# THE SWP

AUGUST, 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. AUGUST, 1904. No. 8

## OUR THIRD FALL CAMPAIGN.

UP to two years ago we were in the habit of throwing all our efforts into a big push for spring business. We never paid any particular attention to fall work but took what came along and busied ourselves principally with getting ready for another big push in the spring.

Two years ago we made up our minds we would have two grand events in each year—a Spring Campaign and a Fall Campaign. We believed it was possible to create for our agents and ourselves a very considerable demand for paint during the fall months. We went about the work in a very careful and systematic manner. Our whole idea has been to educate the consumers—that is, the property owners and painters—that painting can be done fully as advantageously in the fall as in the spring. Painting in the spring is a habit, and we wanted to extend the habit to the fall.

We have succeeded splendidly. Our success has come largely from the help we have had from our agents in putting into effect our plans. We have never tried to load our agents with stock as a means of increasing sales, but have kept before us constantly the idea of *creating a new demand* and making new business, which we ask our agents to execute.

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's an opportunity for both of us to get more business and make more money.

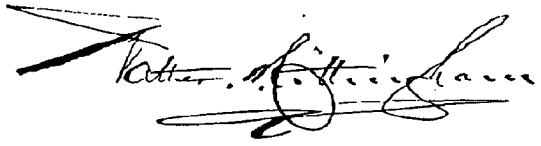
The concern that wants to make headway must be doing new things and doing them better all the time. We shall never make progress by accepting things as they are and taking what comes along. We must think up and work out new propositions. We must explore and cultivate new fields, as well as work the old ones.

There is really no reason why business should have any dull season. The principal reason for dull seasons is that most people prepare for them. They make up their minds they are inevitable, instead of planning against them. A live concern can, by intelligent planning and a little extra hustling, keep busy all the year round.

You can take it from me that there are no dull days in this concern of ours. We are "all year" campaigners, and in the dullest season we work the hardest.

We are out for a new record this fall, and we call on you once more for a little of your old time co-operation, and we will vouch for the results.

Study this number carefully—and get busy.



*Vice Pres. and Gen'l Mgr.*

0007-SWP-000118959

## A SPECIAL NOTICE ON FLOOR FINISHES. READ IT—YOU WILL BE INTERESTED.

*THE special feature of the 1904 Fall Campaign is a well laid out plan for advertising The Sherwin-Williams Floor Finishes. We have decided to put greater effort into the line—to create a demand for it second only to S. W. P.*

*As a first step the line has been re-named The Sherwin-Williams Modern Method Floor Finishes. The new name permits of better handling for advertising.*

*It is our intention to place the merits of each one of Sherwin-Williams Modern Method Floor Finishes before the property owners in a way that is sure to bring splendid results in increased sales. We have prepared an advertising feature for this purpose that is without any doubt the most attractive in form, reading matter, illustrations, and printing that has ever carried the name of The Sherwin-Williams Co.*

*We would like to be able to describe the entire plan to you here. We cannot, however, do so without "showing our hand." We would much prefer to lay it before you by personal letter, and if you will sign and mail to us today the inquiry card enclosed with this issue of The S. W. P., full particulars will be sent you by return mail.*

No S. W. P. agent can afford to lose the benefit of the special floor finish advertising. It is one of the best things we have had in many a day.

*Use the inquiry card today.*

### WHAT IS SYSTEM?

System is a living being. Its home is your office—your workshop—your factory—your store—or even your desk. It lives on your work—devours your detail.

Your system is your creature. You fashion it yourself. You may make it do the very things you want it to do—or you may let it grow rank and suffocate your business. It will be a good system or a bad system according as you have designed it well or poorly.

Your system should be as a junior partner—and only son. If sickness keeps you at home you need not worry if your system prevails over your business.

As you grow—as your business grows—so should your system grow. If it grows too fast, it topples of its own weight and we call it red tape. If it grows too slowly, it dies of overwork, and we call it slipshod system. As your system lives, so will your business live. And, as it dies, so will your business die.

System is your second self. Be studious in *system*, if you would be sure of your system.

