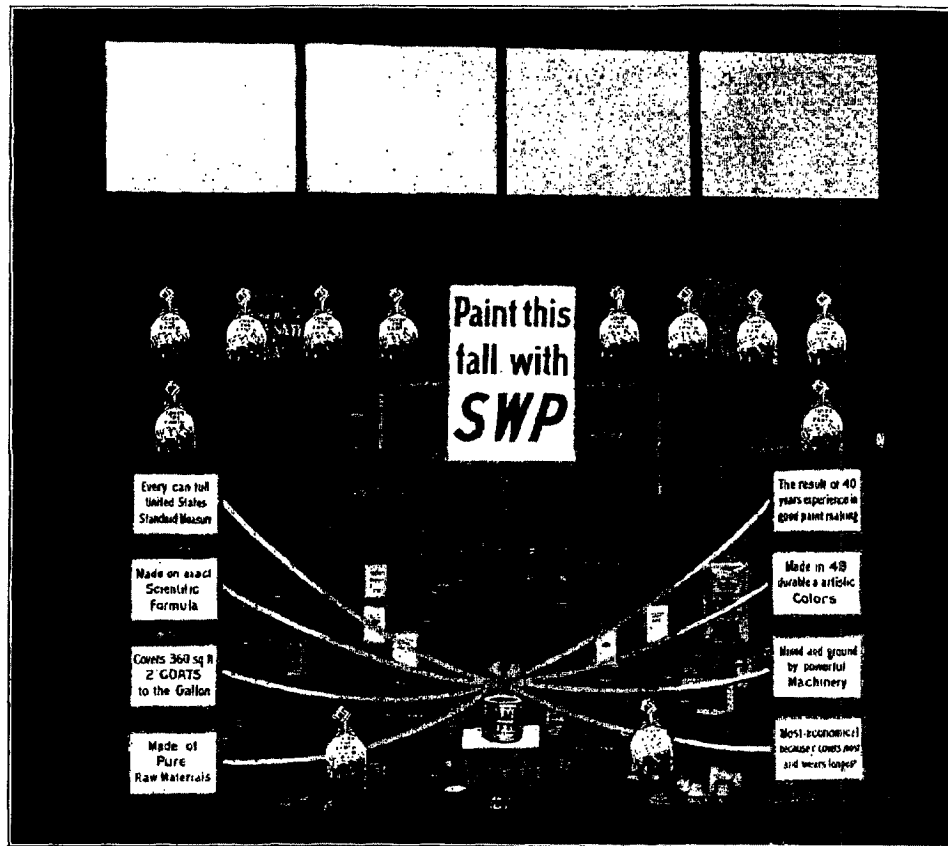


The S W P

AUGUST-SEPTEMBER

1911





How to Set Up the Window Trim

A SUGGESTION for arranging the window trim enclosed in this *SWP* is shown here and can be easily altered to fit any style of window. The banners are gummed at the edges and after being moistened will adhere to the windows, so that a most effective display can be made. The "Cover the Earth" pieces are gummed all over on the side which faces the window. After the trim is in position, glue ribbons, tape or even strips of paper of some brilliant color to the eight small banners and tie them together to the bail of a gallon can of *SWP*, placed upon an elevation. A suitable arrangement of paint and varnish cans should then be made to form an attractive background. These sections will make a splendid display during the day time, and as they are transparent, will appear even better at night, when the light of your windows shining through will bring out the strong colors. If you want an extra window trim, write our nearest office for one.

If you have no store window, use this display elsewhere—on the door and windows

The S W P

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AUGUST-SEPTEMBER, 1911

The Fall Campaign



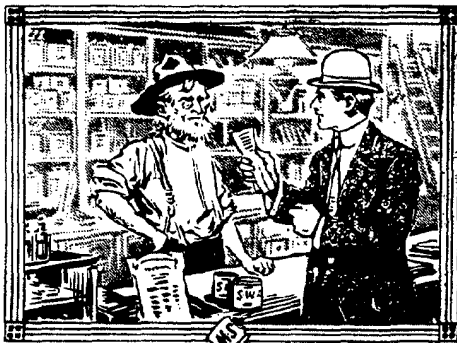
FROM all over the country there comes word that there is a distinct revival in business conditions. It is apparent that there is going to be good business this fall for manufacturers and merchants in all lines. It behooves everyone interested in making trade conditions better, to pass along the good news and to make the most of it.

We have inaugurated a special Fall Campaign in the paint and varnish business, the particulars of which will be given you in this issue. Read this very carefully and then make the most of this campaign.

The way to stimulate trade is to get people interested in business and get them to thinking of prosperity and of progress. Make a strong campaign in your paint and varnish department, and the very fact that you are putting enthusiasm and energy in this department will result in giving added life and zest to every other department of your business.

We have planned to work with you all during the fall season in an endeavor to make this fall painting season the best ever. Take full advantage of all the helps that we are giving you and get your full share of the belated paint and varnish trade that is your due. The weather conditions in the spring and early summer were peculiar and many house-painting jobs were postponed until later. Now is the time to go after this trade. Give us property owner lists, enlist the aid of our Promoting and Decorative Departments, work every good plan you know, and good business will result.

Gen'l Mgr. Sales & Distribution.



A PAINT STORY

Busy with the many other things which demand his attention the retail merchant has little time in which to study the subject of paints and varnishes as thoroughly as he would desire. Even then, it is not always possible to obtain authoritative and comprehensive information on the subject which will impart a general knowledge of paints, their composition and application, yet not deal with the subject in a too technical manner.

