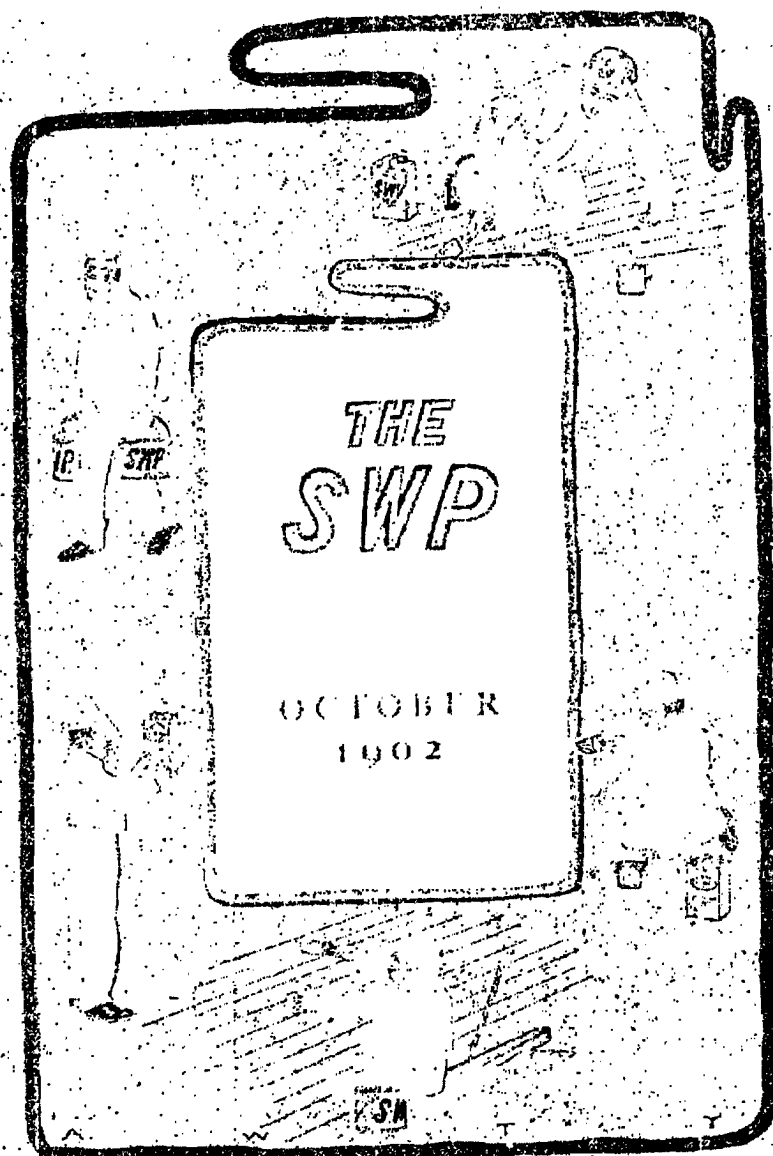




THE S. W. P.

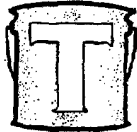
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VOL. IV.

OCTOBER, 1902.

No. 10

THE LARGEST AND BEST IN THE WORLD.



HERE can be only one largest, there can be only one best in any line of business or in any line of work. It should be the aim of every concern and every individual to reach that exalted and enviable position.

The "greatest and best" in the world signifies much. It stands for merit and superiority. It indicates great enterprise, great energy, and great perseverance. It's a proud position, well worth the struggle.

In the paint trade of the world The Sherwin-Williams Co. from the very beginning had an eye on the prize at the top. We entered the lists to win. We trained for first place. We trained patiently, carefully, thoroughly, with great persistence. Two things we kept ever before us, quality and push—good goods and good methods. Nothing could turn us from these two things. Making the goods good and pushing them with all our might and main, have become the very motive power of our great organization.

These simple principles, intelligently worked out, have won us our supremacy. They have placed us at the top and have entitled us to style ourselves the largest and best paint and varnish makers in the world—*by far*.

The place we know is assumed by others. We challenge all who may dispute our statement, to a proof of the title.

Our field is not confined to any locality, any state, any country, or any continent—it's world wide. Our goods are known as well on the Atlantic as on the Pacific coast. They are as popular in all of Canada as in the United States. They are sold and used with as much satisfaction in England, Ireland, Continental Europe, India, the Australasian colonies, South Africa, and on the continent of South America, as they are at home.

Nor are our efforts limited to any particular class of goods. We are as supreme in the sale of Railway Paints, Marine Paints, and paints for Carriage Builders' and Manufacturers' uses as we are in the sale of house paints. We make paints specially adapted for all purposes and we make them of the highest grade and of the best value for all.

Our position as leaders in the paint trade of the world means a great deal to our agents as well as to ourselves. By reason of our immense "turn over", we are able to provide facilities for manufacturing on a large scale that insure the best possible results in quality and economy.