—*From System for July.*

0007-SWP-000118960

## A WORD WITH YOU ABOUT S. W. V.

WE have been pushing S.W.V. pretty hard now for five years—and with much success. We started out with the purpose of placing S.W.V. in the same position in the varnish world that S.W.P. holds in the paint world. We are in a fair way to have that purpose realized. There are very few S.W.P. agents who are not now selling some one of The Sherwin-Williams Varnishes, and the number is decreasing every day

We should like to see *every* S.W.P. agent an S.W.V. pusher.

There is certainly no other line of varnish it will pay you so well to sell. The line is complete in every respect. There is no varnish requirement that you cannot meet with The Sherwin-Williams Varnishes in stock. There are no other varnishes that are so well advertised for the benefit of the dealer; there are no other varnishes that are pushed so hard or so persistently to house owners, painters, contractors and builders, and architects.

We are putting a little extra push into S.W.V. this fall. We are spending more money than usual in bringing the line to the front. On pages 116 and 117 you will find a brief outline of some of the things we are doing. But no matter how carefully we may plan to increase S.W.V. sales, no matter how much we do to bring the demand to your store, if you have not the goods on your shelves, neither you nor ourselves will reap the full benefit of the work.

We ask you, therefore, to give consideration to our representative when he presents our varnish proposition to you this fall. He will have many things to show you—helps that ought to convince you of the selling qualities of S.W.V. and of the money and reputation profit it holds for the dealer who pushes it.

Do not place a single order for varnish until you see our representative.

## MAKE THE MOST OF YOUR NEWSPAPER SPACE.

GIVE your very best attention to your newspaper advertising this fall. It's a good place to get ahead of your competitor.

We are ready to give you every assistance we can to make your advertising "copy" the very best possible. Don't hesitate to call upon us.

Throughout this number of THE S.W.P. are illustrated several new electrotypes on varnish that have been prepared specially for newspaper advertising this fall. They will make your advertisement "stand out". Order the ones that fit your newspaper space today.

We have electrotypes on every line of S-W. Products. We shall be glad to send you the ones that suit your requirements free of cost if you will write us.

If you desire special advertisements written for you, our advertising department is at your command and will gladly prepare ads for you.

A special news item on floor finishes and fall painting is enclosed in the magazine. We are sure that its publication in your local newspapers will stimulate interest in painting this fall and help move your paint stock.

Make sure that the enclosed news notice is published this month. We'll send you another notice in THE S.W.P. next month.

0007-SWP-000118961

# THE FALL CAMPAIGN ON PAINTERS AND CONTRACTORS AND BUILDERS.

ALMOST as soon as this number reaches you we shall have begun the Fall Campaign on painters and contractors and builders.

We are centralizing on The Sherwin-Williams Master House Painters' Specialties—a line of nine good, strong selling varnish specialties manufactured expressly for the use of practical painters.

The Campaign embraces a series of particularly forceful and convincing circulars advertising the Master House Painters' Specialties, which will be mailed to every painter and contractor and builder whose name appears on our lists. In addition, we have a long line of well designed and attractive electrotypes for use in newspaper advertising.

The Sherwin-Williams Master House Painters' Specialties comprise the following varnishes:

A high class varnish for severe outside exposure. An excellent varnish for outside doors, store fronts, bath rooms, kitchens and similar places subjected to moisture and to hard usage. No better varnish made for use on steamships, yachts, boats, canoes, etc. It resists salt spray and sea air longer than any other varnish made.

KOPAL An all-round painters' finishing varnish, without exception the best one made. Not a "one use" varnish by any means. It can be used outside or inside. For boats, carriages, and for outside doors, and for inside work in bath rooms, kitchens, and for inside blinds it gives absolute satisfaction.

Kopal is very popular with painters.

Excello A varnish leader for interior use (floors excepted). Excellent for all high grade finishing and general varnishing about the house. Pale in color and can be used on the finest and most delicately grained wood. Can be rubbed.

MAR-NOT A durable floor varnish. No varnish made tests the ability of the manufacturer so much as floor varnish. Good floor varnish must possess three essential qualities: It must be easy of application; it must dry quickly, but not so quickly that its durability is impaired; it must not scratch or show heel marks readily. Mar-not has all of these qualities. It is easily applied; it dries over night and can be walked on next day; it is tough and elastic and not easily marred or scratched.

