Push Floor Finishes. They are backed by the kind of advertising that has done so much for S.W.P. Don't delay sending us the enclosed inquiry card for full details of the special Floor Finish Campaign.

Finally—round out the Campaign—make it a *full line* fight.



SPECIAL FALL CAMPAIGN ON FLOOR FINISHES.

AS announced in THE S. W. P. for August we are conducting a special advertising campaign this fall on The Sherwin-Williams Modern Method Floor Finishes. If you mailed us the inquiry card enclosed with that number of the magazine you are now familiar with the details of the campaign.



Special Floor Finish Folder printed in three colors. Full description of each one of The S-W. Floor Finishes.

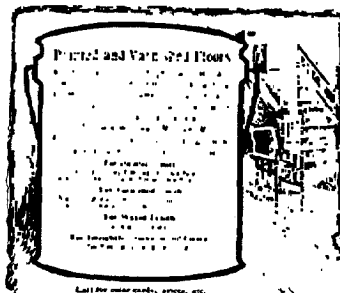
If you didn't use that inquiry card and do not yet know all about this trade-winning plan we urge you to send us today the inquiry card we are enclosing in this issue of THE S. W. P. We'll send you full particulars by return mail.

The proposition is too valuable to "give away" here—we are certain that it is the best floor finish proposition in

the history of paint selling. We want to place it before you by correspondence and through our representatives. The fall season is a short one but a good one—better use the inquiry card at once.

Every S. W. P. agent is acquainted with the wide market for floor finishes in the fall when homes are being made ready for the winter months. This is especially true since painted floors and rugs have become so fashionable. There is a big profit for the paint dealer who goes after this trade with the *right kind of floor finishes, first.*

Sherwin-Williams Modern Method Floor Finishes include every product for finishing floors in any style desired. We are not interested in any one style of floor finish, or any one kind of floors—but we are interested in placing upon the market a line of floor finishes which will meet the requirements of every style and every kind of floor.



*Let the color work, press, etc.
Newspaper Electrotape.
2 columns wide x 3 1/2 in. deep.
Order by No. 306.*



We sell Modern Method Floor Finishes
 Newspaper Electrotypes
 2 columns; white 2 1/4 in. deep.
 Order by No. 308.

In Modern Method Floor Finishes we have what we know to be the best line of floor finishes made. We know them to be the best, but the users who have not yet tried them have yet to learn of their superiority over other floor finishes. To demonstrate this



Newspaper Electrotypes
 1 col. white 2 1/4 in. deep.
 Order by No. 309.

superiority and to enable S. W. P. agents to sell Modern Method Floor Finishes more quickly and profitably to themselves and to us, we have planned this special advertising campaign.

Some of the trade-winning helps we have prepared to build up floor finish sales are illustrated in these pages. One of the principal features of the campaign is the folder shown on the opposite page. It is printed in three colors and contains a description of each one of the Modern Method Floor Finishes, with full direc-

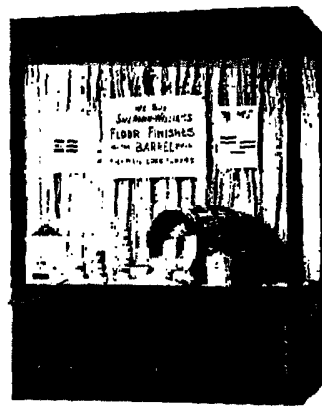
tions for use, and practical suggestions as to the proper finish to use on different kinds of floors. It is a complete handbook on good floor finishing. The manner of its distribution for the direct benefit of the S. W. P. agent in each territory will be explained upon inquiry.

Many new newspaper electrotypes on floor finishes have been specially designed for the campaign. They are strong ads., every one of them, and will direct trade to your store.

A floor finish window will attract attention to your stock. The illustration accompanying this article shows one that can be easily trimmed and that ought to be effective.

Write us so that we can outline to you the complete plan. No S. W. P. agent, who wants to secure the profitable floor finish trade of his territory, who wants to make the most money out of his fall paint trade can afford to miss the opportunity offered by this special advertising.

Use the inquiry card today.