We are able to manufacture most of our important raw materials; we are able to distribute our products economically and promptly to all parts of the world; we are able to attract and employ the highest ability in all departments, making strong the greatest factor in any business—the great human force; we are able to provide methods for marketing our products that are unequalled—in

a word, we are able to give the *best paint value* and the *best selling value* in the paint world.

We have made our reputation and attained our position by the practice of the principles of quality and push, and we expect in the future far to outstrip the past by adhering to them. We aim always to be the *greatest* by being the *best*.



General Manager.

S. W. P. TALKS OVER THE COUNTER.

Talk No. 8—With the man who has used "cheap" mixed paint and who is prejudiced against prepared paint.

The Agent—You're the man I want to see, Mr. Customer; Mr. Ashley your neighbor, tells me you've decided to paint your house and outbuildings, and I want to sell you S. W. P. for them.

The Customer—S.W.P. is one of those "mixed" paints, I suppose. Well, I want to tell you that I'll use no more of them. A little over a year ago, I painted my house with a paint. I paid \$1.25 the gallon for, and you ought to see the house now! The color is all faded, the gloss gone, and the paint is coming off in large flakes. No, sir! lead and oil are good enough for me.

The Agent—I don't blame you for being "sore". I would be if I had had the same experience. But "cheap" paint always gives just such results.

The Customer—Cheap! Why I don't call it cheap. It cost me more to paint my house with it than it did when I used lead and oil.

The Agent—That's it exactly, it's "cheap" by the gallon but dear by the job. Now with good prepared paint like The Sherwin-Williams Paint, you would have been able not only to get satisfactory results, but you would

also have saved money in the the cost of the job.

The Customer—I'm always open to conviction, but after the trouble I've had, to use a slang expression, "you'll have to show me."

The Agent—It won't be hard to do that. First, I want to give a few reasons why a good prepared paint pays better than lead and oil: Paint must be thoroughly mixed and finely ground in order to give maximum covering capacity and wearing qualities. Hand work can't accomplish this. Machinery is necessary and machine grinding and mixing are obtained only in prepared paint. If you insist on using lead and oil, you always get hand mixing.

The Customer—Oh, well; but that isn't all of it. You've got to have good material, and I know lead and oil are good.

The Agent—How do you know that the lead and oil you buy are good? Have you any way of testing them? The lead may not be pure, the oil may be adulterated, the turpentine or dryer not right. If any one of them is wrong, poor paint is certain, and you'll get just as bad results as with "cheap" paint.

The Customer—Yes, but I depend upon my painter's experience, and he'll buy the materials for me.

The Agent—He hasn't any better way of telling whether the materials are pure or not than you or I have. He hasn't the facilities, and he's not a chemist.

The Customer—How do you know that the ingredients in The Sherwin-Williams Paint are pure? Have you any way of telling that?

The Agent—Yes, sir, I have the reputation of The Sherwin-Williams Company. They've been making good paint—the very best paint it is possible to make—for the last thirty years, and they're responsible for every gallon they send out. Their success depends on it. They have never made "cheap" paint, for they believe that best paint pays user, dealer, and manufacturer best, and the success they've made with S.W.P. proves they are right. From a small beginning they have built up their business on good quality, until today they are the largest paint and varnish makers in the world.

The Customer—What way have they of knowing that the materials they use are pure?

The Agent—They test them. They buy their goods in immense quantities and for their own protection are compelled to test carefully everything they use. They employ competent chemists for the purpose and test both chemically and practically all the ingredients that enter into their products.

The Customer—Is that so?

The Agent—Yes, indeed. Besides they have entirely too much capital at stake and their reputation is too wide and of too good standing to take any risks with "cheap" paint. They

couldn't afford to sell paint that would start people talking about it the way you've talked about that \$1.25 paint. They can't afford to make promises and not fulfill them. They're looking to the future all the time.

The Customer—Well my experience certainly shows that the "cheap" paint idea doesn't succeed. You may be sure that I'll never again buy the "mixed" paint I used before, and what's more, I'll not let my friends buy it, if I can help it. I can see the "cheap" paint policy is a poor one.

The Agent—You're right. I might say also that I have a reputation, too, that I must maintain, and I couldn't afford to recommend S. W. P. if I wasn't sure that it *will* do exactly what you want it to do and what I say it will do. Take my word for it—you'll never regret using S.W.P.

The Customer—Well, give me a color card, and I'll talk the matter over with my family. If they're willing to use it, and you'll stand back of S.W.P., I'll use it.

The Agent—I'll stand back of it every time, and what's more, The Sherwin-Williams Company will stand back of it.

Opportunity knocks at the door of every man at least once in a life time, and if seized by the forelock may be held, but if suffered to escape cannot be caught again. The fall campaign offers a splendid opportunity to every hustling agent to "cinch" the trade and to place insurmountable obstacles in the way of the opposition. Seize your opportunity by the forelock by using all the helps mentioned in the September issue of The S. W. P. and you'll win prestige that'll help you not only now but in the spring as well.