HARD DRYING SLATE VARNISH A hard drying varnish at a moderate price. Suitable for church and school furniture and similar work. Has a full lustre and will not soften under heat. Dries out of dust in four hours and hard in thirty-six hours. Can be rubbed.

PALE FLOWING CABINET VARNISH Also suitable for inside finishing. Not so high grade as Excello. Is a medium pale, easy working varnish. Dries dust free in from three to four hours and hard in twenty-four hours. Can be rubbed in forty-eight hours.

INTERIOR COACH VARNISH An especially pale, easy working varnish for interior use. For low priced work where a high lustre is wanted and yet a medium or high priced varnish is not desired, Interior Coach will meet all requirements. It dries hard in twenty-four hours.

*Don't fail to hand the news notice enclosed in this magazine to your local newspaper. It will help you move your paint stock.*

0007-SWP-000118962

**SHELLACINE** A specialty made for first coating on interior wood work (floors excepted). Is light in body and consequently easily applied. Does not depend upon filling qualities. It absolutely seals the surface and prevents absorption. Does not settle hard nor become gummy in the package.

**DRYO-NITE** The Master Painters' Dryer. The palest strong dryer and the strongest pale dryer known. Mixes readily with oil and will not curdle or separate. Does not burn the paint or cause surface drying.

Each one of the above nine varnishes has been selected because of its peculiar adaptability for the purpose for which it is intended. There is no kind of varnishing, inside or outside, high priced or low priced, which cannot be done with uniformly satisfactory results if The Sherwin-Williams Master House Painters' Specialties are used. There are no nine varnishes more popular with practical painters.

In order to get greatest benefit out of our special Fall Campaign on the painters and contractors and builders you should have the Master House




*Newspaper Electrotype.*
*2 columns wide by 4⅞ inches deep.*
*Order by No. 288.*

Painters' Specialties on your shelves. We'll be glad to quote you prices and to give you fuller information upon request.

## STOCK UP.

Make sure that you have big enough stock for a big fall campaign.

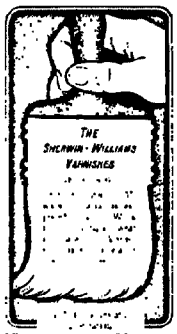
There is nothing that discourages a prospective customer more than to find that a merchant is "out" of the special goods that he wants.

There is nothing that gives a merchant more energy and assurance in starting out on a trade-getting campaign than to know that he has a stock that will meet the demands of every customer.




*Newspaper Electro. 1 column wide by 4 inches deep. Order by No. 298.*

Stock up for a big trade on S.W.P., S.W.V., Floor Finishes, and Fall Specialties.




*Newspaper Electro. 1 column wide by 4 inches deep. Order by No. 297.*

The fall trade is not an experiment or a problem this year. We know there *is* a fall trade. We know how to go after the trade—and get it.

S.W.P. agents secured a big trade last year and the year before. They will have a *bigger* trade this year. Stock up for it.

0007-SWP-000118963

# "PERSONAL LETTERS" BRING FALL PAINT ORDERS.

HAVE you ever taken advantage of the "personal letters."

Here is a letter from an S. W. P. agent who has:

Milford, Ia., July 5, 1904.
We have sold up to date *eighty-five per cent* of the property owners whose names we sent you to go after with "personal letters" and other advertising.
J. O. STEPHENSON & Co.

Eighty-five per cent of the possible trade is a good big share. Any method of advertising that will assist in bringing that amount of business to a store is well worth adopting.

What the "personal letters" have done in Milford, Ia., what the "personal letters" have done for over half the S. W. P. agents of the continent, they will do for you.

What the "personal letters" did to build up business last spring, they will do this fall.

*And the "personal letters" cost the S. W. P. agent nothing.* It is one of our advertising methods. It costs us a good deal more than most other methods of advertising but it brings largest returns—brings more customers to the stores of S. W. P. agents than anything else we could do.

Any S. W. P. agent who has never used the "personal letters" has never realized the whole of the S. W. P. agency proposition.

Any S. W. P. agent who does not use the "personal letters" this fall will not land all the paint orders that rightfully belong to him.