Floor Finish Window.
 A unique display can be easily arranged according to illustration.



A few words about the big advertising on Sherwin-Williams Varnishes.

WE purpose putting more thought, more force, and more money into advertising Sherwin-Williams Varnishes than ever before. Their uniform good quality, the satisfaction they are giving, the splendid market that they have found make them deserving of the widest and best advertising and the strongest selling organization.

We began on August 15th the initial work of the campaign. Strong, business-getting advertising is now being mailed direct to the painters, architects, contractors, householders, and other varnish consumers in the United States and Canada. We will steadily continue the special advertising; we will never let up in our efforts until S. W. V. is as well known in all parts of the continent as S.W.P.

On this page is illustrated the folder that has just been mailed to the painters, and contractors and builders. Somewhat similar features are being sent to the architects. These will be followed shortly by other strong advertising.

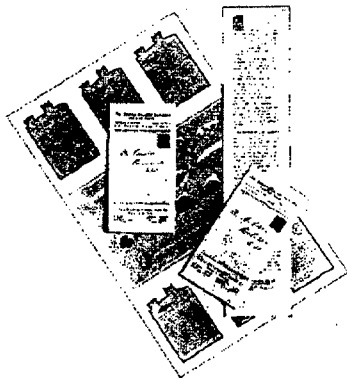
None of this special advertising is an experiment. No "new" features are being tested. It is rather a development of the plans and methods we have followed in the past in advertising Sherwin-Williams Varnishes

and that have made them the best advertised varnishes in the market for the benefit of the dealer. It is all advertising that is *bound* to bring more varnish customers to S.W.P. agents.

The S.W.P. agent who does not carry a full line of The Sherwin-Williams Varnishes is missing one of the strongest possible trade helps. The quality of the varnishes and the way in which they

are advertised will bring a large painters' trade and a better satisfied painters' trade than any other similar line of goods in the field.

The success of The Sherwin-Williams Varnishes is built upon quality. Grade for grade and price for price they always show superiority. Skill, good materials, practical knowledge, and the right manufacturing facilities give us advantages which enable us to



Effective Varnish Folder mailed August 15th to painters all over the United States and Canada.

make each varnish satisfy the man who uses it.

The varnish advertising this fall refers particularly to Sherwin-Williams Master House Painters' Specialties—a line that enables the dealer to meet all the ordinary varnish demands of his territory. It is a line that appeals specially to the painter as it includes

the varnishes that fit into his every day work.

If you are handling S. W. V. make sure your stock is big enough for a big fall business. If you happen to be one of the very few S.W.P. agents who are not yet handling S. W. V., write us today for information and do not place your varnish order until you see our representative.

ENAMELOID

A Good Seller to Painters.



ANY S. W. P. agents consider Enameloid as a household specialty only, whereas the possibilities of also promoting its sale to painters are most excellent.

Painters often have great difficulty in mixing a high gloss paint that will look right and have the necessary wearing qualities. It is not easy to obtain the right ingredients and not easy to do the right mixing. High gloss paint mixed by the painter rarely dries as it should—doesn't work well nor hold its color satisfactorily. Painters, then, because of the difficulty in obtaining uniformly good results, hesitate in using a high gloss finish paint of their own mixing. Yet there is a good demand for work of this character, and it is work that pays the painter well and in which he takes considerable pride.

In using Enameloid, the painter overcomes all the difficulties that may have made him hesitate to go after

work of this kind. Enameloid not only looks exceedingly well, but it stands lots of scrubbing, and from a sanitary point of view is a most suitable paint to use for interior woodwork. It is made of thoroughly tested materials, and ground in specially prepared liquids by powerful machinery. It is a high gloss paint that can be relied upon at all times to give satisfaction, and painters readily appreciate its advantages over similar paints of their own mixing.

Another feature which should be borne in mind by the S. W. P. agent is the fact that Enameloid can be sold at a higher price and better profit than even S. W. P. It costs the same but because of the character of the work for which it is intended, commands a higher price.

It will pay you then to push the sale of Enameloid to the painter. It is sure to give satisfaction—and will help build up your painters' trade in many other lines.