SUCCESSFUL S. W. P. AGENCIES.

Mr. E. I. Torrens, Tilsonburg, Ont., Canada.

It is the man with a positive nature, the man who believes that he is equal to the emergency, who believes he can do the thing he attempts, who has confidence in his business, who goes in to win, who usually wins and gets ahead in business.

It is just that spirit of belief in himself, of faith in his business and absolute confidence in S.W.P. that have won for Mr. E. I. Torrens, Tilsonburg, Ont., Canada, the biggest paint business in his locality, and a success that is truly creditable when it is considered that Tilsonburg is a town of but 3000 population and that three different paint stocks are carried there.

One of the principal things that have built up Mr. Torrens' paint business is his willingness to attest his confidence in S.W.P. whenever there is the least doubt in a customer's mind about its good qualities. He believes thoroughly in the good old maxim, "The proof of the pudding is the eating thereof," and is ever ready to prove to "a doubting Thomas" that S. W. P. is the best paint made.

We could not illustrate in a better way the strength of his confidence in S.W.P., and the arguments he uses to instill the same confidence into his customers than to tell in his own words how he sold recently a big bill of S. W. P. to a skeptical customer:



Mr. E. I. Torrens

A short time ago a man came into the store and wanted to know how much S.W.P. it would require to paint his house. I explained to him how much more surface S. W. P. would cover than other paints, mentioned several fine jobs on which S.W.P. had been used, and gave him all the necessary information about spreading it, etc., with the result that I sold him Outside Gloss White.

After he had ordered the paint he asked the price. I told him and he remarked, "Isn't that a little high?" I replied that taking into consideration the quality of the paint, covering capacity, wearing qualities, etc., S. W. P. was far more economical than any paint he could buy. I could see that he wanted S.W.P. all right, but the price was a sticker. He said he would call for the paint after dinner.

In the afternoon he called, as I supposed for the paint, so I was a little surprised when he told me that elsewhere in town he could buy paint that the dealer guaranteed would cover just as much, last as long, and look just as good as S. W. P., for twenty-five cents a gallon less. He remarked further, "I don't see how one paint will not cover as much surface as another, and as it will take a large quantity to paint my house, twenty-five cents a gallon is a big item to me."

I saw I was "up against it," and as the order was a big one, I wanted it. So I said to my man, "Mr. Jones, if I can prove to you that S. W. P. is more economical than the other paint, will you buy it?" He replied, "Certainly." So I bought a can of the other paint, and asked him to spread it side by side with the same size can of S.W.P., and if S. W. P. did not cover more surface, and look better, I would give him, free of charge, enough of S. W. P. to paint his house.

In about two weeks he came back, and when I asked him how he liked S. W. P.,

he said that he would swear by it if he had a hundred houses to paint. He told me that he had tried the paints side by side and that S. W. P. covered one quarter more surface, and that he could tell the difference in the two brands from the back part of his farm.

Mr. Torrens follows the same tactics with the painters. He is never afraid to go after them on S. W. P., and as a consequence he has the support of the best painters in Tilsonburg. Whenever a new painter comes to town, he instantly interviews him, asks him if he has ever used S. W. P. and if not gives him a can of S. W. P. for a test. This plan invariably wins the painter and makes him a friend of Mr. Torrens from the very beginning.

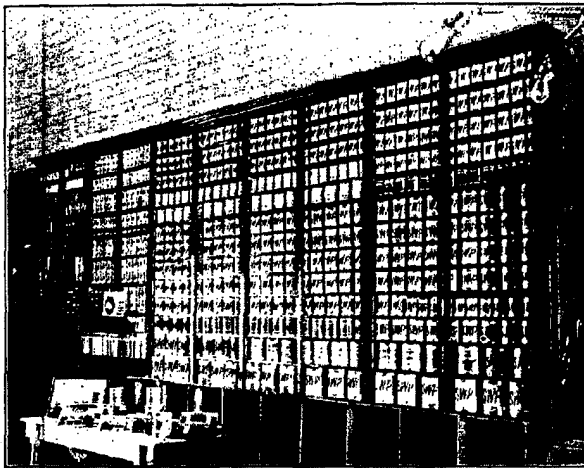
In order to make a success with any article, one must keep everlastingly pushing it, and the inside of Mr. Torrens' store is so arranged that S.W.P. is always prominently before his trade. The paint is splendidly displayed, and so that attention be more readily attracted to the goods, a special table is provided where there is always a tasteful display of color cards, counter cards, etc.

Like all other successful merchants, Mr. Torrens never fails to have his windows well dressed. Some of his most recent windows are

particularly noteworthy. An usually attractive display was made by placing in the window a large cannon fire cracker, a can of S. W. P. and a soda cracker with the sign, "Three Crackers."

Outside advertising also forms a very essential part of his S. W. P. campaign. He never misses an opportunity to advertise the paint, and in the spring when his stock order arrived, he allowed the shipment to stand outside his store for a day with signs tacked on it to tell what it was. This advertisement was so effective that mention was made of it next day in the papers.