So in the following, we have endeavored to introduce and explain the chief facts regarding the difference between lead and oil, cheap "ready-mixed" paints, and SWP which will enable the dealer to meet competition intelligently. It is the man who understands his goods and goes after the business energetically that gets it and the fact that many retailers are unfamiliar with the paints they sell was impressed upon us when preparatory to writing this "story" we called upon several paint dealers not selling SWP, by the way—in neighboring towns.

Upon inquiry as to the composition of the paint one clerk emphatically stated that nothing but lead and oil were used in it. "For," he exclaimed, "zinc is put into paint to cheapen it, and we only sell the best." This ridiculous statement was made notwithstanding the fact that the color card he offered showed the pigment to be composed of lead, zinc and inert material.

Upon evincing curiosity as to "what it was made of" another merchant blandly replied: "Oh, it's made down at the factory from a secret process. We don't know what's in it, but I guess it's all right."

There should be absolutely no secret about any prepared paint if it's a good paint. There is none whatever about SWP. We want you to know what it's made of so you can truthfully tell your customers why it is the best for them to use. A chemical analysis of the contents of SWP is placed on every can. Point it out to your customers. SWP is an honest paint; it represents a combination of high grade materials, brains, and mechanical skill.

This article will also suggest some methods of going after a profitable paint business this fall. It explains the different ways in which we cooperate with our agents and we hope every agent will avail himself of our many helps this fall. After you have read this *S. H. P.*, pass it along to your clerks or write for extra copies. EDITOR.

WILL HARDING glanced through the letters on his desk. There were two or three bills, a freight receipt, a postal telling of an express package waiting for him at the station, several letters, and a large, brown envelope bearing these words across the face of it: "A Fall Campaign for Mr. W. H. Harding." "Well, what's this?" he asked himself. Tearing open the flap, he peered at its contents. But, evidently, they failed to interest him, for with a cheerful "Here you are, Frank," he tossed the envelope over to the clerk, and resumed reading his correspondence. Springfield is a—well, you know the kind of town: active, thriving and industrious. Perhaps it is hardly necessary to say, but the principal thoroughfare is Main street and it is here that Will Harding has his place of business. And, by the way of introduction, let us mention that Mr. Harding is our agent. During the ten years that he has occupied this store, his trade has grown to

considerable proportions, not by chance or good fortune, but through careful management and hard work—much hard work.

It is said that merit begets confidence. This must be true, for "Harding's" is looked upon as a store that sells good merchandise at consistent prices, and incidentally its proprietor enjoys the esteem and respect of his neighbors and customers. Frank Stevens, the clerk, has much of the spirit that characterizes the merchant he is enthusiastic, hard-working and ambitious. In fact, Mr. Harding places a great deal of responsibility in his hands, for he knows his wishes will be fulfilled to the smallest detail.

But to return to our story. Several customers came in and made purchases, two or three telephone calls were received, and the time passed rapidly. In about an hour, Mr. Harding came over to Frank and inquired whether there was anything to be ordered—for all business matters were attended to the first thing in the morning.



"HERE YOU ARE FRANK"

"Nothing except what's written in the want book," he replied, and then added, "Oh, I'd better glance over the paint stock. The hot weather's pretty nearly over now, and we ought to be selling paint again."

"Do you know, Frank," said the merchant thoughtfully, as he looked over the shelves

containing cans bearing the familiar SWP label, "I'm not satisfied with our paint business. We seem to carry a fair stock and people call for it once in a while, but we don't get the trade we should. I suppose Scott Bros. sell most of the paint here. I wonder how they get all their business? I guess they do quite a bit of advertising, although I know the brand they sell is not as good as ours. Well then, if they find it pays them to advertise, I wonder why we shouldn't find it profitable too? But what's the best way to go about it?"

"I should think," Frank replied, "that the best thing to do would be to talk it over with the Sherwin-Williams salesman when he next calls. Last time he told me something about the letters his house write to our customers, telling them that we sell their paints and varnishes. He gave me a few blanks and I intended to send them some names, but I guess I forgot all about it. I'll have to ask him about it again."

"I don't know if I told you," he went on, "but I took home some of the color cards the other night and have been reading up a little about paints. I thought perhaps some knowledge on the subject might come in useful when a customer asks me questions."

"That's a good idea, Frank," said Will Harding. "I'm glad to see you are so interested. That's the only way to get on. I've a good mind to place you in charge of our paints and varnishes. How would you like that?"

"Why, I wish you would," Frank replied, eagerly. "There's nothing I'd like better than to be responsible for their sales. I could easily attend to my other work as well."

"All right," the merchant assented, "you

see what you can do. It's up to you entirely now. I guess we could have had more of the paint business if we'd gone after it, but I always had so many other things to do that I couldn't spare the time."

At this juncture their conversation came to an abrupt termination through the entrance of a customer. Frank jumped up with alacrity and walked towards him. He was surprised to see it was old Joe Foster.

"Good morning," said Frank, and then cordially added, "I'm glad to see you, Mr. Foster."

This independent person replied with a curt "Mornin'," and calmly seated himself. "I've been thinking it over lately," he slowly drawled, "and I believe I'll paint my home next spring. I was just passing by on my way to the bank, so thought I'd call in. What's the cheapest paint for me to use?"

Joe Foster thinking of painting his home? Surely not; why he hadn't painted it for the last ten years or so. Now Joe Foster couldn't be exactly called a "tight-wad," but he was a *very* economical person. And not painting his home was one of the "economies" he practiced.

Frank came out from behind the counter saying, "Well, Mr. Foster, before I tell you what is the most economical paint for your home, I want to say a little about putting off painting until spring. Now let me ask a question: Why do you want to paint your home?"

"To protect it, of course," came the response.