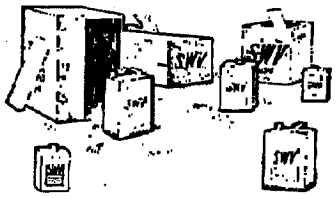
The "personal letters" for the Fall Campaign have been specially written for the coming season. They present to the property owner in the strongest possible manner the advantages of painting this fall and of securing his paint at the S. W. P. agency.

If you will send us one of the postal cards enclosed in this magazine, filled out with the names of your possible customers we shall mail these business-getting letters into your territory.

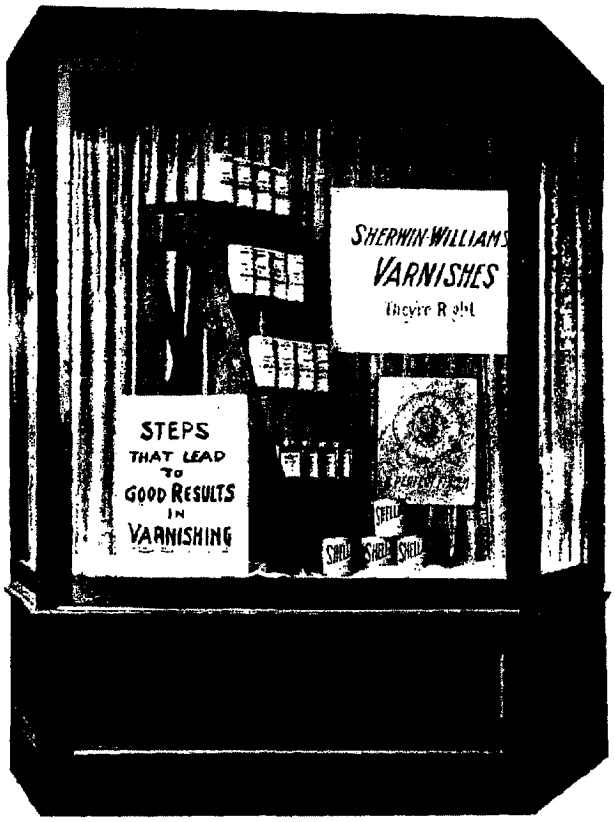
Send us one card today giving us the live "possibilities" you know of now; then begin tomorrow to ferret out prospective trade and keep the lists of names coming.

Climb on to the "personal letter" band-wagon. It's traveling towards Big-business-in-paint.

Let us get started *early*.




0007-SWP-000118964




A VARNISH WINDOW.

A GOOD display window that will attract attention to your varnish stock can be easily trimmed by placing a step-ladder in the window with cans of various varnish lines arranged on the steps. Place but one line on each step. Drape the window and cover the floor with cheese cloth or other suitable material.

Signs: "Sherwin-Williams Varnishes—they're right"; "Steps that lead to good results in varnishing."

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## THE FALL AS A PAINTING SEASON.

Six Good Reasons why this Season ought to be a Profitable One.

FIRST. Last spring in almost every part of the country was backward. There was not as much outside painting done as is customary, consequently there will be more than a usual demand for paint this fall.

Second. Crop reports from all parts of the country indicate that the harvest this year will be heavy, and as prices remain good, the country districts will continue to enjoy the prosperity that has been theirs for the last three or four years. There will therefore be plenty of money in circulation.

Third. The conventions of all the political parties have been held, candidates nominated, and the policies of each party have been clearly set forth. There is nothing in the platforms to create any disturbance in business centers, consequently there is no alarm over the future and there is a disposition on the part of the people generally to spend their money more freely than in the spring.

Fourth. The cumulative results of the campaign on fall painting that we have been waging for the last two years is bound to show up most favorably this fall. People everywhere now recognize the full importance of the fall as a good painting time.

Fifth. The 1904 Fall Campaign is stronger, better, more carefully planned than any previous campaign. It embraces work on property owners, painters, contractors, and builders, and architects. It will enable us to reach a far greater number of paint consumers than any former fall campaign.

Sixth. Every one connected with the selling organization of the Company, and every S. W. P. agent is going to *work* to make the fall of 1904 the busiest fall season in the history of paint selling.

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## WORKING WITH THE ARCHITECTS.