No S.W.P. agent who wants the biggest business can afford to overlook any detail of the Fall Campaign.

THE S. W. P.

THE SHERWIN-WILLIAMS CO.
100 Broad St., Cleveland, O.

Mr. S.W.P. Agent,
Everywhere.



DEPARTMENT OF PUBLICITY
PAINT YOUR BEST IDEAS

CLEVELAND
Sept. 1st, 1904.

Mr. S.W.P. Agent,

Everywhere.

Dear Sir:-

We believe, after 28 years experience selling paint products, that "personal letters" -- direct advertising by mail to the property owner whose buildings need painting -- bring greater returns, sell more paint, than any other form of paint advertising.

Our belief and our experience is supported by S.W.P. agents everywhere, who have used the "personal letters" during the last three years. Over 60 per cent of the S.W.P. agents throughout Canada and the United States are now co-operating with us in this method of advertising. They find that "personal letters" get paint orders.

Let us quote from two letters recently received:-

Messrs. Walton & Potter, S.W.P. agents at Depewville, N.Y., write:- "Paint business has taken hold here in good shape. Thanks to you. We heartily endorse your 'personal letters,' they bring business; of course we work with them. S.W.P. is getting all the paint business here at the present time."

Mr. C. Kenower, S.W.P. agent at Harvard, Neb., writes:- "Right here I desire to express my commendation of your 'personal letters.' They are aiding me immensely in landing jobs."

We are certain that the special "personal letters" we have prepared for the campaign this fall will bring more customers to you -- will materially increase your fall paint sales.

Let us prove this to you. Fill out one of the enclosed postal cards with the names of your prospective customers and mail it to-day. Keep us well supplied with names. We will send you every name you send prompt attention.

Yours very truly,

THE SHERWIN-WILLIAMS CO.

Wm. H. Knight, Jr.
Manager of Advertising

PUT LOCALS IN THE NEWS COLUMNS.



ELL. written locals afford a splendid medium for placing your paint proposition before prospective customers. Their position in the local news page insures their catching the readers eye. Newspaper readers may skip your ad but the news item will get their attention, and those who read the ad will be again reminded of your proposition in the local columns.

Any way you look at it, a good news item is a good advertisement. Perhaps the following may suggest good copy for the purpose:

Tear up the dirty, dusty, germ collecting carpet and finish your floors in style with some one of Sherwin-Williams Modern Method Floor Finishes. They're made for finishing old or new floors in any style desired. Call on Hustle & Push for particulars.

Mr. Hustle, of the firm of Hustle & Push, stated yesterday that his firm is selling more floor finishes this fall than ever before.

This briskness in trade he considered due to the popularity of painted floors over the old time carpets. Hustle & Push handle Sherwin-Williams Floor Finishes exclusively.

Floors finished in paint, varnish, stain or wax are better in every way than carpeted ones. They are cooler in summer, cleaner in winter, and more dressy all the year around. Some one of Sherwin-Williams Floor Finishes sold by Hustle & Push will finish your floor in the style you desire in the best possible way. Stop in for color cards and prices.

"We buy Sherwin-Williams Floor Finishes by the barrel full," is the striking wording of a card in the window display of Hustle & Push. This firm recently received a barrel shipment of paints, varnishes, stains and wax for floors and have placed the barrel partly opened in their window. The display is unique and is attracting wide attention.

Owing to the backwardness of last spring which gave property owners but a short time for painting their property, this fall is proving an exceptionally busy painting season. Hustle & Push state that their trade in S.W.P. and Sherwin-Williams Floor Finishes is equal to that of the ordinary spring season.

Mr. Hustle, of Hustle & Push, agents for S.W.P., is a strong advocate of fall painting. He considers the fall an ideal season for painting because the weather is settled, buildings are free from moisture and there are no flies, gnats or other winged insects to stick to the fresh paint. The brisk trade that Hustle & Push are now doing indicates that many property owners agree with Mr. Hustle.

There is a great amount of painting being done in town and in the surrounding country this fall. Painters and paint dealers state that the season is busier than ever before. The rush is probably due to the late spring of this year and to the general appreciation of the many advantages of fall painting such as settled weather and freedom from the winged insects that often cause much trouble in the spring by sticking to the freshly painted surfaces. Hustle & Push, agents for S.W.P., report the largest fall trade since they began handling paints.