"That's just it. Now can you imagine any time when it will need more protection than during the long winter months? The rains, and snows, and the winds are the elements that play havoc with the lumber. If your home isn't properly protected by good paint, the damp weather starts the wood to decay and gradually it will get beyond the state where it can be repaired. If your home needs painting at all—and I guess it's several years since it was last painted—you should do so before the winter sets in. And then,



"NOTHING EXCEPT WHAT'S WRITTEN IN THE WANT BOOK"



THE A GOOD MIND TO PUT YOU IN CHARGE OF THE PAINTS AND PAINTINGS

just think how much more cheerful and homelike it will make your home. If you want my frank advice, Mr. Foster, I wouldn't put off painting until spring, but would do it right away. Your home is too valuable to go any longer without paint. And this is the ideal time to do it. The lumber is now perfect

ly dry after the summer heat, the weather's steady, and there is nothing to interfere with the work."

If he was impressed with the logic and common sense of Frank's argument, Joe Foster showed him no sign of encouragement, but merely said, "Well, that may be all right, but linseed oil and paints are too high this fall."

"Mr. Foster, when you buy paint, you'll probably come here to do so." His customer looked at him as if to say: "Don't you be so sure, young man." But, unabashed, Frank continued: "So it really doesn't make a great deal of difference to us if you wait until spring, but it will to you. That's why I want you to paint now. It's true, linseed oil and paints are higher than they were a year or two ago, but on the job this only amounts to a very little. Let me see, your's is a pretty big place, and, including labor, it'll cost you somewhere around \$60.00 to paint your home. On the entire job the difference in the price only means between four and five dollars at the most, and if you put off painting, you can be sure that more than five dollars' worth of damage will be done in the meantime."

"Well, I don't know so much about that, but what's the price of your paint? What's lead and oil costing now-a-days?"

"I thought you said you wanted to use the most economical paint?" interrogated Frank.

"Well, isn't lead and oil the cheapest? I suppose you want me to buy some of your ready-mixed paint, eh? No, sir, nothing but lead and oil for me. I've always used it, and I remember my old father used it too. That's the only paint for me."

"If I thought hand-mixed lead and oil was

better than prepared paint I'd say so, in fact, I used to think that way myself. But since I've studied the subject, I'm now firmly convinced that a high grade machine-made paint is much superior."

"Well, I don't see how you make that out," ejaculated Joe Foster.

"There are two principal reasons for this," said Frank, who was now determined to land the sale or "die in the attempt." "The first is the composition of the paint, and the second what may be called the mechanical end of it. Years ago lead and oil was without doubt the best paint material to use, because at that time nothing better had been discovered. Today it still makes a fairly satisfactory paint, but when you paint you want to use the paint that will be the cheapest in the end. Isn't that so?"

"You bet," came the emphatic reply.

"Well now, I'll tell you just where lead and oil falls down. Lead itself has good covering capacity and is very opaque, but, if used alone, soon commences to powder and chalk off, giving little protection. Then the rains and moisture go through into the wood and soon the trouble commences."

"That's all very well," said Joe, "but I suppose your paint is made from lead and oil just the same."

"Not lead and oil alone. In SWP they use pure lead, pure zinc, the best linseed oil and the necessary coloring pigments and drier. The lead is used because it is opaque and has good body, but they put in zinc to counteract the chalking of the lead and to carry more oil into the paint. And only absolutely pure linseed oil is used, because there's nothing better that can be used for paint purposes."

"Well, why can't I buy lead and zinc and oil to make a good paint with?" asked Frank's stubborn customer.

"Mr. Foster, if you were to buy Sherwin-Williams ODP White Lead, S-W Zinc and S-W Linseed Oil, mix them together and tint them with S-W Oil Colors, you would make the best paint that it is possible to make by hand. But



NOW JOE FOSTER COULDN'T EXACTLY BE CALLED A TIGHT WAD

there's where the great trouble lies. Your painter doesn't always know that his materials are pure. They are often made by different manufacturers and he has no way of safeguarding himself. The linseed oil may be adulterated; and, by the way, there's lots of 'dope' oil on the market now-a-days. The lead may not be pure, nor even the oil colors or driers. So you see you stand all these chances. In SWP the ingredients are chemically tested before being used in order to insure their purity."

While talking, Frank had taken a quart of SWP Gloss White off the shelf. He now opened it, and, after stirring it up, passed it to his customer, who examined its contents with a slight degree of interest.

"When you have your painter use lead and oil, he gets a wooden paddle and stirs the ingredients together as thoroughly as it is possible to do by hand. But no matter how skillful and conscientious the painter may be, he is handicapped. He is working by guesswork, and trying to do the work which in prepared paint is done by power-driven machinery. That, of course, is a physical impossibility. Do you think your painter could mix lead and oil as finely as this paint?" Frank pointed to the open can of SWP.



thing is done with as much care and precision as the druggist employs in compounding a prescription, and the lead and zinc, linseed oil and driers are mixed and ground together by heavy power-driven machinery."

"Well," Joe Foster said, "that ought to make it spread much further than lead and oil."

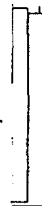
"Yes, you're right there. And that's only one of the ways SWP will save you money. Now, you take lead and oil and you'll find on an average it will cover about 250 square

"Well, it looks all right," came the reply.