BEGINNING September first, the first gun in an exceptionally strong campaign on architects will be fired. We have timed the shot so it will be most effective in stimulating fall sales.

The campaign is designed principally to educate the architects more into specifying Sherwin-Williams Products. We shall devote most of our efforts at first to pushing Sherwin-Williams Varnishes, taking up S.W.P. and the specialties as we go along.

We have done good work on the architects in the past. We shall try to do better work in the future. It is our intention to keep up the campaign we have just started until Sherwin-Williams Products are well known to every architect in the United States and Canada.

We want the co-operation of every S. W. P. agent in this good work. You can help us best by making every architect in your locality your friend —by getting as many specifications as you can for Sherwin-Williams Products.

Push S. W. V. particularly—it's the line we are advertising to the architects now.

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# INFLUENCE OF COLOR AND BODY ON DURABILITY AND WORKING QUALITIES OF VARNISH.

By Mr. J. C. Beardslee, General Superintendent of Manufacturing Department.

THE value of color in varnish is one that is largely misunderstood by the average consumer. Light colored varnishes are easy to make if you are not particular about the quality, as it is the easiest thing in the world to make a light colored varnish if it is also a cheap varnish. The pale color is the difficult and expensive thing to secure in a good varnish, and no doubt for this reason the argument of paleness is used with the uninformed.

There is no object or necessity for having a varnish lighter than is necessary for the work on which it is to be used, and almost any varnish that we make is light enough for ordinary work over any kind of wood except maple. You perhaps hear the statement made that other makes of varnishes when sold for the same purposes are lighter than ours, but you will find that in a good many cases the varnishes, while sold for the same purposes, are cheaper and not as good—not as good when you consider what constitutes the essential and important qualities in varnish. For instance, in a varnish for house use you want a varnish that will retain its elasticity for the greatest length of time—a varnish that will not mar or scratch easily. To secure this to the highest extent means a varnish necessarily somewhat medium in color. If you put these points in the back ground the manufacture of light colored varnish is a simple matter.

The standard gum used for probably ninety per cent. of gum varnishes is Kauri Gum, and the very best and hardest Kauri Gum is dark in color. Gum like this is used in varnishes like Kopal. In experimenting with varnishes for railway uses, we found that the varnish made from this same dark gum, on an exposure test, beat by a considerable margin every competitive varnish exposed against it. So you will see that paleness in color does *not necessarily mean durability*; and durability might be called the essential quality in varnish.

Dark color, on the other hand, does not necessarily mean durability, but you are very much more apt to find it in the dark than in the very light colored varnishes. There is no question but that an argument based upon color is a telling one in appealing to the large class of varnish buyers who are not posted, and the difficulty in talking varnish comes largely from the fact that there are so few telling talking points. You are obliged, instead of using a direct argument, as in the case of paint, to convince the buyer in a general way of the quality of your varnish, and you are enabled to do this in consequence of his faith in you and in the products and methods of the Company in general.

The real proof of quality in varnish comes from an exposure test—what wear, what protection does it give you after it has been applied?

The question of the body of a varnish to a certain extent is intimately associated with the color. The body of varnish is of two kinds, natural and artificial. In the manufacture of varnish, as you know, the gum is melted, the oil is heated, and at just the proper temperature the heated oil is mixed with the gum, and when thoroughly

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combined and thinned down this mixture makes varnish.

It is perhaps known to many of you that by cooking linseed oil it becomes thick, and the longer it is cooked the thicker it becomes. By taking a certain number of gallons of oil, a certain number of pounds of gum, and putting them together when heated to a certain temperature, you will have, after they are thoroughly mixed, removed from the fire and thinned down with the proper vehicles, a certain result, and that result will be the finest class of varnish in every way. But take that same kettle of material and, after the oil and gum are thoroughly amalgamated, instead of removing the kettle, keep it on the fire and cook it until the mixture has become thick, when you come to thin it, instead of taking forty gallons of thinner, it will take sixty gallons and still look heavy. You have then secured at small cost twenty extra gallons out of this batch, and at first sight the varnish looks as good or a little better than the other. A little thought, however, will convince you that what has actually been done is that the important feature of that varnish, namely, the binder, has been adulterated or let down by thinning it with a larger percentage of thinner than it normally would take. These goods will grow brittle quicker because you have robbed the oil of its elasticity by the long and unnecessary cooking, and also reduced it by cutting it with an extra quantity of thinner.

