

THE
SHERWIN-WILLIAMS
PAINTS

FOR ALL KINDS OF
GOOD PAINTING



GEO. F. GRAND-GIRARD

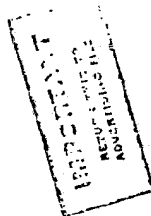
DRUGS, PAINTS, OILS, VARNISHES, ETC.

CINCINNATI, OHIO.

WHY WE SELL SWP

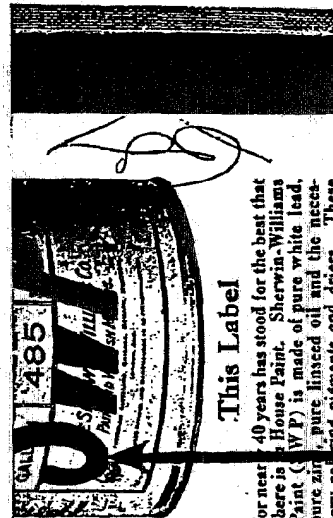
BY THE HARTLEY HARDWARE CO.,
MOUNTAIN VIEW, CAL.

Handwritten signature/initials



Reprinted from The SWP, published
by The Sherwin-Williams Co.

FOR PAINTING BUILDINGS
OUTSIDE AND INSIDE



This Label

for near 40 years has stood for the best that
there is in House Paint. Sherwin-Williams
Paint (SWP) is made of pure white lead,
pure zinc, pure linseed oil and the neces-
sary coloring pigments and driers. These

0007-SWP-040931

THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH DEPT.

Why We Sell SWP

By The Hocking Hardware Co., S.W. Agents, Muskegon, Mich., Col.



...ENDED space in *The S.W.P.* and asked to contribute our experiences in the paint business, we take extreme pleasure in complying, and hope our efforts may prove interesting to some readers and aid in the common cause of increased demand for Sherwin-Williams products.

A little more than a year ago we scarcely knew there was such an institution as The Sherwin-Williams Company or Sherwin-Williams Paint except for noticing the familiar Cover the Earth sign wherever we chanced to be. Never in the paint business before, and not having had occasion to use any paint, we supposed that paint was simply paint, and all paints looked alike to us. But we have since found that there are paints and *paints*.

Casting about for a profitable business investment in a desirable locality as to climate and environment, we had the great good fortune to come to Mountain View and meet George S. Parkinson. At this city we found combined all that we sought—the garden spot of the world; never hot and never cold; no ice but in the refrigerator and no winter but in the almanac; perpetual springtime in place of blizzards, cyclones and thunderstorms; perennial bloom instead of snowbanks; and a level, productive soil, the best on earth, in lieu of the rocks and hills where I was born.

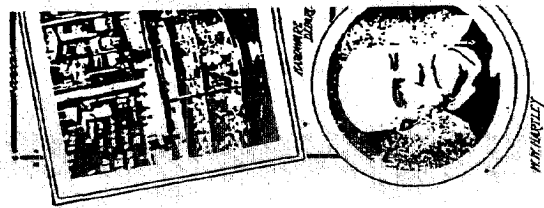
After making purchase of the store and business of Parkinson Bros., we were told a

good deal about paint and advised to "stick to Sherwin-Williams." We made considerable and repeated investigation of the paint business and especially of other lines of paints for which we had decided to supply our customers with the best grade merchandise and build up a reputation for quality. We also made close observation of the Paint Department of our store and of the methods employed by Mr. Parkinson's clerks in making sales, who remained with us for a time to introduce us to the business and customers and get us started right.

At first we assumed that all the talk about the superiority of SWP was for effect to make sales. Soon, however, we had the pleasure of meeting Mr. W. E. Carter, the gentlemanly representative of The Sherwin-Williams Company and hearing him point out the various features of superiority of his paint, giving logical and convincing reasons why it stands all tests of time, climate and laboratory; we were soon able to see that it would be decidedly to our advantage to follow Mr. Parkinson's suggestion and stick to SWP. Since then our experience in selling SWP has convinced us that our decision was a wise one, for there are many buildings in this city painted years ago with SWP, which are still bright, lively, flexible and fresh in appearance, retaining a durable body of real paint that wears, protecting the wood as well as retaining its beauty of shade and color.