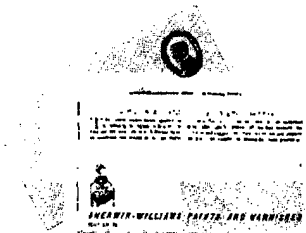
"Then," Frank resumed, "with hand-made paint, everything is done by rule of thumb reckoning and guesswork calculations. On the other hand, in SWP the formula is one that has been adopted after scientific investigation and practical experiments. Every-



Our latest portfolio, "A Style Book of Home Decoration," will be extensively advertised this fall. These are some of the attractive color plates it contains, illustrating the use of SWP. All inquiries will be referred to you and the inquirer told you are our agent.



This is another portfolio of color schemes. It contains color plates of exteriors of homes, ranging from the modest cottage to the large residence.



When you receive this postal telling of requests received for information, be sure to get in touch with the inquirer. It means business to you.



"WELL, I DON'T SEE HOW YOU MAKE THAT OUT."

feet two coats, while one gallon of SWP will cover 360 square feet two coats. See the difference?"

"Well, figuring that way, how many gallons will it take for my house?"

Frank was thankful that his newly acquired knowledge came in such good stead, and getting

out his pencil and paper in a business-like manner, he soon figured out the quantity required.

"How much will that cost me?" asked his customer.

Frank told him.

"How's that?" queried Joe in a rather surprised tone of voice. "Why, I can buy paint for \$1.75 a gallon up the street, and a few days ago I received a letter from one of the mail order houses saying they'll sell me the best paint at \$1.60 a gallon, and pay the freight, too."

"And you'd be sorry ever after," replied Frank. "SWP is sold as cheaply as it's possible to sell good paint. When you buy SWP you're buying a strictly pure paint. Just look at the analysis on the can of this Gloss White: Contents of can, pigment by weight, 68%; liquid by weight, 32%. Composition of liquid: Linseed oil, 92%; Japan drier and turpentine, 8%. Composition of pigment: Lead carbonate, 36%; lead sulphate, 22%; zinc oxide, 42%—and SWP is always full measure. You won't find any statement of the contents on the cheap paint you have in mind, because they don't want you to know what's in it. You're buying a cat in a bag."

"Well, I want an honest paint, or I won't paint at all."

"That's just the proper way to feel about it, because you don't want to have to paint again in two or three years."

"No I don't." Frank's arguments evidently had had their effect.

"The way to figure the cost of paint is not by the gallon, but by the surface it'll cover and the time it will last, because two-thirds of the cost of painting is in the application, and the more often you have to paint, the more expensive the paint will be. And

by lasting longest, SWP will be the cheapest in the end."

"Well, let me see, what colors shall I use?" said Frank's customer, thoughtfully stroking his chin.

"As your home is surrounded with trees and lots of foliage, it would look fine painted with SWP 354—that's Sea Green—for body, and trim it with SWP 486, Golden Brown. These are some of the most fashionable shades, and I'm sure they will please you. You will need about eight gallons of the body color and two of the trimmer."

"All right, you'd better send it along," replied Joe Foster, after a few moments' hesitation. And, lighting his cigar, he walked out.

During this rather lengthy conversation, Mr. Harding had kept in the background, preferring to let

his clerk secure the order unaided. But he now came forward and congratulated him warmly. "You're making a fine start, Frank," he said, "and if you keep this up, our paint and varnish business should increase rapidly."

"Well, that's what I'm going to try to do," was his reply, and, going over to the paint stock, he took from the shelves the paint ordered by his customer and arranged the other packages according to the number of color, for the sake of convenience. This done he walked over to the proprietor saying, "Mr. Harding, I know The Sherwin-Williams Company has added several new lines during the last year or so which we haven't stocked. Don't you think we could carry them? Let me see, there's Flat-tone, Decotint, Polish-ol, Flaxoap and some others I can't recall just now. What do you think about it?"

"I suppose," Will Harding answered, "if we're going after the paint business, we may as well do so properly, and if these lines are good sellers we might stock them. But I'll want to find out first."

"I'm certainly glad"—he broke off suddenly. "Why here's the Sherwin-Williams salesman now," he said, as Mr. Welch entered the door. After hearty handshakes,



"I SUPPOSE YOUR PAINT IS MADE OF LEAD AND OIL JUST THE SAME."

he told the salesman that Frank was now in charge of the paint department and that they had determined to inject a little vigor into their paint sales.

"I was feeling a little discouraged," he said, "about our paint business. You know we've never made much fuss about it, and since prices went up last year, I haven't felt it paid to spend too much time—"

"That's just where you make a mistake," interrupted Mr. Welch. "Now you can take the case of Davis & Hamilton at Irontown. They didn't think they could sell any more paint and let up in their efforts. But I got them to raise their selling price so that it paid them well to handle paint, and now they are getting more business than ever, simply because they go after it."

"We want to do the same, and Frank intends to do a lot of hustling, so we want you to outline a complete sales plan for us to follow."

"Well, I'm mighty glad I came in today, because I've got a Fall Campaign for you that's a winner. Did you receive the Fall Campaign number of *The S W P* yet?" he asked.

Mr. Harding looked at Frank, who suddenly remembered the envelope he had received that morning, the contents of which he intended to read later.

"Why, yes," he said. "It just arrived this very morning, but I haven't looked into it yet."

"Well, you bring it here, fetch a chair and I'll explain it all to you," said Mr. Welch, unpacking his sample case.

Frank did so, and prepared to listen intently.

"The first thing to do is to put a corking good paint display in your windows. Have



"THERE IS LOTS OF DOPE OIL ON THE MARKET NOWADAYS"

them washed, and everything cleaned and made spick and span. Then get some cans of SWP with clean labels on, varnish and other seasonable goods, sufficient goods to attract the eye without confusing it. Then put up the window trim enclosed in *The S W P*. It is gummed ready to use, and you can

either follow out the suggestion offered or arrange it to your liking. You see the pieces are transparent, so will look fine in the daytime, but still better at night with the light shining through, because the colors are clear and brilliant."