These heavy bodied varnishes when applied to the work in the process of drying frequently seem to sink down and disappear into the wood, leaving even less gloss than an apparently thinner but straight varnish. This shows that the operation has been much overdone. For this reason a heavy bodied varnish, in varnish of cheap or medium price, is rarely an honest varnish, and you can check up on this in another way, because if these goods were as heavy in consistency as they seem to be with honest oil and honest gum, they could not possibly be applied with a brush, they would work so tough.




*Newspaper Electrotype.*
*2 columns wide by 5 inches deep.*
*Order No. 313.*

0007-SWP-000118968




*Some of the buildings at Saratoga Springs, N. Y., that have been painted with S.W.P. Farmers Hardware Co. are the S.W.P. agents.*

0007-SWP-000118969

# SUCCESSFUL S. W. P. AGENCIES.

## A. Graver, S. W. P. Agent at Jackson, Mich.

THERE are many busy, hustling S. W. P. agencies in Michigan. One of the busiest and most hustling is at Jackson. Mr. Graver, the S. W. P. agent, has been selling more S. W. P. each year for 12 years. He began pushing S. W. V. a few years ago with equal success.

There is no "patent" on the methods of this successful agency. Its steady success and big business is due to the never failing principle of *hustle*. "Hustle" and S. W. P. have yet to meet defeat.

Mr. Graver handles only products that he knows are the best manufactured. He makes sure that he has the right goods — then he goes ahead.



*Mr. A. Graver, S. W. P. Agent at Jackson, Mich.*

In describing his experience and satisfaction with the S.W. P. agency Mr. Graver writes: "About 12 years ago we became dissatisfied with the line of paints we were selling. Before deciding to whom we would transfer the business, I visited several of the largest and best advertised paint plants in the country and after thoroughly investigating the claims of each manufacturer, concluded that S.W.P. was the best paint made in this country. Since taking the agency our trade has constantly increased, we have never had one complaint from a customer and notwithstanding the fact that last year there were thirty-four merchants in Jackson handling other mixed paints, many of them much lower in price, we sold more S.W.P. than we had ever sold before.

"We stocked up with S. W. V. only after many severe tests and can endorse from experience every assertion made for their superiority."

Convinced that the paint products he was handling were the best, Mr. Graver went after business with confidence. Confidence begets enthusiasm. The agency at Jackson has always been enthusiastic. Enthusiasm wins.

## Da Lee-Johnson Hardware Co , S W.P. Agents at Fitzgerald, Ga.

Da Lee-Johnson Hardware Co. of Fitzgerald, Ga., have been selling S.W.P. for only three years, yet they have made a record for unique, go-ahead business-getting methods.

*Have you read "Special Notice on Floor Finishes" on page 114. If not, turn to it now.*

The spirit of the firm's organization is indicated by the following sentences taken from a letter written by Mr. Johnson a few weeks ago:

Our plan is to "talk" S. W. P. at every point, after a while we secure attention, then a customer, and finally the paint trade.

When we hand out S.W. P. we point to the guarantee that is printed on the can

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and assure our customer that we are also behind that promise.

We never let an order for paint go by, no matter how small. There's a good trade in the "little things". We believe in the full line.

Our advice to those who wish to sell a paint is to sell S. W. P., and to those who wish to buy the best paint to buy S. W. P.

A man who sells S.W.P. is like one who buys S. W. P., in that both have used honest goods and can sleep with a clear conscience.

We spend good hard cash for the best kind of advertising and consequently we reap good hard cash as profits.



*Mr. O. H. Johnson, President Da Lee-Johnson Hardware Co., S. W. P. Agents at Fitzgerald, Ga.*

This firm makes a specialty of billboard advertising. Several of the designs used by them have been shown at various times in THE S. W. P. The work is carried out on original striking lines and has proved very successful in piling up paint orders. The posters are looked for, commented upon in the local papers, and have, in fact, become a "feature" of the town.

Newspaper space is extensively used. Full pages are frequently taken and filled with live paint news.

There is a snap to all the firms advertising. That's the reason it is bringing such good returns.