"It is remarkable," said Mr. Hustle, of Hustle & Push, yesterday, "how floor styles have changed within recent years. The dusty, germ collecting carpet has rightfully given way to rugs and floors finished with paint, varnish, stain or wax. The reason for this change, however, is not hard to find. Rugs and finished floors give more style to a room and are healthier and cleaner and much more easily kept clean.

"It is a simple matter nowadays," continued Mr. Hustle, "to finish a floor in any style desired. and if you buy floor finishes made by a reputable manufacturer you are sure of good results. We handle Sherwin-Williams Floor Finishes. Each finish is made in ready-to-use form and in most instances can be applied by the women of the house. We have yet to receive our first complaint of any one of Sherwin-Williams Finishes not giving satisfaction."

SOME PROFIT-PAYING LINES TO HANDLE.



-W. Family Paint.
S.W. Varnish Stain.
S-W. Enamel Paint.
S-W. Aluminum Paint.

S-W. Empress Gold Paint and Imperial Gold Enamel.

S-W. Furniture Polish.

S-W. Stove Pipe Enamel.

S-W. Wagon and Implement Paint.

Every can of paint that you sell, no matter how small, bearing the label of The Sherwin-Williams Co., is an advertisement for your entire paint stock.

This statement isn't a business platitude—it's an irrefutable fact that is demonstrated every day in the business of full line S. W. P. agents.

It's a most reasonable and natural consequence.

There is no question regarding the demand for paint specialties. There is no question regarding the profit in these smaller lines. The one question is, what manufacture of specialties does it pay best to handle?

To paint dealers selling S. W. P. the only answer is, Sherwin-Williams Specialties. The majority, the large majority of the S. W. P. agents of the continent, have already given this answer.

Then, quite aside from the advertising value, the convenience, and the increased profit in handling one full line rather than various short lines, the quality of every one of Sherwin-Williams Specialties is reason enough for carrying them in stock. No better products are made and none are

backed by so strong a selling organization.

At the beginning of this article are listed eight good specialties that will meet with a wide sale during the next few months. Most S. W. P. agents will recognize these products as old friends. They have all proved their right to be headliners by the satisfaction they have given and the market they have made. Each one will do the particular work required of it in the best possible way. Each one is a product that you can back up with confidence and sell with the assurance that it is a worthy representative of the character of your paint stock.

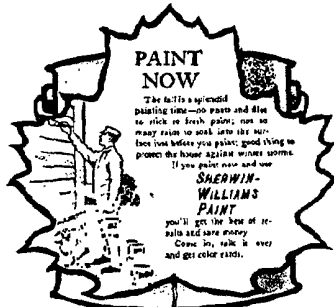
That's the kind of paint specialties—the only kind of paint specialties—it pays best to sell.

All these specialties have a wide sale during the fall season. Family Paint, Varnish Stain, Enamel Paint, Aluminum Paint, Gold Paint, Gold Enamel, Stove Pipe Enamel, and Furniture Polish meet requirements found in every household when the home is being renovated for the long winter months. Wagon and Implement Paint is a splendid product to push with farmers, for use in painting wagons and farm implements before they are stored away for the winter.

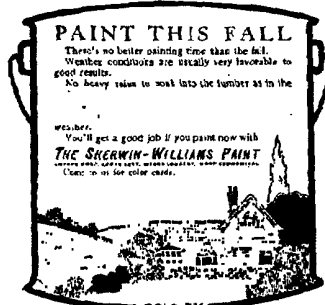
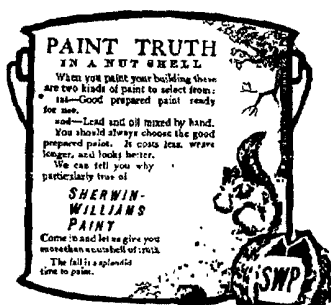
If you haven't these specialties in stock it will pay you well to "stock up." They will help round out your fall and winter paint trade—they are profit makers.