But after all, it is not any one thing in particular that has made Mr. Torrens so successful. His present large business is due to watching little details, taking advantage of everything that will bring him orders, using intel-



Mr. Torrens' model paint stock, prominently and conveniently arranged.

ligerly every advertising help he can get, and to that spirit of energy and push always found in the prosperous business man.

Mr. Torrens is a good example of what an enterprising clerk can do. He used to clerk in the store he now owns, and has succeeded by hard work in building up a better business than his predecessor enjoyed.



"Three Crackers"—a splendid window dressed by Mr. Torrens.

KOPAL AND THE PAINTER.

W I have never yet heard of a painter who used Kopal who didn't like it and swear by it ever after. Kopal is the sort of Varnish that gets "under the painter's skin," and touches him near the heart. It's a varnish that suits him, that works just as he wants it to work, that satisfies his customers, that makes him stand up and admire his job with justifiable pride.

Kopal is gaining in favor with painters everywhere. We are constantly receiving splendid letters of endorsement of it both from our agents and practical painters. Here are two recently received:

A painter here last fall applied Kopal to a small cart he uses for transferring his platforms, ladders, etc. The cart was left in a yard all winter exposed to rain, snow, and all kinds of winter weather.

When spring arrived in place of finding the varnish perished, as he expected, he was agreeably surprised to see the surface in good condition and the varnish shining as if it had just been applied.

Now he won't use any other varnish but Kopal.

C. R. HOWARD,
S.W.P. Agent, Anamosa, Iowa.
Comanche, Texas.

It gives us great pleasure in expressing our opinion of Kopal. It certainly is the best general purpose varnish we ever used. We recently finished all the counters, desks, etc., in the Comanche National Bank with it, and to-day there is not a scratch on the desks although they have had exceedingly heavy books dragged over them for more than three months.

We find Kopal very satisfactory for front doors and any outside exposure. It comes up to any spar varnish we've ever used.

Kopal does all you claim for it, and more.

G. A. DODSON,
L. S. POWERS,
Practical Painters.

It will pay each and every agent to push Kopal—to bring it to the attention of the painters in his town. There's no other varnish at anywhere near the price that gives such satisfaction and wins the painter so quickly.

We are ready to give all possible help to agents who will take hold of Kopal with us. As explained in the September issue of THE S. W. P., it is one of the varnishes included in our *Six Big Specialties*, which we are now so strongly pushing.

The advertising we are doing in this respect will give the sale of Kopal added impetus. We are prepared to give special help wherever needed.

Besides the above, we have a plan for free distribution of samples to painters that will prove a big help to win them, and if you have not yet taken advantage of it, you would better write us for particulars by early mail.

Let's push Kopal together. It's worth all the energy we can put into it, and it will make money for us.

AD POINTERS AND WINDOW POINTERS FROM WARD.



If your large iron "cover the earth" sign or your agency sign has become dirty and dingy looking, wash it well with ivory soap, rinse it with clear water, let it dry thoroughly, and then give it a coat of Kopal Varnish. You'll be surprised how much it will be improved.



Good advertising can be secured by painting on the sidewalk a round spot eighteen or twenty inches in diameter. Use dry colors mixed with water and enough glue to bind the mixture. With whiting mixed as above letter on the spot. "This is the spot for S. W. P.", or "pure drugs", or "try our ping-pong soda." Change the color of the spot every time you change the lettering.

If the sidewalk in front of the store is not smooth, paint the spot on the inside of your window pane. And put the lettering on the outside. By doing this you could change the lettering without changing the color of the spot.

I would suggest, however, changing

the color of the spot at least once every week. The shape as well as the color could be changed. The spot could be round, square, diamond, heart, spade, stars, crescent, or a shape suggesting the article advertised. This would make the ads more effective. Use bright colors, red, blue, green, yellow, etc.

As the paint is mixed with water it can be washed off easily.



Another good way to attract attention to your window is to attach a round piece of tin about the size of a half dollar near the center of the window. Then take a fine brush or a coarse pen and make black lines in all directions from the piece of tin to represent cracks in the glass. The black lines look well, but the deception is complete if you follow the black lines with a *light green* line about one quarter of an inch wide. The green represents the thickness of the glass, while the black lines represent the cracks.

Practice on some small piece of glass before you try it on your window.



THE S-W. ALUMINUM PAINT

THE BEST MADE.

THERE'S no more adaptable paint for general household decoration than The Sherwin-Williams Aluminum Paint. It's the best aluminum paint made.

These are some of its uses: For painting gas, steam, and water pipes, gas stoves, cook stoves, heating stoves, picture frames, picture moulding, iron furniture, gas fixtures, ornamental iron, hot water boilers, and in fact any place where a bright, silver finish is desired.



