

LIME-SULFUR SOLUTION

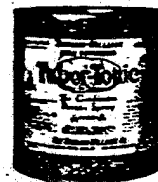
Our product is a sparkling, clear, cherry-colored liquid, which is made from the very highest grades of lime and sulfur. It is practically free from sediment, is of uniform strength, and in air-tight containers will keep without deteriorating, for an indefinite period. It will absolutely test 33 degrees on the Baumé hydrometer, and represents the ideal combination of lime and sulfur in solution. S-W Lime-Sulfur Solution is the best product manufactured for use in spraying for San Jose Scale, and is the ideal fungicide for the treatment of fungus troubles.



TUBER-TONIC

(Patent applied for)

Sherwin-Williams Dry Tuber-Tonic is a finely divided powder which is unaffected by heat or cold. This material is effective against both the bugs and diseases, and accomplishes more effective results than other materials. This product is a combination spray, having the desirable quick-killing properties of Paris Green, the adhesiveness of Arsenate of Lead, and the fungus preventive qualities of Bordeaux Mixture. It is sufficiently strong to kill leaf-eating insects on potatoes, yet prepared in such a manner as to make it safe to use on foliage without injury.



FUNGI-BORDO

(Patent applied for)

Sherwin-Williams Fungi-Bordo, the Dry Bordeaux Mixture, is a dry powder which reaches the user in sift-proof, impervious packages. There is no freight to be paid on water, no danger of freezing or of drying out in the package and the material always reaches you in prime condition. Sherwin-Williams Dry Powdered Fungi-Bordo stays in suspension well, adheres to the foliage, and can be used in combination with Paris Green, Arsenate of Lead, etc.



PRUNING COMPOUND

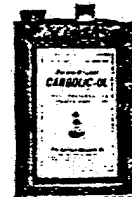
Prepared Ready for the Brush

For use on trees, shrubbery, etc., to stop "bleeding" of the sap after pruning and prevent worm-boring. It effectually seals the surface and will not wash off with the weather. In every respect, it will be found more satisfactory than tar and other mixtures.



CARBOLIC-OL

A splendid wood preservative disinfectant and vermicide. Unusually effective for use in the interior and exterior of chicken-coops, stables, outhouses, etc. It has great penetrating and disinfectant qualities.



SHERWIN-WILLIAMS No. 15 CATTLE DIP

Our Lime-Sulfur Dip is a splendid preparation for dipping sheep, cattle and hogs, and its use is authorized by the United States Department of Agriculture in the proportions of 1 part solution as it comes from the package to 15 parts water in the official dipping of sheep and cattle for scabbies, etc.

$\frac{1}{4}$ a	$\frac{1}{2}$ a	1s	5s	Bbls.
...	...	6.7	12.5	2.6

1s	5s	10s	25s	100s
...	...	...	...	...

1s	5s	10s	25s
...	...	...	...

Dark Olive Green	Qts.	Gals.
Net prices per gallon	...	...
Quarts, two dozen in case.	Gallons, half dozen in case.	

Qts.	Gals.	5 Gals.	Bbls.
...	...	...	...

Qts.	$\frac{1}{2}$ Galn.	Gals.	5 Gals.	Bbls.
...	...	...	...	...

REASONS WHY A GROWER SHOULD USE SHERWIN-WILLIAMS DRY POWDERED ARSENATE OF LEAD

PASTE vs. DRY ARSENATE OF LEAD

Arsenates of Lead in Paste form, i.e., those containing approximately 50 per cent of water, have been almost universally employed, for lack of something better, since the value of spraying was first recognized. Among them, Sherwin-Williams New Process Arsenate of Lead has for years held first place. Paste materials, however, possess a number of disadvantages which make their use exceedingly difficult.

Anticipating the demand for something better, The Sherwin-Williams Co., after a long period of experimental research work, set about improving their product. The result is Sherwin-Williams Improved Dry Arsenate of Lead, which possesses all the merits of the paste form Arsenate of Lead, but none of its disadvantages.

SAFE AND EFFECTIVE

Sherwin-Williams Dry Powdered Arsenate of Lead contains from 31 to 33 per cent of Arsenic Oxide thoroughly combined with the lead, assuring maximum killing power, speedy action and unquestioned effectiveness in combating all leaf-eating and chewing insects. The thorough combination of the arsenic and lead minimizes the possibility of damage to the fruit and foliage, and the grower can apply this reliable material with every assurance of safety.

ECONOMICAL

Less than half as much of it per 50 gallons of water as of the paste material produces the same or better results. One pound or one pound and a half of Sherwin-Williams Dry Powdered Arsenate of Lead in fifty gallons of water controls leaf-eating insects where heretofore two, three or four pounds of the paste material were required. The substantial economy in using the dry product is readily evident.

