



DEALER PROMOTIONAL FEATURE

1900

0007-SWP-039299

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A VALUABLE AGENCY



THE best paint proposition today is The Sherwin-Williams Paint Agency. It means Good Goods, Good Methods and Good Advertising—the elements of business success. *It gets the business. It holds it. It helps all the trade of the store. It's profitable. It keeps growing. It means success in paints.*

The struggle for business supremacy in all lines becomes keener every year. The pace gets faster and faster, the fight hotter and hotter. Competition makes it so.

It's harder to succeed today than it used to be, but by employing the *right methods* you can succeed *quicker* and your success will be *greater* than that of others before you—quicker because methods have been improved, greater because the field is larger.

The Sherwin-Williams Co. helps every agent to improve his business, helps him to lead in his line—get there quicker—and provides him with the *right methods* to do it.

All the resources of our large and powerful organization, with its complete business equipment of men, methods and materials, which have won for this Company in the face of the fiercest kind of competition, the highest reputation and the very first place in the paint business of the world—all of these, all of our strength, is at the service of our agents.

We bring to bear on the business of our agents the same methods that have made us successful, and properly applied they will never fail *anywhere* of the same results.

The Sherwin-Williams Agency is worth *more* to a man than the benefits that come from the sole sale of a first-class article. Our business methods embrace *more* than the sale of our own products, we are interested in our agents to the extent of helping by our system all that effects the promoting of their entire business.

We do not depend alone upon the quality of our products for their sale—we depend upon that to *hold* the sale, when by our aggressive methods we secure it.

The Sherwin-Williams Paints are the best that can be made.

The Sherwin-Williams Methods are the nearest perfect and most effective yet employed.

The combination, good goods and good methods, is what you want to apply to your business to make it the most successful of its kind. Let us help you do it.

It will most assuredly help you to be connected with us. It will pay you to secure our agency and derive the benefits that come from being identified with a high class article and an enterprising concern. It's an opportunity for you to share in one of the best and most complete systems that has ever been applied to a business. It's your opportunity to enlarge your business, and you ought not to let it slip.

We cannot describe our goods and explain our methods in a pamphlet of this kind. We want you to write us for this information and we will give it to you very fully. It costs nothing to investigate. Write our nearest office.

We print with this some letters we have received from old and new agents. We are constantly receiving such evidence of success with our agency, and one of the gratifying things is that our old agents stand by us and become more enthusiastic the longer they are with us. We can give no better proof of the value of our proposition.

Do not fail to write for particulars.



THE SHERWIN-WILLIAMS Co.

PAINT AND VARNISH MAKERS.

Cleveland, 100 Canal St.
Chicago, 2620 Stewart Ave.
New York, 307 Washington St.
Newark, Brown St.
Montreal, 21 St. Antoine St.
Boston, 140 Purchase St.
Portland, 118 Second St.
St. Louis, 1321 Union Ave.

SEND FOR THE "B-13" BOOK-
LET. A HANDSOME EXAMPLE
OF PRINTING. IT EXPLAINS
IN DETAIL THE PAINTS AND
THE METHODS.

THERE'S STRONG EVIDENCE
ON THE FOLLOWING PAGE

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"Most
Successful
Paint
Business
in Town."

THE SHERWIN-WILLIAMS CO.

LORAIN, OHIO, July 2, 1900.

Gentlemen:—I am pleased to say that I have been agent at Lorain for The Sherwin-Williams Co. for the past nineteen years, and during this period have continuously handled The Sherwin-Williams Paint, and during this long period I have had nothing but satisfactory results and have worked up the most successful paint business in my town.

Nothing would induce me to give up the agency of The Sherwin-Williams Company, as I firmly believe there is no firm in the paint business that can do any more for their agents in helping them along in the sale of the goods than does The Sherwin-Williams Company. I largely attribute my success to The Sherwin-Williams Company and their products.

Respectfully yours, N. C. ALTEN, Hardware.

"Helps
My Other
Business."

THE SHERWIN-WILLIAMS CO.

STOCKTON, ILL., June 27, 1900.

Dear Sirs:—I am glad I put in The Sherwin-Williams Paint. It not only enables me to enjoy a good paint trade, but it *helps my other business*. I had a good trade in it right from the start, and my second season is far surpassing my first. The more I sell of it, the more demand I have for it. I like the progressive and substantial business methods of The Sherwin-Williams Co.

Resp'y yours, A. M. SMITH, Drugs.

"One Sale
Always
Makes
Another."