The S-W. Aluminum Paint. It outranks all similar products in so many respects as to stand practically alone in its field. Its main points of superiority are:

- Velvety lustre.*
- No nauseating odor.*
- Doesn't discolor.*
- Withstands high temperature and extreme cold.*
- Won't blister, scale or crack.*
- Great durability.*
- Large covering capacity.*
- Easy working qualities.*
- Tendency to settle reduced to a minimum.*

The S-W. Aluminum Paint selling helps comprise a well printed and good

appearing counter card, convincing newspaper electrotypes, and an inclosing slip which we are using in all letters written to property-owners this fall. We are putting extra push into the paint just now, and it's sure to have an increased sale.

It is put up in quarter pint, half pint, pint, quart, and gallon tin cans, attractively labeled. It's the best aluminum paint in the market today.. It gives satisfaction and sells well.

If The Sherwin-Williams Aluminum Paint is not on your shelves, you are missing a good opportunity to create a demand for a specialty that sells readily, and it will pay you either to write for prices or to send us a trial



For painting hot water boilers, etc.

order at an early date.

A Valuable Paint

THE SHERWIN-WILLIAMS ALUMINUM PAINT

is a valuable paint for household uses. It is superior to other metallic paints. It has velvety luster; doesn't discolor; won't blister, scale or crack; and withstands extremes of cold and heat. It has no unsavory odor.

For all kinds of decorative work. Keeps a can in the house to retouch anything that needs brightening. Very economical.

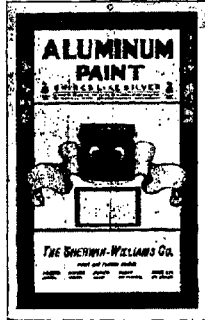
SOLD BY

Put it in stock before the fall house-cleaning is on, then push it hard for use on heating stoves and steam pipes. It will back up every statement you make about it.

Please use the postal card enclosed with this issue of THE S. W. P. if you want us to quote your prices.

Order by No. 173.

sary, one being to drop 480. On the new folders to be issued in November, shade number 480 will not appear. Our stocks of the shade, however, is large enough to enable us to fill all orders for it for some time at least.



The Aluminum Paint Show Card.

THE ONLY WAY.

Truthfulness in dealing with the public outweighs all other considerations. Why should I be the less careful about the statements I make in talking to the public through the press than when speaking face to face? I speak to each individual who reads my advertisement; my relation to him is a personal one. I must win his confidence. I can only do it by telling him the truth. Not only must I take good care that I do not deceive him, but I must so word my advertisement that he cannot be self-deceived by it.—Dean Alvord, before the New York Sphinx Club.

IMPROVEMENTS IN THE S. W. P. COLOR CARD.

We wish to announce a few changes that are to be made in the list of colors shown on our regular S.W.P. color card (the "C"). We recently decided to add four new colors for which there has been an increasing demand, and which will make a decided improvement in the line. In order to find room for them on the present card, some slight changes are neces-

CHANGES IN I. F. P. COLORS.

In order to meet the demand of the trade in the United States we have found it necessary to drop Light Yellow (449) from our Inside Floor Paint Colors, and add in its place an Orange (452).

This change applies only to the United States. In Canada the demand still continues for the Light Yellow, with none at all for an Orange.

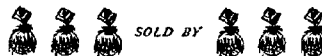
Our stock of Light Yellow is large enough to take care of your orders for some time.



Bright as Silver

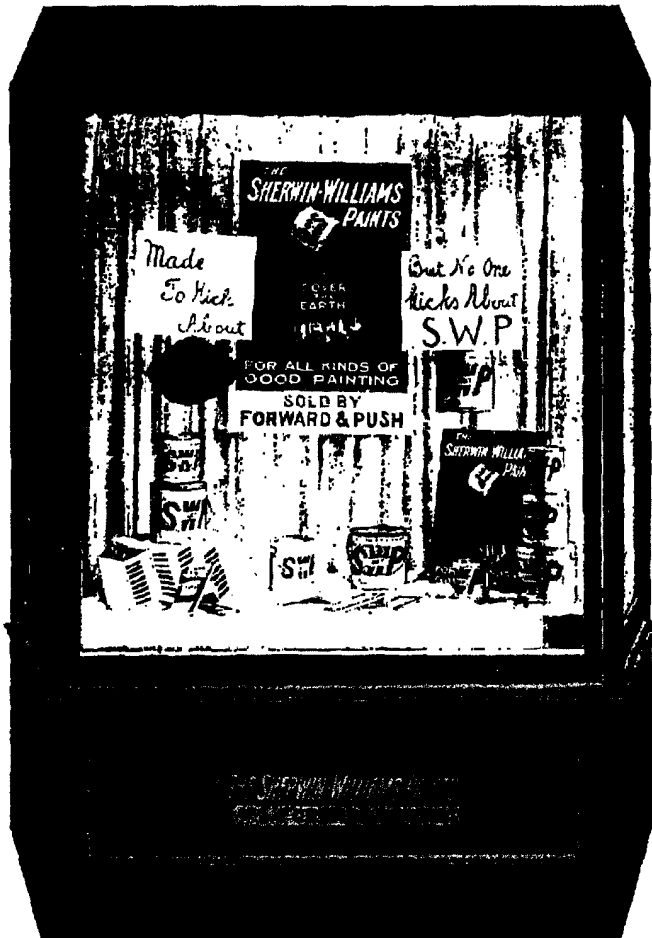
On gas, steam, and water pipes, gas stoves, oil stoves, cook stoves, heating stoves, picture frames, picture moulding, iron, hot water boilers, etc.