FRANK POINTED TO THE OPENED CAN OF SWP.

"I was just thinking of changing the window today, so will put in a paint display right away. It's rather early for painting, but I want to let the people know in advance that I carry paints and varnishes."

"That's just the way to feel about it. I've always been glad your paint stock is situated so well, where everybody coming into the store can see it. A great many merchants make a mistake, and look upon paint as they do ten-penny nails and other staples. They hide it under the counter or somewhere out of sight."

"The next thing to do," the salesman continued, "is newspaper advertising. On the insert in *The S W P* are proofs of four fine paint advertisements. You know it's our custom to offer electrotypes of this kind every spring and fall, and they've proved mighty popular. Just make out a postal, send it to our nearest house, and the electros will come in a few days with all charges prepaid. Then all you've got to do is to turn them over to your newspaper publisher, without the trouble and bother of writing them yourself. In towns where there are no newspapers, my agents get good advertising by having dodgers printed up on scrap paper. There's no typesetting to be done except your name, and, of course, the printer charges much less than he would otherwise."

"I'll run these advertisements at the same time that our window display is in," interrupted Frank.

"Yes, but don't put an 'ad' in one week and then think you've done all that's needed. The only way to make advertising profitable is to be persistent."

Mr. Welch then took his portfolio out of his sample case and explained the different advertising features to Frank, telling him to



FRANK FIGURED OUT THE QUANTITY
IN A BUSINESS-LIKE MANNER

write to the house whenever he needed any color cards or other advertising. "Now, this," said the salesman, spreading out an attractive colored poster, "is a sample of one of our posters. All you have to do is ask for them, and you'll receive a supply printed up with Mr. Harding's name on them."

Frank told him that on a quiet afternoon he would go out with the errand boy and stick up the posters on barns and fences around town. So the salesman said he would see that a quantity were sent with their next order.

"And now," he went on, "we come to a very important part of our advertising. That is personal letters. I want to explain the system to you very thoroughly, although it's quite simple. All that you have to do is to send us the names of your customers who you believe will paint this fall, or even those whose prop-

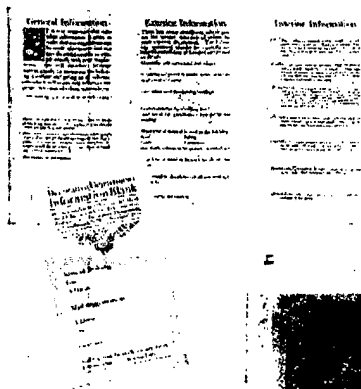
erty should be painted. We have special blanks for this purpose, and you'll also find some postcards in the Fall Campaign S W P. As soon as the house receives the list, they will write good, strong letters stating that you are our local agent. They'll also send color samples and offer decorative suggestions, if needed. I want you to hear what one of our agents has to say about the way these little silent salesmen get the business. Here's one:



"YOU'RE BUYING A CAT IN A BAG"

Great Bend, Kans.

Those promoting letters you write to our prospects bring results. Some days ago our Probate Judge came in to see about some lead and oil to paint a new cottage. I tried to talk SWP to him, and he curtly told me he didn't want any dope, so I loaded up the lead and oil for him. That night I sent his name to you as a prospect who favored lead and oil. Today he hauled the lead back and



The Decorative Information Blank is very useful for giving particulars concerning the house or building which is to be decorated. Write us for a supply. Specifications for the application of the paints and varnishes recommended are sent with all suggestions.



Every S-W agent should be familiar with the work of our Decorative Department. Upon receiving blue prints, rough pencil drawing or photo we send a complete plan of decoration, without any cost. Above are shown some of the wall elevations which accompany the decorative suggestions. They are prepared with the actual finishes recommended. This service is free.

said he had changed his mind, as he believed SWP was better than the ordinary prepared paint, and he had concluded to use it instead. I lost the sale of the lead, but he took out a job of SWP. Those letters certainly help.

Yours sincerely,
PRICE BONDURANT.

"Well," said Frank, "I'm mighty sorry I didn't use them before. When you were here last you told me something about your personal letters, but I forgot to send you any names. I'll keep the mails busy now, all right."

"Well, you should do so, as my agents think it one of our best advertising stunts. It only takes a few moments to jot down a few names on a card and send them in. Then we get busy and send out those neat type-written letters." Mr. Welch looked in his sample case. "By the way," said he, "I've got one of the letters with me here. Let me read it to you:

Cy. Raindrops,
Meadowdale.

Dear Sir:—May we ask you to read the enclosed booklet? If you intend painting your property this year, you will find the information it contains a help in selecting the right materials to use.

Good paint on your buildings is as necessary as a fire insurance policy. It protects buildings from the weather and prevents decay of the surface. It also improves the appearance of the buildings, so that not only does your house look better, if well painted, but the value of your property is increased if you should ever decide to sell.

You will find in our booklet the reasons why the Sherwin-Williams Paint will give you the best possible service and satisfaction, and is more economical and lasting than any hand-made mixture of lead and oil.

The work of our Decorative Department will appeal to you. If you are undecided as to the colors to use on the exterior of your house, send us a photograph of it, or full description, and we will send you diagrams showing suitable colors to use.

If you are going to do any interior decorating and

will send us descriptions of the rooms, we will send you sectional diagrams showing exactly the colors to use and specifications how to get the effects shown. Remember, there is no charge whatever for this, and the service is carried on by expert designers qualified to handle any decorative problems.