THE SHERWIN-WILLIAMS CO.

LOCKPORT, N. Y., July 18, 1900.

Dear Sirs:—I wish to tell you of my experience with your paints. I find it quite a common occurrence for a customer to return after buying one kind of your paint and say: "*I found that paint so good that if those same people make paint for the other things I want, I will use their paint for everything.*" One sale always makes another.

Your different forms of advertising I find to be of great advantage.

I compliment you on the class of representatives you send out, also the promptness and courtesy with which all wants are attend to by you. Very truly, CHAS. E. MORTIMER.

Paints and Oils.

"Put
New Life
in
Us."

THE SHERWIN-WILLIAMS CO.

PICTON, ONT., CAN., July 19, 1900.

Gentlemen:—You ask us, this being our fifth year for selling S. W. P., how we like the paint, your advertising methods, and other aids you give the dealers who handle it. Perhaps our story is best told as follows:

In 1895 the total drafts we accepted for ready mixed paints amounted to \$325.97. So far in 1900 we have accepted drafts for S. W. P. to the amount of \$1671.40.

In 1895 we were a very bad third in the paint business in Picton, today we sell more ready mixed paint than the other hardware dealers combined.

In 1895 we were selling a paint that could be bought in every little hole and corner grocery store throughout the country. Today we enjoy sole control of S. W. P., and are protected in its sale by the biggest paint and color house in the world.

In 1895 we were doing business in a rut; S. W. P. woke us up, put new life in us, made us see what good advertising placed in the right manner would accomplish. We are now doing \$10,000 more business in a year, and do not hesitate to say that to S. W. P. belongs the credit of helping us do the greater portion of it.

In conclusion, would say what S. W. P. has done for us in a small town of 3500 inhabitants, it will do for others in any place, large or small, if they take advantage of the splendid helps you offer.

We remain, yours very truly, CARTER BROS., Hardware.

"Your
Loyalty
We Value
It."

THE SHERWIN-WILLIAMS CO.

TAUNTON, MASS., June 28, 1900.

Gentlemen:—We take pleasure in recommending your line of paints to one who contemplates adding paint to his stock or is now selling lead and oil or other prepared paints.

Since our first purchase (some ten years ago) our sales for S. W. P. have steadily increased and we are now selling between two and three thousand gallons yearly. We can justly say that the steady increase was not due so much to our efforts as to the quality of the paint.

If S. W. P. had not proved itself to be as good as paint could be and better than white lead and oil, we could not have maintained the sales we have had in years past, and largely increased them each succeeding year. It is with equal pleasure that we recommend your specialties. There is a constant sale for them.

We can honestly say that we have not a line of goods in our various departments that is as clean, that requires as little labor to handle and sell, and that bear the profit to the capital invested, as do yours.

Yours respectfully, THE PIERCE HARDWARE CO.