If you are now selling these lines it will pay you well to put special push into their sale during the next few months.

Make sure your paint stock is big enough for the big fall business.



Order by No. 270.

SOLD BY
Order by No. 271.SOLD BY
Order by No. 276.SOLD BY
Order by No. 277.SOLD BY
Order by No. 272.SOLD BY
Order by No. 273.

Special Newspaper Electrotypes for the Fall.

Each of these electrotypes is 2 columns wide by 4 in. deep. Order some today and use them.

THE OLD GUARD.

Agents Who Have Been Selling S. W. P. Long and Successfully.

This is the second of the series of sketches of members of "The Old Guard" of S.W.P. agents. The first sketch appeared in THE S.W.P. for May. There is inspiration in the experiences of men who have been selling S.W.P. for "twenty years and more." They prove the permanency of the paint business when it is built on the foundation of quality and progress. It is worthy of remark in the history of these old agencies that their success has been due to no novel or extraordinary plan but has been built up year after year on systematic, progressive business principles—the same methods that are bringing record sales to-day.

A. H. Tillson, S.W.P. Agent, Dixon, Ill.

"The best move I ever made in a business way was when I took the S.W.P. agency and stood by it." In these words Mr. A. H. Tillson, head of the A. H. Tillson Drug Co., for over twenty years agent for S.W.P. at Dixon, Ill., expresses his views of the S. W. P. agency proposition. Surely he speaks from a wide experience and a thorough knowledge of the selling qualities of Sherwin-Williams Products.

"We have all these years," writes Mr. Tillson, "had no trouble holding our full share of the paint trade—a little more each year owing to the high standard and uniform quality of the products, the attractive packages, the full weight and last, but not least, through your progressive way of adding to the line and of presenting it forcefully to the consumer. It's

an inspiration to an S. W. P. agent to have Sherwin-Williams Specialties in stock and to push the seasonable ones to the front with his trade."

Of course Mr. Tillson is an exponent of paint advertising. He has consistently assisted in placing the Company's advertising in his territory to the best advantage and has car-

ried out many successful independent advertising campaigns. In the earlier days he put up a hand-to-hand fight against lead and oil and paste paints. The struggle was not an easy one but he never lost confidence and never lost ground.

Latterly he has met competing lines of mixed paints with the same confidence and the same results.

A profitable department of the business, as indicated in Mr. Tillson's letter, has been the trade in Paint Specialties. As new products were added to the Full Line, Mr. Tillson made a special feature of them and found that they were not only money-makers but that they drew customers for his whole paint stock. They gave him a decided advantage over his competitor.

There is a great deal of satisfaction in selling a line of goods that will not only stand the test of twenty years but that will gain in strength with each succeeding year. There is a great deal of satisfaction in twenty years of success.

Success means right building on the right lines.



Mr. A. H. Tillson.

N. C. Alten, S.W.P. Agent, Lorain, Ohio.

Twenty-three years ago Mr. N. C. Alten, S.W.P. agent at Lorain, Ohio, gave his first order for S.W.P. It was a small order but he has been placing larger ones each year since. During all these years Mr. Alten has handled The Sherwin-Williams Paints exclusively—"just as good" products have been no temptation.

Mr. Alten writes that he landed few orders the first few months, but that as soon as the advertising on S.W.P. got into the field and the paint was given an opportunity to prove its good quality and economy, the sales began to grow and the business steadily developed into the best paint trade of the territory. Consistent advertising and progressive methods always win.

Probably the secret of the success of the agency at Lorain has been the *confidence* placed in S.W.P.—the steadfast belief that it was the best paint product and was bound to win its place, as Mr. Alten states, "at the top of the ladder." Without this confidence it would have

been impossible to overcome the stiff lead and oil competition of twenty years ago. It was this confidence that lightened the work and put life into the business-getting methods adopted.

Mr. Alten has proved by his experience the value of personal work. He long ago gained the active support of practical painters, and secured a fair trial for S. W. P. A fair test always proves the worth of S.W.P.

A broad advertising policy has been adhered to throughout. Every medium that brought the paint stock to the attention of possible customers has been used. The many advertising helps given by the Company to make Sherwin-Williams Products move quickly have been used.