We make a paint, varnish, stain, enamel, for every possible purpose. If you have decided to paint, or are contemplating doing so, we would be



WELL LET ME SEE WHAT COLORS DO I WANT

glad to hear from you and give you free of cost, the best advice we can on the subject.

For prices, estimates and color cards showing the full line of colors, please call on our agency, The Red Cross Drug Store, Meadowdale.

Yours very truly,
THE SHERWIN-WILLIAMS CO.

"Why, that's mighty fine," said Frank, as Mr. Welch finished. "With a fine window display, our paint stock in good shape, your personal letters at work, the posters all around town, and the newspaper telling everybody that we sell SWP, we surely ought to get the paint trade this fall."

"Yes, and you will if you go after it energetically. Then, there's something else I want to mention. That's personal solicitation. There's nothing like it. When you call on a prospective customer, tell him something about paints, help him figure out the quantity needed, suggest appropriate colors to use, and give him suggestions about the work. He then feels that you take a personal interest in him. Even if he doesn't paint at that time, he will be impressed by the trouble you have taken to call, and when he does paint, it's reasonably sure he'll buy from you."

"I'll take a day off this week and call on some people who might likely paint this fall."

"Yes," came the reply, "now's the time to get busy. A great many people could be made to think of painting now, before the winter sets in."

"But, of course, you mustn't overlook the paints that are used for interior work, such as Inside Floor Paint and the Floor Stencil idea, Enamels, Varnishes, Stains, etc. These are all profitable lines, so keep them where everybody can see them, and don't forget to remind your customers that you have everything that they need for touching up the little things around the house, as well as paint for the exterior."

"Oh, that reminds me," said Frank. "By this time William Rice, the telephone man, who is building up on Greenlawn Avenue, ought to be thinking about paint, as his house is now under roof."

"Well, if the house is that far advanced, he should be considering not only



LET ME SEE THERE'S FLAT-TONE DECORATING POSSIBLE FLAYOAP



THE JUDGE HATED S.W.P.

paint, but stains, enamels and complete decorations as well. Put on your coat and hat and let's go up there and see both Mr. and Mrs. Rice. This will be a fine opportunity for me to show you how to get after some of this big business and make use of our Decorative Service."

Both Frank and Mr. Harding agreed that this was a good idea, and, after speaking to Mr. Rice over the telephone, they arranged to meet him at the house early in the afternoon. This gave Frank and Mr. Welch time to get the window display in position and to sort over the paint and varnish stock before their lunch.

On the way up to the Rice house, they made notes of several houses which needed paint. These Frank arranged to send in to the S-W Promoting Department.

"I'm afraid," said Frank, "that you'll find it difficult to interest Mrs. Rice in Flat-tone Wall Finish. I know she prefers wallpaper, and has about decided on the colors she intends to use."

"That won't discourage me in the least," said the salesman with confidence. "Quite a number of people feel the same way about it until they find out that a flat paint, such as Flat-tone, has many decorative possibilities in addition to being perfectly sanitary. Mrs. Rice evidently thinks of the glossy walls on the kitchen of her old home, when anyone says, 'Wall Paint.' And don't forget that even if she doesn't use paint on the walls, there are plenty of other surfaces about the home which must be painted or varnished, not to mention the exterior."

In a short time they reached the new house, and finding that Mr. and Mrs. Rice had not yet arrived, they looked over the plans and examined the work.

"Well, Frank, I think we're on this job just at the right time, for I see that the rooms are just being lathed, although when you can get in touch with the owners even before the excavating has commenced, I would do so. You see then you have plenty of time to talk the subject of paints and var-

nishes over with them, and besides our decorators can make suggestions from the plans. It's always more satisfactory to have a general idea of the color schemes to be used, when the specifications are being arranged."

Just then Mrs. Rice reached the house and Frank introduced Mr. Welch. She explained to him that Mr. Rice was detained, but would probably arrive in a few minutes.

"I'm glad you came to see me today," she said, "because a question as to the kind of wood to use for the living-room came up yesterday, and my contractor says that I can have either birch or oak. I want a mahogany finish to match my piano, and—"

"Well, Mrs. Rice," interrupted Mr. Welch, "if that's the case, you should select birch, because mahogany finish is not suitable for oak, while birch, when stained with Handcraft Stains, very closely resembles the genuine mahogany and gives a very rich effect. Have any other little problems developed?" he then asked.

"I really haven't thought much about the decorations as yet, and it hadn't occurred to me that the kind of wood made so much difference. Upstairs, I want two rooms in white enamel and one in a sort of light brown. I don't recall the name just now."

"Possibly you refer to fumed oak. I've a color card showing the Handcraft Stain colors. Is this the shade?" asked Frank, pointing to the fumed oak sample.

"Yes, that's about right; can I have it a trifle lighter?" replied Mrs. Rice. Mr. Welch explained that this and any other color shown on the card could be easily reduced with S-W Handcraft Stain Reducer. It was then that Mrs. Rice said the woodwork for the other bed-room had not been decided, but that she wanted an inexpensive rubbed finish. Mr. Welch recommended S-W Velvet Finish. Mrs. Rice said the kitchen was also a rather difficult problem to handle. She seemed to be undecided about several other details of the work, as everyone building a new home—naturally is. This was just



MR. THOMAS SHERMAN WILLIAMS S.W.P.

the opportunity Mr. Welch wanted.

"Now, Mrs. Rice," he said, "I have a plan which I believe will help you in deciding these important questions. As Mr. Stevens," nodding to Frank, "has explained to Mr. Rice over the telephone, I am the traveling representative for the Sherwin-Williams Paints and Varnishes, the line which Mr. Harding sells here in Springvale. The Sherwin-Williams Company maintains a very complete Decorative Department, which I want you to use just as much as you desire. There is no charge for this service, and I'm sure it will help clear up many of the little difficulties you have mentioned, and, in this way, help you carry out your ideas, or offer suggestions wherever necessary. I would like to fill out this information blank now, and just show you how nicely our decorators prepare these suggestions and tell you how to obtain each effect shown."

