

"The way to get business is to go after it."

THE SHERWIN-WILLIAMS CO.

Gentlemen:—Below are lists of persons who will paint their property this season, and of those whose property needs painting badly. Please go after them with your letters and advertising.

Name _____

Agent at _____ State _____

NAMES OF THOSE WHO INTEND TO PAINT

Persons named below get their mail at

Post Office

WILL PAINT (State nature of job)

NAMES OF THOSE WHO OUGHT TO PAINT

Persons named below get their mail at

Post Office

OUGHT TO PAINT (State nature of job)

NAMES OF PROPERTY OWNERS WHO HAVE USED S. W. P.

We want here the names of the most influential Property Owners who have used S. W. P. We will cite these instances in our letters. We can't get a better argument than a house painted with S. W. P.

If you need more
blanks send for them.



Use Personal Letters for *More Business*

"Personal letters" sell paint. We know it. Thousands of our agents know it. *Do you know it?* These cards are reminders for you. Hang them up where they will stare you in the face. Put down as they occur to you the names of property owners who expect to paint or who ought to paint. Then send us the cards and let us start our "personal letters" working for you. *Do it now.*

E-144 79123

Prospective Orders

THE SHERWIN-WILLIAMS Co.

Gentlemen:—Below are lists of property owners who expect to paint, or who ought to paint this season. Please go after them with your "personal letters" and advertising.

Name.....

Agent at..... State.....

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Persons named below get their mail at	Post Office	State nature of job.
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