THE SHERWIN-WILLIAMS ALUMINUM PAINT gives a finish as bright as silver. It's the most convenient and satisfactory paint of its kind. Very decorative. It has large covering capacity and wears well.



SOLD BY

Order by No. 172.



A SEASONABLE WINDOW.

THE above window is very easily dressed. Drape your window with white cheese cloth, arrange a small assortment of S.W.P., a neat display of color cards, one of the tin "cover the earth" signs, and a "cover the earth" poster hung up as indicated. Write the signs with pen and ink or blue pencil on white cardboard or paper. Suspend a Rugby or Association football and a gallon can of S.W.P. from the top of the window with ribbon (better use your school colors) and the window is complete.

S. W. P. ADVERTISERS.

What the Agents Are Doing in the Way of Special Advertising.



It is mighty encouraging to us to know that our efforts to increase the sale of S.W.P. are being ably seconded by the agents. Co-operation is a stimulus to increased effort, and whenever we receive a batch of sample advertisements originated by the agents, we are impelled to extend greater help to those agents and to work with them more vigorously.

The number of contributions received during the last month for this page was exceptionally large. We hope that the coming month will bring an equal number. We should be particularly glad to have samples of fall advertising.

Mr. Jas. S. O'Neill, Fredericton, N. B., Canada, is always full of enthusiasm for S. W. P. and is making a success of it through hard work and by constantly keeping it before the people of Fredericton.

He is a great believer in good window dressing and is so successful with his windows that his local newspapers invariably take notice of them in their columns.

Two of his windows which attracted more than ordinary attention were the "Pushing Paint" window, and one with the card, "Four quarts of The Sherwin-Williams Paint will cover a space seventy-five times the size of this, two coats." Mr. O'Neill has our congratulations for the good work he is doing.

Cole & Mathews a short time ago sent us a copy of a pamphlet they used in their spring campaign. It describes a number of specialties needed for the spring house-cleaning, and you may be sure S. W. P. and the other S-W. lines are prominently displayed. It would be a good idea to work up a similar pamphlet for the fall. Good lines to call attention to are, S. W. P., Enameloid, The S-W. Commonwealth Barn Red, Stove Pipe Enamel, and like products.

The "locals" below used by Mr. L. J. Griffin, in Barre, Vt., show how advertising can be turned into news.

"The house, sign, and decoration painters are invited to make the acquaintance of Mr. Ketchum, representative of The Sherwin-Williams Co., at L. J. Griffin's store, in Worthen's block, Wednesday evening, March 26. He has something of interest to all painters in the city, also those who contemplate painting their houses this season. All are invited."

"The exhibition of The Sherwin-Williams Paint last evening at L. J. Griffin's was attended by many painters, all of whom

were much pleased at the showing made by Representative Ketchum, of The Sherwin-Williams Co. The indications now are that much of this paint will be used on the new houses this year."

Ping Pong Paint is the heading of a newspaper advertisement used by Sherman McConnell Drug Co., Omaha, Neb., in which they recommend the dark green shades of S.W.P. for painting Ping Pong boards. The ad is very cleverly worked up and is sure to attract a great deal of attention on account of its striking originality. There's nothing like being up-to-date in your advertising.

"Advertise all the time," is what J. H. Trippe's Sons, Canton, Pa., thoroughly believe in. One of their latest S. W. P. ads is a number of board "cover-the-earth" signs, 4x8 feet. They are using the signs all over Canton, and although they have that part of the earth pretty well covered with S. W. P. they believe in keeping at it.

"The proof of the pudding is the eating thereof." A statement backed up by logical proof always convinces, and when you are arguing in favor of S. W. P., the best "clincher" you could have is a list of names of those who used S.W.P. in your locality—actual examples of the good work S. W. P. does.

Mitchell & Park, S. W. P. agents, Big Springs, Texas, are fully alive to the above as is evidenced by a recent circular letter they mailed to their trade. The circular is headed "Persons to whom we have sold the celebrated Sherwin-Williams Paint since May, 1902." Then follows a long list of S.W.P. buyers together with the names of the property they painted with S.W.P.

The letter is good advertising and we congratulate Mitchell & Park.

KEEP UP THE FIGHT.

THE fall season has opened unusually well, and if we keep up the fight with the same vigor and the same earnestness with which it was started the season is sure to be a big one.

We are highly pleased with the way the agents have taken hold with us, and the manner in which they are availing themselves of the helps outlined in the September issue of THE S. W. P. is particularly gratifying.