Here Mrs. Rice interrupted, saying, "Oh, I believe this is Mr. Rice coming—yes, it is. I'm glad, because I wouldn't like to have you prepare these suggestions without his consent."

As soon as Mr. Rice reached the house, Mr. Welch resumed. "I was just telling Mrs. Rice about the Sherwin-Williams Decorative Service, which I am sure will be a great help to her in connection with the decorations. When she suggested referring the matter to you, I hadn't explained that by accepting the service you will not be placed under any obligations, and that there are no charges whatever for our suggestions."

"Well, I've turned the matter entirely over to Mrs. Rice. I always think the women should decide on the various color schemes, because they generally have in mind all the furnishings they want to use."



HE TALKED WITH MR. RICE.

"You're quite right, Mr. Rice, and those furnishings should be given very serious consideration in planning the decorations. Well," said Mr. Welch, taking out the decorative information blank, "let's take up each room individually. You see there is a column for every room. Now, first, there's the living-

room. What about the ceiling? Will it be rough or smooth plaster?"

"It'll be smooth plaster and papered, and the walls the same. I don't care for any kind of painted finish," answered Mrs. Rice.

"Well, I don't blame you very much, because you are probably unfamiliar with the Flat-tone which I mentioned before. But, if I can show you that it is possible to have just as attractive decorations with a flat oil paint as with the more expensive kinds of wallpaper, or other covering, and knowing, as you do, that such a finish is more sanitary, wouldn't you reconsider this question of walls?"

"You will have to give me some pretty strong evidence," she said in reply.

"Well, all I wish you to do is examine the suggestions carefully when they arrive. I'm sure you'll like them, because they will be prepared expressly for your home. This new wall finish of which I speak, by the way, is called Flat-tone. It can be applied over any kind of wall, so you can specify rough or smooth plaster, burlap or muslin. I won't say much about its decorative qualities, leaving that part of the question to our decorators, but I do wish to mention the fact that it can be repeatedly washed with soap and water, and is therefore sanitary. It doesn't fade around pictures as readily as paper, and when you come to re-decorate, there is nothing to remove as in the case of paper or water paint. I merely mention this, because Flat-tone will last for years."

"But how can I get work of this kind done? Doesn't it require an experienced decorator?" queried Mrs. Rice.

"No, that isn't necessary. Mr. Stevens knows several painters who can apply Flat-tone satisfactorily, and our decorative suggestions will show you in advance just how the work should be handled."

"Now, referring back to the living-room. We will put smooth plaster in the blank under 'wall and ceiling,' and our decorators will show you just how attractively you can decorate them with our new Flat-tone Finish. The next space is for woodwork, and I believe you said that this was to be birch.



HE SOON REACHED THE HOUSE

stained mahogany. Now, how about the floor?"

"It will be oak, and I thought that the natural finish would be best," Mrs. Rice explained.

Mr. Welch proceeded: "Our decorators are equipped to include suggestions for all the furnishings, and in these next spaces on the blank, I would like to give them some idea as to the kind of furniture, rugs, etc., you will have in this room, so that they can keep the walls and ceilings in strict harmony. You mentioned a mahogany piano, I believe?"

"Yes, and most of the other furniture is mahogany, although I had thought of buying other pieces. Ask your decorators if a wicker chair could be used in that room, and tell them I have an American Oriental rug, with yellows, reds and browns, predominating."

Mrs. Rice, being interested, was quite willing to discuss every room in the house, and within the course of a half hour, Mr. Welch had the information blank completed.

"I'm sure I'll look forward very eagerly to receiving the color sketches, and you mustn't



think me ungrateful if I tell all my friends, and they bother you for different suggestions, too," exclaimed Mrs. Rice. And before Frank and the salesman had departed she promised to see that Sherwin-Williams Paints and Varnishes would be used exclusively in decorating her home.

On their way back to the store, Mr. Welch told Frank that the same day the decorative suggestions were mailed to Mrs. Rice, Mr. Harding would be notified by means of a blank. "And," he said, "in a day or so after receiving it you must call to see Mrs. Rice and help her arrange with the painter."

"But how will she know how much of your goods she will need? You know we haven't carried any Flat-tone in stock up to the present."

"That's easy," came the reply. "Just as soon as she decides what colors to use, write to the Decorative Department, or the nearest branch, and they'll estimate exactly what quantity is needed, and send it to you without any trouble."

The stencil border treatment for painted floors is becoming more popular every day. This portfolio illustrates some excellent suggestions. Do you want one?

"Attractive Wall Decorations" is the title of a new folder we have prepared, showing the use of Flat-tone. Flat-tone is a profitable line to sell and a postal will bring full particulars.

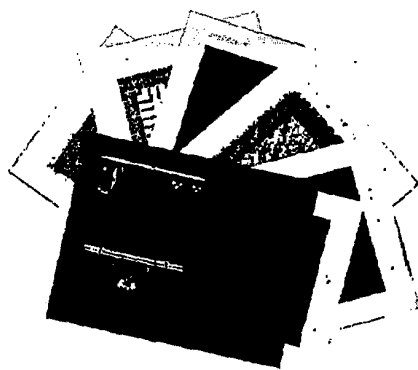
Brighten Up

SAVES THE LITTLE POINT MAN



USE SHERWIN-WILLIAMS PAINTS & VARNISHES

This is our one-sheet poster. It is printed in yellow, red and black, and is very striking. We will send you a supply, imprinted with your name, if you'll use them.