It pays to put "life" into your business.

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## IT PAYS TO "SEE THE MAN."

When you want a man's business, it pays to "see the man"—to personally present your proposition to him.

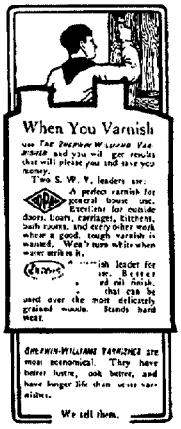
The personal element is the biggest factor in business today. The individuality of one man stands out in all the great business enterprises of the continent.

The S.W. P. agents who have built up the largest trade, year after year, are those who in addition to extensive advertising, have gone out personally after paint orders. The successful agents have made the painters, the contractors and builders, and the architects in their territories their friends. They have kept in touch with the property owners—they *know* at all times the paint situation in their territories.

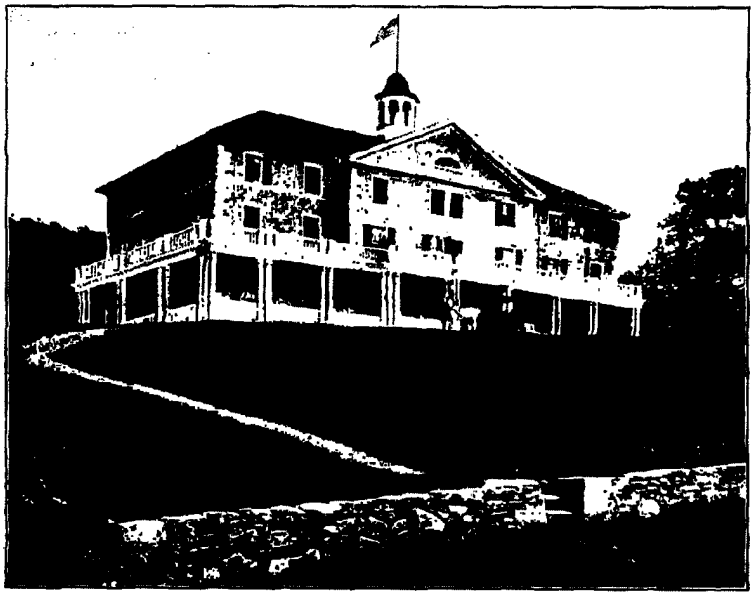
This means—and this is equally important—that the property owners, the painters, the contractors and builders, and the architects *know* the S. W. P. agent—know he sells S. W. P. and S.W.V. When all these buyers see the S. W. P. agents' advertisements in the newspaper or on bill boards, or receive a "personal letter," they feel a personal interest in them.

The *only* way to get business is to go after it.

The *only* way to go after business is to go out and get it.




*Newspaper Electro. 1 column wide by 5⅝ inches deep. Order by No. 300.*



*Pocantico Lodge, Briarcliff Manor, N. Y. Painted throughout with S-W. Products. Body, 375; Trimmer, Gloss White; inside finished with S.I.C. and Excello. Floors, S-W. Floor Wax.*

## ONE MORE TESTIMONIAL FOR S-W. PRODUCTS.

S-W. Products have been extensively used at Briarcliff Farm, Briarcliff Manor, N. Y. Their extensive use has brought a splendid recommendation.

Briarcliff Farm is one of the best conducted farms in New York State and on it are situated two well known, fashionable hotels. One of these hotels, Pocantico Lodge, is illustrated above.

Mr. Walter W. Law of Briarcliff Farm writes regarding S-W. Products as follows:

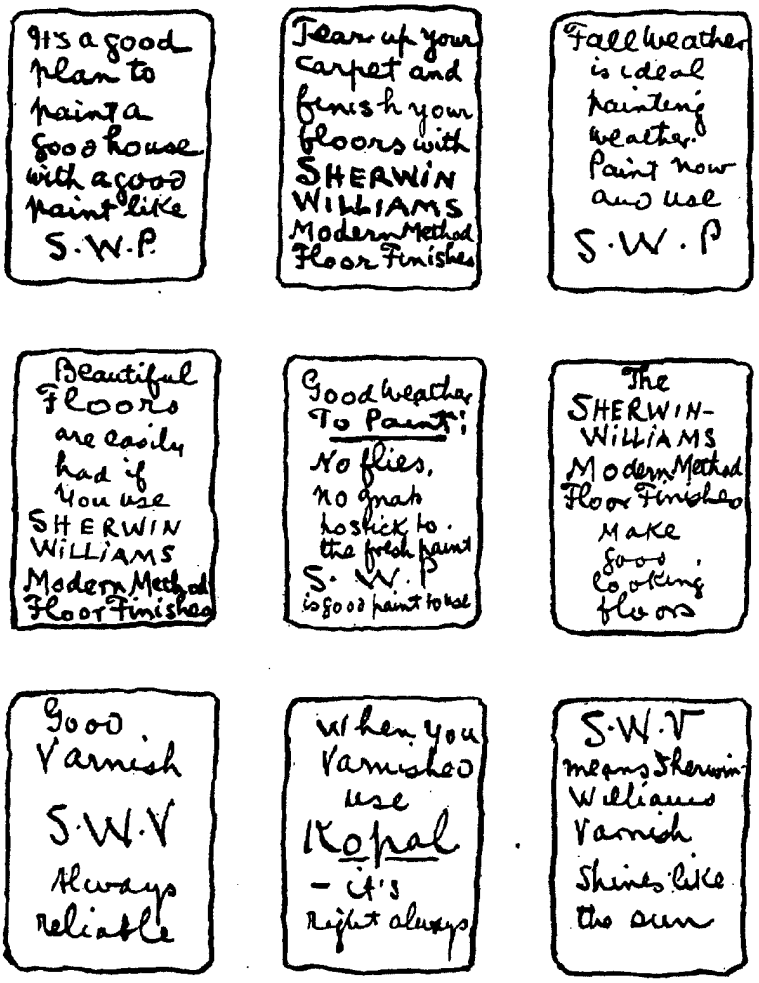
"We have used your goods now for about two years, including outside and inside paints and varnishes, on a great many buildings on our property. So far we have nothing but the highest opinion to give, and we'll take pleasure in recommending Sherwin-Williams Products to all who inquire."

This letter from Mr. Law is convincing evidence for every S. W. P. agent to produce in going after paint and varnish orders. It would be impossible to give stronger proof of the satisfaction found in Sherwin-Williams Paints and Varnishes.

0007-SWP-000118972

## WINDOW CARD SUGGESTIONS.

Attractive window cards can be written on wrapping paper with a blue pencil. Here are some suggestions.




0007-SWP-000118973

# TO MAKE THE FALL OF 1904 THE BUSIEST FALL PAINT SEASON YET.

*USE the "personal letters." Fill out one of the enclosed postal cards with live names and mail it to us to-day. We'll start campaigning for you at once.*

*Fill your newspaper space with* good *paint and varnish ads. Let the public know that you are selling the best paint and varnish made. Use the newspaper electrotypes.*

*Make attractive paint and varnish displays in your windows. If you haven't a copy of the Window Display Booklet, send for it—it's full of good suggestions.*

*Make sure that the news notice enclosed in this number of* THE S. W. P. *appears in at least one of your local newspapers.*

*Keep your paint and varnish stock prominently and attractively displayed in your store—it will impress every customer that enters your store with the fact that the fall is a painting season.*

*Don't delay getting information on the special campaign on S-W. Floor Finishes. Mail us the enclosed card to-day.*

*See that you have a good supply of color cards, etc. If your stock is low write us.*

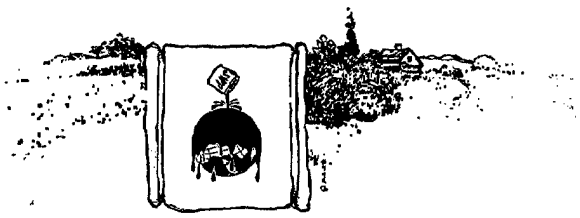
*Make the painter your friend. Get him to test some one of S-W. Master House Painters' Specialties.*

*Call on the architects in your locality and co-operate with us in the special work we are doing with them.*

*Solicit the support of the contractor and builder.*

*Talk with your prospective customers on the advantages of fall painting.*

*Make sure your paint and varnish stock is big enough for a big fall trade.*



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