Perhaps we have been more fortunate than other merchants who stumbled across "the

other kind" before they but we have come to "Sticking to Sherwin-Williams" in so doing we are in pleasant and profitable way, we are philanthropists of the world for the missionary, who heathen together with



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Why We Sell SWP

By The Rensley Hardware Co., S.W. Agents, Mechanics Veneer, Cal.

RED space in *The S.W.P.* good deal about paint and advised to "stick to Sherwin-Williams." We made considerable and repeated investigation of the paint business and especially of other lines of paints for we had decided to supply our customers with the best grade merchandise and build up a reputation for quality. We also made close observation of the Paint Department of our store and of the methods employed by Mr. Parkinson's clerks in making sales, who remained with us for a time to introduce us to the business and customers and get us started right.

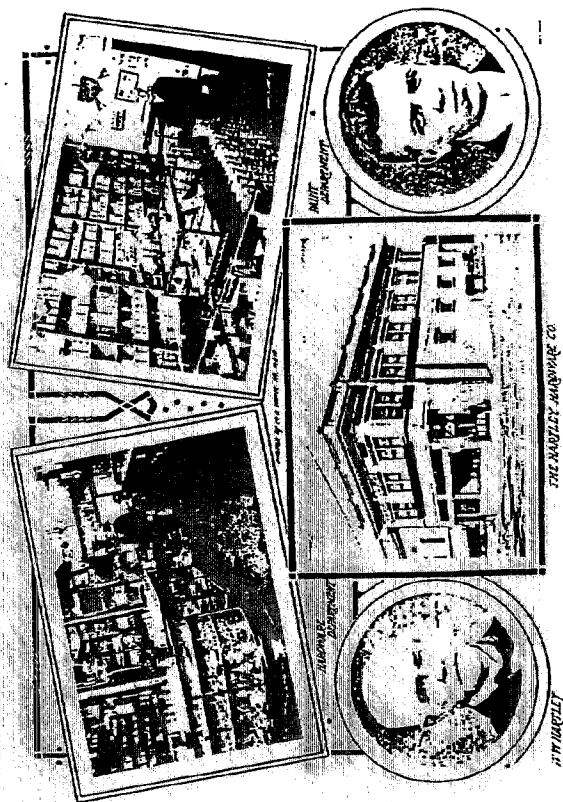
At first we assumed that all the talk about the superiority of SWP was for effect to make sales. Soon, however, we had the pleasure of meeting Mr. W. E. Carter, the gentlemanly representative of The Sherwin-Williams Company and hearing him point out the various features of superiority of his paint, giving logical and convincing reasons why it stands all tests of time, climate and laboratory, we were soon able to see that it would be decidedly to our advantage to follow Mr. Parkinson's suggestion and stick to SWP. Since then our experience in selling SWP has convinced us that our decision was a wise one, for there are many buildings in this city painted years ago with SWP, which are still bright, lively, flexible and fresh in appearance, retaining a durable body of real paint that wears, protecting the wood as well as retaining its beauty of shade and color.

Perhaps we have been more fortunate than other merchants who stumbled across "the

other kind" before they took the S.W. agency, but we have come to find a real pleasure in "sticking to Sherwin-Williams," feeling that in so doing we are not only engaged in a pleasant and profitable business, but that in a way we are philanthropists and assistant educators of the world for the world's good. As the missionary who carried soap to the heathen together with the Bible and Prayer

Book, found the soap the first civilizer, we feel that we, too, become civilizers with every can of SWP we sell.

Our business in SWP is constantly increasing and we attribute it to the splendid satisfaction it gives to our customers. Although higher in price per gallon than other brands that can be purchased, the property owners find it is the cheapest in the end.



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