"Now, Frank," said Mr. Welch, as he was preparing to leave, "you've got a good start and if you keep it up you'll soon enjoy a fine paint trade. It's not the man who sits around and waits for customers to come to him, that gets the business and makes money, but the one who goes right out after it. And I'm sure with all the helps we offer you, it will only be a matter of time until you have the biggest paint and varnish trade in Springvale. Before I go," continued the salesman, as he packed up his sample case, "let me briefly summarize the plans for your Fall Campaign, so you will not forget them:

"Keep your windows trimmed with S-W Paints and Varnishes.

"See that your stock is in good condition and that you never run out of any color you're supposed to keep.

"Send to our Promoting Department the

names of people whose homes need painting.

"Use the Decorative Service as much as you can, and keep us informed on all the new building operations.

"Use the posters we print with your name, so that everybody will know you sell SWP.

"Write for the four electrotypes and go in for newspaper advertising.

"Then you'll get the business."

* * * * *

It is almost needless to say that Mrs. Rice was delighted with the Decorative Suggestions when they arrived, and that, by the aid of the color elevations, she was able to choose the shades, which were exactly suited for her home. So the business went to Mr. Harding, and as the sale amounted to over \$100.00, it meant more profit than a good many house jobs.

A Special Flat-tone Proposition



AN incentive for our Agents to make a strong drive in going after the business in Liquid Flat-tone this fall, we have arranged a special plan whereby the first purchase or a fall stock order of this excellent wall finish amounting to \$25.00, we will give the following stock of wall stencils free. The prices given are the retail selling prices.

Two each of the following stencils:

113 - 40 cents	3 - 25 cents	122 - 20 cents
94 - 20 cents	118 - 35 cents	191 - 40 cents
18y - 30 cents	6 - 25 cents	134 - 15 cents

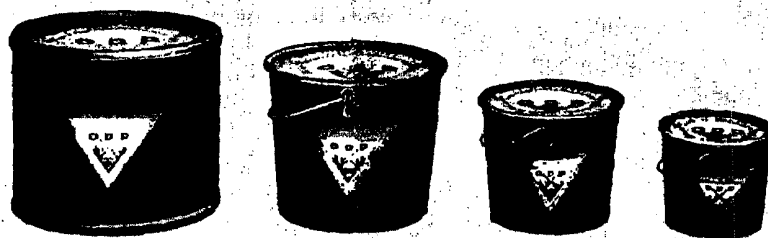
These are some of the most popular stencil designs in the catalog and you can either sell them at retail or in turn make some special proposition to your customers. The total selling price is \$5.00, equivalent to an extra discount of 20 per cent. This is a splendid opportunity to introduce S-W Flat-tone into your locality, because everywhere the demand for sanitary wall finishes is rapidly increasing, and once established, this business will be permanent and profitable. Stencil decorations, both for walls and fabrics, too, is becoming popular, as the work is easy to carry out and nothing makes a more artistic finish for the home, store or public building than a background in one of the delicate shades of S-W Flat-tone, over which an attractive stencil design in harmonizing colors has been placed.

S-W Flat-tone has been used in some of the most important buildings in the country

and among others we can mention The Singer Building, The Hudson Terminal Building, The Whitehall Building, etc., as well as many well-appointed residences. It is economical, durable and sanitary, being applied with a wide kalsomine brush and drying with a soft, velvety finish which can be repeatedly washed with soap and water. S-W Flat-tone is made in a wide variety of pleasing colors, which permit innumerable color harmonies.

Here is a simple suggestion to get the business in this line: Put in a \$25.00 stock with the free stencils. Then trim your window with S-W Flat-tone, together with some of the attractive advertising features we supply, displaying the stencils and mentioning the special proposition you intend to offer. Write for the newspaper electro on S-W Flat-tone and insert it in your local newspaper. After this, send us a list of your customers who you think would be interested in this product and we will write telling them to call and get color cards from you. Look out for any new buildings being erected and call to see the owners and demonstrate the merits of this splendid wall finish.

Don't let this profitable business go to the other paint dealers in your town! S-W Flat-tone is a finish that will overcome all competition if you put in a stock and get your trade well established. Send us the postal on the perforated sheet and we'll mail you color card, prices and complete particulars, as well as a special folder we have just printed.



HERE are many brands of white lead on the market; some good, others bad. Sherwin-Williams Old Dutch Process White Lead is a strictly pure white lead. It is made from what is technically known as double desilverized corroding lead and manufactured by the genuine old-fashioned Dutch method of corrosion—only in an up-to-date factory and by the most scientific methods. There is no whiter, purer, or more finely ground lead on the market. Just read the guarantee which appears on every package:

"This package is warranted to contain nothing but Strictly Pure White Lead, ground in Strictly Pure Linseed Oil, and we will pay one ounce of gold for every ounce of adulteration that it may be found to contain."

This shows our confidence in it, and you and your trade will have the same confidence, too. It will pay you to stock S-W Old Dutch Process White Lead, not only on account of the profit it will afford, but because it will add to your reputation for selling high grade merchandise. It is put up in steel packages in 12½-lb., 25-lb., 50-lb. and 100-lb. sizes. Drop a line to the nearest office for prices and a copy of our booklet, "How We Make ODP White Lead." It's worth reading.

With S-W Old Dutch Process White Lead, you can sell everything in the paint and varnish line under one label—a great advantage considering the high quality and reputation of our products. S-W ODP White Lead and S-W Strictly Pure Linseed Oil is a combination hard to beat.