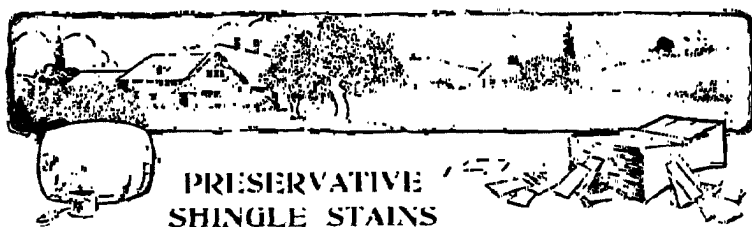
And back of the advertising there has always been a good selling force.

Twenty-three years success with the S.W.P. agency speaks well for the agency proposition and for the men who have had the active management of its affairs.



Mr. N. C. Alten.





A profit-paying addition to The S-W. Full Line.

WE have just placed on the market a new product, The S-W. Preservative Shingle Stains (made with creosote). It will meet a ready demand, and will enable S.W.P. agents to secure the profitable shingle stain trade of their territories. Forceful advertising is back of the new specialty. We have already begun a direct campaign with the architects, contractors and builders, and painters of the continent. Special newspaper electrotypes have been prepared and special advertising features will accompany the goods. The product is sure to sell rapidly and when sold is sure to please your trade.

It has been the aim of the Company in the manufacture of Preservative Shingle Stains, as in all our paint and varnish products, to make a thoroughly satisfactory article—one that can be depended upon in every way. Our wide experience in good paint making and in the handling of pigments and liquids

gives us every possible advantage in the manufacture of these stains. We know how to combine the creosote, coloring pigment, and linseed oil so as to produce the best results.

We are especially familiar with the use of the wood preservative, creosote, as we had used it extensively for many years before we began the manufacture of Shingle Stains. The idea of combining creosote with paint originated with us; and our subsequent experience has proved the value of such a combination in preventing decay. We consider creosote an essential ingredient in the manufacture of Shingle Stains.

We also have valuable special knowledge in the production and use of linseed oil which has aided us in making good Shingle Stains. Having our own linseed oil mill, we are not dependent upon the open market for the purity and quality of our oil. This means much, for linseed oil is an important factor in the



Attractive Preservative Shingle Stain folder and carton of samples.

manufacture of Shingle Stains as it is in paints and varnishes. The process of grinding and mixing is also important, and in this we are able to obtain exceptional results with mills of our own special design and built in our own machine shop.

Further, we have learned the valuable habit of giving the closest and most conscientious attention to all details of our manufacturing processes

and we have clung to this good habit in making Preservative Shingle Stains.

Preservative Shingle Stains are prepared ready for use in twenty-three shades and can be used both as a brush coat and for dipping. Put up in barrels and in one and five gallon cans.

Write us and we'll give you full information on Shingle Stains by return mail.



STORE ADVERTISING—MAKE IT BACK UP YOUR GENERAL PAINT ADVERTISING.

THE success of your paint advertising, the success of your fall paint business will depend to a very appreciable extent upon the appearance of your store—your store advertising. "Personal letters," newspaper ads, and general advertising will bring customers to the store. But when a customer reaches the store and sees no paint display—the paint stock hidden away as if there was "nothing doing"—a great part of the effect of the advertising is lost, and his order is so much more difficult to land.

Equally important is the direct advertising force of a prominent and attractive store display. A *live* paint display will suggest painting to customers for other lines of goods and to every one who enters your store. It will start them thinking about painting and make them realize that *the fall is a painting season*.

Another feature of a striking paint display, is the effect it

has upon the salesmen in the store. It inspires selling efforts—keep the aim of the Fall Campaign, the biggest paint business yet, constantly in mind.

An attractive paint display will make many paint sales during the next few weeks. If your stock of color cards is low or you need new counter-display cards write us at once.

Arrange your paint display to-day. Let your customers know that this is a busy paint season and that you are after a good share of the trade.



Attractive Store Display.
Engraving from photo of interior of store of A. H. Tillson Drug Co., Dixon, Ill. See page 138.