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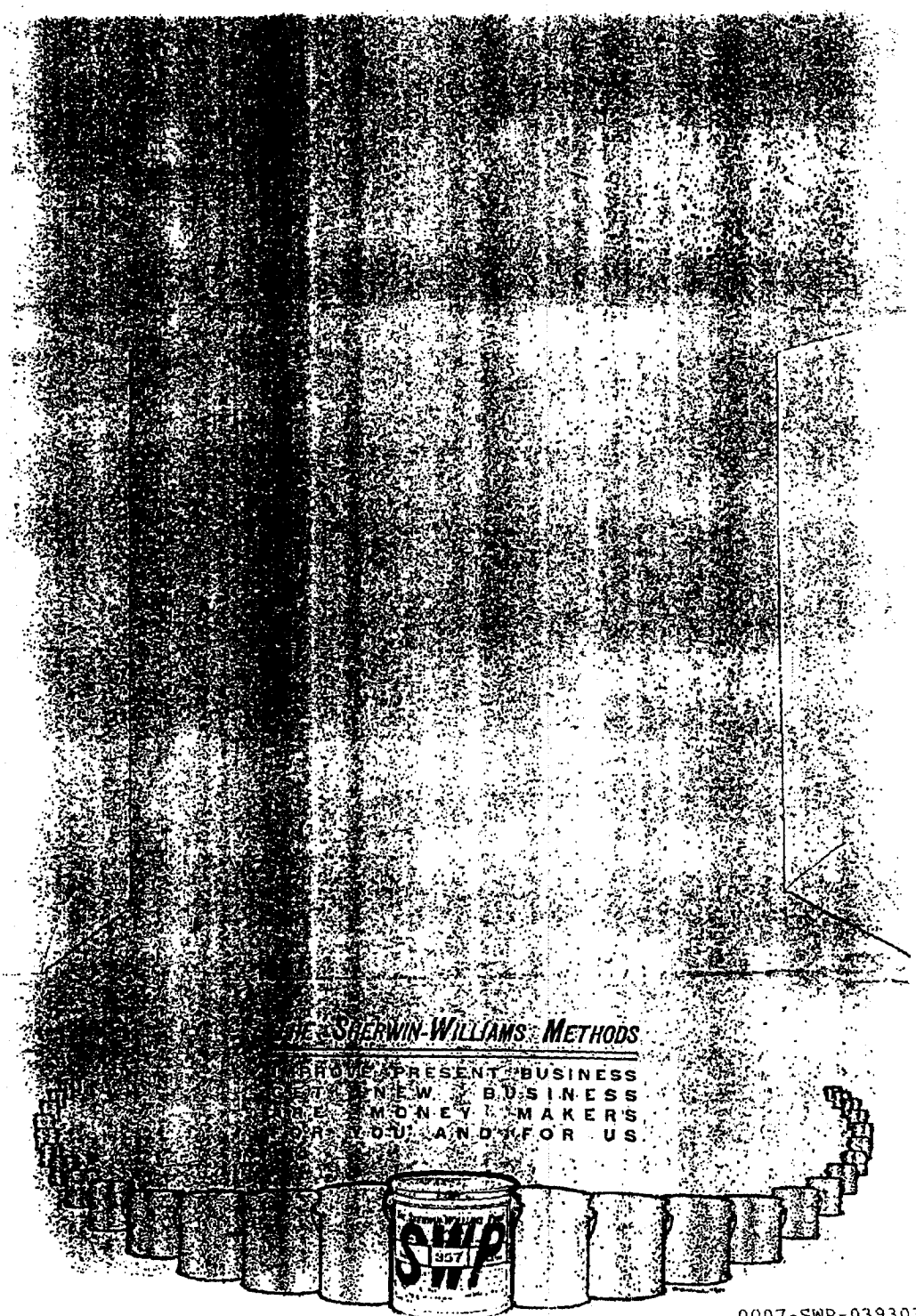


*Valuable
Agency*



THE SHERWIN-WILLIAMS PAINTS
COVER THE EARTH

0007 SWP 039302



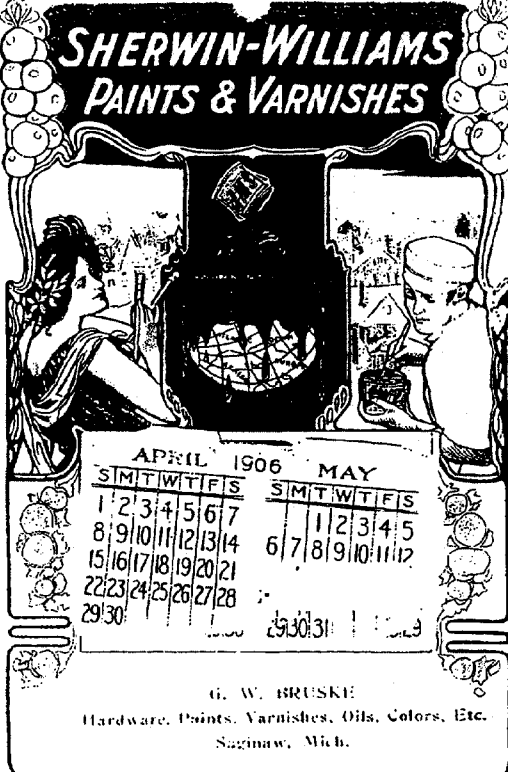
THE SHERWIN-WILLIAMS METHODS

IMPROVE PRESENT BUSINESS
GET NEW BUSINESS
MAKE MONEY MAKERS
FOR YOU AND FOR US



0007-SWP-039303

SHERWIN-WILLIAMS
PAINTS & VARNISHES



APRIL 1906 MAY

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8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							
29	30						29	30	31				

G. W. BRUSKE
Hardware, Paints, Varnishes, Oils, Colors, Etc.
Saginaw, Mich.

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THE SHERWIN-WILLIAMS CO.

LARGEST PAINT AND VARNISH
MAKERS IN THE WORLD

CLEVELAND, NEW YORK, SAN FRANCISCO, MONTREAL,
CHICAGO, NEWARK, LOS ANGELES, TORONTO,
KANSAS CITY, BOSTON, SAN DIEGO, WINNIPEG,
MINNEAPOLIS, LONDON, ETC.