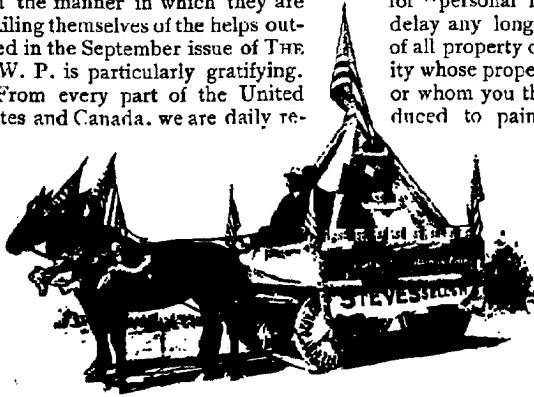
From every part of the United States and Canada, we are daily re-

\$10.00; and not only that, it secured him some very good publicity.

If you have not ordered any of the fall electrotypes, refer to page 136 of the September issue of THE S. W. P., pick out those you want, and send us your order by early mail.

If you have not sent us any names for "personal letter" work, don't delay any longer. List the names of all property owners in your locality whose property needs painting, or whom you think could be induced to paint. We'll go after them for you in a way that's sure to get you their business. If you haven't written for prices on Enameloid or The S-W. Barn Red, it will pay you to do it now. These are splendid specialties for fall trade, and

are good sellers.



Fourth of July float used by Mr. J. H. Steves, St. Helena, Cal.

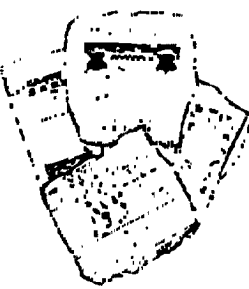
ceiving orders for the fall newspaper electrotypes; the property owner blanks are coming in steadily; the new goods—Enameloid and The S-W. Barn Red—are being pushed with energy; Six Big Varnish specialties have gone to the front with a dash; the painters' names are being given us freely, and, altogether, the agents are making the best use of our helps.

It pays to do so. It's bound to bring increased business and to have a good influence on general sales. As an example: Mr. J. H. Steves, S. W. P. agent in St. Helena, Mont., adopted for his last Fourth of July float the design shown in the June issue of The S-W. P., and it won him first prize,

We have never placed any other lines in the market that took hold so readily as these two. They are winners.

In addition to the plans we have outlined, it would be a splendid idea to inaugurate a selling campaign of your own. Go after the property owners with special letters, postal cards, or some like plans.

Last Spring Mr. F. J. Hawn, S.W.P. agent in Worthington, S. D., did work of this sort, and it paid him big. His own words best describe what he did. He says: "As soon



as I learned that a house was to be painted, I immediately sent the name of the owner to The Sherwin-Williams Company with the request that 'personal letters' be written. Then at about a week intervals, I followed The S.-W. letters with my mailing cards, and kept after the property owner until he was willing to buy S. W. P. to get rid of me."

There were five postal cards in the series, each one splendidly written and nicely printed, and from the results we understand Mr. Hawn secured from his good foresight, we urge each and every agent to adopt his plan for the fall work.

"All's well that ends well." So let's keep up the fight to the end, and

we're sure to close the season with the biggest fall business we've ever had.

If you want any special help, we'll be glad to give it to you.



Follow-up postal cards used by F. J. Hawn, Worthington, S. D.

PORTRAITS OF S. W. P. MAKERS.

Mr. Geo. A. Martin, Manager Divisions West.

NO matter what line of business a man may be in, no matter what his work may consist of, whether he be a grocery clerk or a bank president, he must have love for his work, unbounded faith in his chosen field, and above all must be an enthusiast, if he expects to make headway.

Enthusiasm of the highest order, intense interest in his work, and untiring energy are marked characteristics of Mr. Geo. A. Martin Manager Divisions West. He belongs to that class of men who can never do things by halves, who are not contented with mediocre work, who through their very nature must throw themselves into their undertakings with all the spirit and energy at their command. He is the sort of man who would win success in whatever he undertook to do.

Mr. Martin entered business life early in 1878, his first position being that of office boy with The Chicago

Packing and Provision Co. and a little later in the same year he took a similar position with The Adams Express Co. in Chicago.

1880 found him in the manufacturing line, he having accepted a position in the office of the Union Brass Manufacturing Co., also of Chicago. His work here was very successful and he was promoted successively through the positions of under office clerk, shipping clerk, and price and invoice clerk. He was not satisfied however with his work in the office and decided that the manufacturing end of the business offered the best chance for advancement, and consequently entered the mechanical department of the company where his good work and soon won him a foremanship.

In 1888 he was approached by a Chicago business man interested in the making of paint specialties and took up the manufacture of paints in a small way. This gave him his first exper-



MR. GEO. A. MARTIN

ience in paint making, and it was an experience that well fitted him for the success in the paint line he was to make later on. He was chemist, mixer, grinder, book-keeper, and salesman. He manufactured the goods and he sold them.