S. W. P. AFTER TWELVE YEARS LOOKS BETTER THAN LEAD AND OIL EXPOSED ONLY SIX YEARS.

ILLUSTRATED on the opposite page is a house partly painted with S.W.P. twelve years ago, and partly painted with lead and oil six years ago. The weatherbeaten appearance of the part painted with lead and oil is quite marked, even in the engraving, while the part covered with S. W. P. still shows up well.

The history of this victory for S. W. P. is interesting and we quote the details from a letter received from Mr. E. G. Cochrane, head of the firm of E. G. Cochrane & Co., S.W.P. agents at Royce City, Texas:

A few days ago, one of our prosperous farmers, Mr. J. M. Carmichael, came into the store to make inquiries regarding S. W. P., and in course of conversation, remarked that he had painted his house with this paint twelve years ago, and was thinking of making some additions to his house soon, and wanted to paint it again with the same paint. He said that when he first painted his house, twelve years ago, it was boxed up with twelve inch boxing and slatted, over which he put two coats of S. W. P.; and that about six years ago he had the front part of the house weather-

boarded and had that part painted with linseed oil and white lead, not painting the L part of house at that time.

He said that *the part of the house painted with S. W. P. twelve years ago looked better today than the part painted with lead and oil six years ago*, and that he wanted S. W. P. to use again.

A few days after talking with him, I took a photographer and went out to Mr. Carmichael's farm and took a photograph of his house, showing plainly both the L and the main part of the front—and the picture speaks for itself. Although S. W. P. had been put on twelve years ago, and on plain boxing lumber, and the lead and oil had been put on the weather boarding, which should take paint and hold it much better than the boxing, the L part of the house shows up decidedly white and makes a decided contrast to the front part of house that has scarcely any paint on the weather boarding, although having been on the house six years and the other paint twelve years. I thought this a good opportunity to demonstrate the difference between the lasting qualities of S. W. P. and lead and oil, and to refute the argument used by so many painters that lead and oil is superior to mixed paint, by showing them in cold facts that the opposite is true—especially if the mixed paint used is Sherwin-Williams Paint.



Canadian Master Painters' and Decorators' Association at the Company's new plant Montreal, July 27.



S. W. P. versus Lead and Oil.

Residence of J. M. Carmichael, Royce City, Texas. Front part painted with lead and oil six years ago; back part painted with S. W. P. twelve years ago. Lead and oil weatherbeaten, S. W. P. still looks well.

NEWSPAPER SPACE IN THE FALL CAMPAIGN.



It would be difficult to over-estimate the value of newspaper advertising and newspaper publicity in the present campaign for paint business.

In this number of THE S. W. P. we have included several features that should prove helpful in the work. The news notice enclosed treats pertinently of the advantages of fall painting and, inserted in your local papers, will give impetus to painting in your territory. Newspapers in which you are advertising will be glad to publish it as a news item.

For several years we have advocated advertising in the local columns by means of "locals." Many agents have found them a splendid "pulling-

power." On page 135 copy for a series of "locals" is suggested.

On page 137 is shown a number of newspaper electrotypes on fall painting; on page 130 are electrotypes on Floor Finishes. These electrotypes have been prepared with much care, they will give your newspaper space individuality, and make your ads live. We shall promptly send you the electrotypes that fit your space.

If you desire special paint advertisements for your newspaper space, we shall be glad to have our advertisement writers prepare a series for you. Write us giving the size of newspaper space and the special products you wish advertised.

Throw bombs of newspaper ads during the Fall Campaign.



MAKE YOUR WINDOWS HELP.

THIS window should sell *more* S. W. P. It is easily trimmed and the effect is striking and unique. Place a shock of corn in center of back-ground. Scatter some stocks of corn on the bottom, with pumpkins and gallon cans of S. W. P. Color cards in background.

Sign: "S. W. P. is in a field of its own."

THE Fall Campaign
is not ours alone
—the plan embraces
every agent on our
books. It is designed
and prosecuted for
our mutual benefit. It
is an opportunity for
both of us to get more
business and make
more money.