The products of this Company include paints and varnishes for all kinds of work, each one made for a special purpose and with a thorough understanding of the needs of that purpose. The Sherwin-Williams Products are good—every one of them. It is impossible to make better paints or better varnishes. It is impossible to buy paints or varnishes that give better results or greater economy. We take more pains in making our products good than in anything else we do.

See the inside pages for a description of The Sherwin-Williams Paint, Prepared; also for list of some of The Sherwin-Williams Household Paint Specialties.

THE SHERWIN-WILLIAMS VARNISHES THEY'RE RIGHT

We make a complete line of good varnishes for all household uses. The following are three of our principal varnish specialties:



A general purpose varnish for use outside or inside. Fine for bath rooms, kitchens, woodwork around sinks, outside doors, boats, carriages, etc.



A leader for inside use (floors excepted). Better than hard oil finish.



A durable floor varnish. Does not mar or show heel marks readily.

For full color cards of The Sherwin-Williams Paints and detailed information of The Sherwin-Williams Varnishes see the S. W. P. Agent whose name appears on the front cover of this circular.

SPECIMEN COMBINATIONS SHOWING BUILDINGS PAINTED WITH THE SHERWIN-WILLIAMS PAINT

The illustrations in this folder show painting combinations that have been selected with greatest care and have been approved by leading architects. The selections are representative of the best and most attractive schemes shown is sufficiently suggestive, send us a photograph, architects drawing, or rough sketch of your buildings and we shall furnish you, free of charge, three special harmonious combinations from which you can select.

The envelope on the second last page contains a few samples of our most popular colors. If you want full color card call on the S. W. P. agent whose name appears on front cover.

Read this booklet through before you do any painting.



Painted with
THE SHERWIN-WILLIAMS PAINT
The best good prepared paint made.

Red 10
Yellow 10
Blue 10
Green 10
Orange 10
Purple 10
Pink 10
Black 10
White 10

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THE TRUTH ABOUT PAINT

THE SHERWIN-WILLIAMS PAINT, (Prepared),
S.W.P., is made for painting buildings, outside and inside. It will do it better and at less cost than any other paint material known.

So much is printed and said about paint and paint materials, it is difficult for anyone contemplating painting to determine what is best to use.

The principal fight is between lead and oil on the one hand, and the great host of brands of prepared or mixed paint on the other.

The truth is this:

For a long period of time the best known materials for painting were lead and linseed oil. These two articles, while they were best at the time, were always felt to be wanting, because it is well known and admitted that lead alone, mixed with linseed oil, quickly loses its lustre, powders up, and is soon washed away.

After long years of searching and experimenting for some means of remedying these defects, it was found that by adding a proportion of oxide of zinc to the lead, a harder and more durable surface of paint is obtained. The paint is also of a better color, as zinc is whiter than lead, and it keeps its lustre longer. In addition to this, the paint covers more surface, the zinc having greater spreading properties than lead. This makes it more economical for the consumer.

Now the only question is, is it better to



Painted with
THE SHERWIN-WILLIAMS PAINT
Covers most, looks best, wears longest.



Painted with
THE SHERWIN-WILLIAMS PAINT

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buy the lead, zinc, and linseed oil and mix your own paint, or buy them prepared? If you can trust the maker, it is better, much better, to buy them prepared—ready for use. It is not possible to mix paint in a small way, in a keg, with a stick, or by some other crude method, and have it equal to a paint thoroughly mixed and finely ground by machinery. It is machine work against hand work. It is guessing at quantities compared with working on exact formulas. The small buyer cannot test his materials to make sure they are pure, while the large manufacturer must do so to protect himself.

The only trouble in buying prepared paint is that there are so many inferior brands on the market one is apt to be deceived. The only safe way is to go by the reputation of the maker.

THE SHERWIN-WILLIAMS CO., makers of The Sherwin-Williams Paint (Prepared) have been making paint for more than thirty-five years, and today are the largest paint makers in the world. Our whole thought and effort has been to make *good* paint. Our time has been spent finding out how to make paint that would look the best, last the longest and be most economical. We are no more interested in lead than in zinc, nor in zinc than lead. We would use all lead if we thought it would make the best paint, or all zinc. But we know from knowledge purchased by our many years of hard earned experience that the two, combined together in proper proportions with genuine linseed oil, make the best paint, and this is how

S. W. P. is made. There is no secret about it. Avoid cheap mixtures if you want a good job, and remember that in buying paint, the cost by pound or gallon is not the true measure of economy. It is the superior covering power, as well as its durability, that makes **S. W. P.** cheaper than other paints.