His experience in selling the paint he made threw him into competition with The Sherwin-Williams Co., and as he says himself, "Wherever I went, I found that the man I was trying to sell was using The Sherwin-Williams Products and could not be induced to change." After a few years experience in that sort of thing, he decided that The Sherwin-Williams Co. was the paint company he wanted to be with, and in 1892 he secured the appointment of superintendent of Plant Number Two, in Chicago.

Under his superintendency many improvements and additions were made in the Chicago factory, indeed he developed such marked executive ability that in 1898 he was appointed manager of the Western Division with

headquarters in Chicago. He managed the affairs of the division so well that in the three years he held the position, the business of the Company there was almost doubled. In July 1901 he was promoted to the position of Manager General Trade Sales Department with headquarters in Cleveland and recently when the business of the Company grew to such an extent that it became necessary to create the position of Manager Divisions West, embracing all the territory west of and including Chicago, Mr. Martin succeeded to that important post.

Mr. Martin is of a very genial nature and has the knack of drawing men to him in a bond of friendship that is rarely broken.

"It's not in the time or the place or in the circumstances that success lies; it's in the man." If one sets out determined to get ahead in the world, and never loses sight of the place at the top, he's sure to succeed if he works patiently and earnestly.

STOVE PIPE ENAMEL.

A GOOD FALL AND WINTER SPECIALTY.

THE Sherwin-Williams Stove Pipe Enamel is a particularly good specialty to advertise at this time of the year. People are beginning to think of putting up their heating stoves now, and if rightly advertised and pushed there can be a big sale worked up on Stove Pipe Enamel.

Unlike other similar enamels, if properly used, The S-W. Stove Pipe Enamel will not smoke or blister. It stands a high degree of heat, spreads very easily, covers the maximum amount of surface, and wears well.

It's a splendid thing for brightening up old stove pipes.

It makes them look bright and new and gives a dressy appearance to the entire stove.

Good advertising helps accompany it. The counter display card reproduced on this page is very attractive, stands out well, and tells instantly what the paint is and what it does. The newspaper electrotypes are strong and will help to make the goods known in a short time. The package is nicely labeled and makes a good display on the shelves.

The S-W. Stove Pipe Enamel should be put on just after the fire

is allowed to go out and while the pipes are warm.

If applied in this way and allowed to cool thoroughly before the fire is started again, it will not smoke or blister, and will then give best satisfaction.

Put up in quarter pint and half pint penny-lever cans.

It's a good specialty to have on your shelves just now.

If you are not carrying it, write us for prices and further information, using the postal inclosed for the purpose with this issue of THE S.W.P.

If you have it on your shelves and it is not moving as fast as you would like it to, order the two electrotypes

shown on this page and begin advertising it in your newspapers. It would be a good plan, too, to mail a postal card to all your trade calling attention to it.

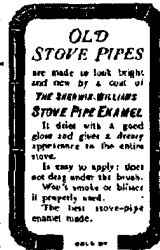
It's the best Stove Pipe Enamel in the market today, and it will pay you big to push it.



A display card that sells paint.



Order by No. 175.



Order No. 174.

PLAIN FACTS.

No gains without pains.

It's too late to exercise discretion after the paint has been applied.

The foolish man is wise too late.

A bad article is dear at any price —“cheap” is dear in the long run.

Plough deep while sluggards sleep.

A good paint makes a quick market.

S.W.P. surely will please. S.W.V. steadily wins victory. It's a good pair to bet on.

He pays double who lives upon trust.

All paint factories may make good paint sometimes but S.W.P. is good paint at all times.

Failure follows shirk; business follows work.

The foolish man says, “I can't;” the wise, “I'll try!”

S.W.P. is better and cheaper than any hand made paint which can possibly be put together—better for the customer and better for the seller.

Cheap paint means early failure, complaint, and trouble.

Do it Now is the watchword of the wise and the banner of the prudent. One today is worth ten tomorrows.

Every house painted with S.W.P. helps you to another job.

A wise selection lays the foundation for a business, good methods build it up, and persistent hustle enlarges and beautifies the structure.

Good management will succeed where a good income fails.

Always sell such goods that your customers will come again.

Always keep busy—enjoyment stops where indolence begins and they must hunger in frost that will not work in heat.

There are no greater promisers than they who have nothing to give.

Every day is a little life and our whole life is but a day repeated.

“A man must keep his mouth open a long while before a roast pigeon flies into it.” If you want the best business go after it with all the ability and help you can command.

Wise men learn from other men's mistakes—the fool insists on making his own.

WHEN YOU HAVE READ THE S.W.P. HAND IT OVER TO YOUR ASSISTANTS. IT IS FULL OF SUGGESTIONS AND ENTHUSIASM THAT CANNOT FAIL TO HELP EVERY ONE CONNECTED IN ANY WAY WITH AN S.W.P. AGENCY. “DO IT NOW.”