To sum it all up, there is no possible way of making a paint that is better than **S. W. P.** You will be safe in using it. Results are what count.

GET OUR FULL COLOR CARD.

IN the envelope on second last page will be found a selection from the regularly made **S. W. P.** shades, including white and black. If these sample colors do not suit you ask the agent, whose name appears on the front cover, for a *full* color card. For painting *White*: The Sherwin-Williams Gloss White should be used for outside. For inside work we make Inside Varnish White, China Glass White, and Flat White. Complete directions for painting will be found on the full color card and also on the top of each can.

HOW TO FIGURE QUANTITY.

TO ascertain the quantity of **S. W. P.** required for two coats: Measure the dimensions of the building, multiply that by the average height, and divide by 100. **W**ill give the quantity to buy. For an average eight room house about one quart of paint will do for doors and sash.

S. W. P. will cover 200 square feet of surface, two coats to the gallon.

BE CAREFUL ABOUT THE PRIMING.

THE importance of a correct priming coat is not generally appreciated. It is the foundation, and if that is wrong, no paint can ever stand a trial. Anything is not good enough for priming; the very best is to use our **PRIMER**. **THE SHERWIN-WILLIAMS LIQUID PRIMER** is a scientific undercoating and is the best foundation on which to apply good paint.

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Painted with
THE SHERWIN-WILLIAMS PAINT
 Gives uniformly good results at lowest cost.

Half 100
 Twelve 300
 Six 500
 One 1000
 Each Floor 50
 Exterior 50

ON FINISHING FLOORS.

Painted and varnished floors are used each year in all classes of homes. Floors are not a matter of taste and healthfulness, and economy have probably had more to do with it than anything else.

THE SHERWIN-WILLIAMS MODERN METHOD FLOOR FINISHES are made for finishing old or new floors in any style desired. You can select any one in the line and by carefully following our instructions be sure of getting the best wearing and the best looking finish of the style desired it is possible to get.

FOR PAINTED FINISH

Inside Floors—THE S-W. INSIDE FLOOR PAINT.
 Porch Floors—THE S-W. PORCH FLOOR PAINT.

FOR VARNISHED FINISH

Natural—MAR-NOT, a durable floor varnish.
 Stained—FLOORLAC, Stain and Varnish combined.

FOR WAXED FINISH

THE S-W. FLOOR WAX.

FOR UNSIGHTLY CRACKS IN OLD FLOORS

THE S-W. CRACK AND SEAM FILLER.

Write today to our nearest office for booklet "B-3"—it is a complete hand book on good floor finishing.

ON GENERAL PAINTING.

Success in painting depends largely upon the use of the right paint on the right surface. We make special paints for special uses; each one is intended for its purpose and is the best of its kind made.

The following are some of our most prominent Household Paint Specialties:

- S-W. ENAMELOID—For a high gloss finish on inside walls, ceilings and woodwork.
- S-W. SPECIAL INTERIOR COLORS—For an egg shell gloss finish on inside walls, ceilings and woodwork.
- S-W. FAMILY PAINT—For cupboards, baseboards, shelves, etc.
- S-W. VARNISH STAIN—For staining and varnishing at one operation.
- S-W. PORCH AND LAWN FURNITURE ENAMEL—For porch and lawn furniture.
- S-W. BUGGY PAINT—For buggies, boats, carriages, canoes, etc.
- S-W. ALUMINUM PAINT—For a silver finish on radiators, gas pipes, stoves, etc.
- S-W. IMPERIAL GOLD ENAMEL or S-W. EXPRESS GOLD PAINT—For a gold finish on radiators, gas pipes, stoves, etc., and general decorative work.
- S-W. RADIATOR ENAMEL—For a colored enamel finish on radiators, gas pipes, stoves, etc.

Always use The Sherwin-Williams Paints. They cost just as much as good paint ought to cost—not a cent more. If you pay more you pay too much; if you pay less you do not get as good.

Write for "B-3" booklet—it describes The S-W. Household Specialties fully.

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Painted with
THE SHERWIN-WILLIAMS PAINT
 Saves in material and in cost of application.

Body	100
Trimming	50
Work	50
Undercoat	50
Paint	50
Perk Price	100



Painted with
THE S-W. COMMONWEALTH BARN RED
 Trimmed with The Sherwin-Williams Paint
U.S. PAT. 1908

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