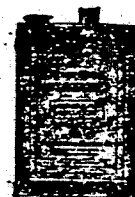
PHYSICAL STRUCTURE

S-W Dry Powdered Arsenate of Lead because of its finely divided condition and great fluffiness mixes easily and stays thoroughly in suspension in water. It requires less stirring to get it into solution than is necessary when the paste is used. Because of its unusual lightness it stays thoroughly in suspension during the spraying operation thus giving a spray of uniform strength. Being a dry powder, the difficulties of leakage, evaporation, freezing and deterioration are completely overcome. A pound is all poison, whereas a pound of Paste Arsenate of Lead is half water.

LIME-SULFUR SOLUTION

$\frac{3}{4}$ gal.	$\frac{1}{2}$ gal.	1 gal.	5 gal.	5 bbls.
...	...	...	...	...

Our product is a sparkling, clear, cherry-colored liquid, which is made from the very highest grades of lime and sulfur. It is practically free from sediment, is of uniform strength, and in air-tight containers will keep without deteriorating, for an indefinite period. It will absolutely test 33 degrees on the Baumé hydrometer, and represents the ideal combination of lime and sulfur in solution. S-W Lime-Sulfur Solution is the best product manufactured for use in spraying for San Jose Scale, and is the ideal fungicide for the treatment of fungus troubles.



TUBER-TONIC

1 gal.	5 gal.	10 gal.	25 gal.	100 gal.
...	...	...	...	...

Where a really economical and effective potato spray is desired S-W Tuber-tonic will be found to fill the requirement very satisfactorily. This material is effective against both the bugs and diseases, and also acts as a tonic. It is an absolutely reliable, safe material to use on potatoes, and the ease with which it mixes and stays in suspension in water, greatly facilitates the work of spraying. One application of Tuber-tonic will do the work of separate or combined sprays of Paris Green or Arsenate of Lead and Bordeaux Mixture.



BORDEAUX MIXTURE

$\frac{1}{3}$	$\frac{1}{2}$	
1 gal.	5 gal.	25 gal.
$\frac{1}{4}$	$\frac{1}{2}$	...

To supply a demand among growers and farmers who use Bordeaux Mixture, we include this product in our line. It is manufactured from pure chemicals properly compounded, and is an ideal fungicide for use in controlling diseases of both fruit-trees and truck-crops.



PRUNING COMPOUND

Prepared Ready for the Brush

Dark Olive Green	Qts.	Gals.
Net prices per gallon	...	...
Quarts, two dozen in case.	Gallons, half dozen in case.	

For use on trees, shrubbery, etc., to stop "bleeding" of the sap after pruning and prevent worm-boring. It effectually seals the surface and will not wash off with the weather. In every respect, it will be found more satisfactory than tar and other mixtures.



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SHERWIN-WILLIAMS No. 15 CATTLE DIP

Qts.	$\frac{1}{2}$ Gals.	Gals.	5 Gals.	5 bbls.
...	...	...	...	...

Our Lime-Sulfur Dip is a splendid preparation for dipping sheep, cattle and hogs, and its use is authorized by the United States Department of Agriculture in the proportions of 1 part solution as it comes from the package to 15 parts water in the official dipping of sheep and cattle for scabbies, etc.

A MODEL ARGUMENT TO THE PROSPECTIVE INSECTICIDE AGENT

THE DEMAND

The growth in the interest taken in spraying by farmers and growers everywhere is self-evident. Spraying is a live topic everywhere, and a demand for insecticides is the inevitable result. We must have an enterprising, wide-awake agent represent us in every locality, and the man first on the ground is the one who will get the lion's share of the business.

THE S-W COMPLETE LINE

We are manufacturers of an absolutely complete line of insecticide material. Our line includes Paris Green, Dry Arsenate of Lead, New Process Arsenate of Lead, Lime-Sulfur Solution, Bordeaux Mixture, Carbolic-Oil and Pruning Compound. Each and every one of these products is manufactured on the same high standard of quality which has gained for The Sherwin-Williams Co. the unique reputation they enjoy among the trade today. We are already manufacturing more insecticide material of high quality than any other one manufacturer in this country.

ADVERTISING AND PUBLICITY

We have taken full advantage of the tremendous interest manifested throughout the country in the past few years, and have left no stone unturned to bring our insecticides before the buying public. We have taken space in the farm papers, magazines, etc., have issued a complete text-book on spraying and distributed it everywhere, and in short, have made every effort to bring the S-W Line to the attention of every farmer and grower in the country. The Sherwin-Williams Insecticide Agent gets the full benefit of this splendid publicity.

HOME ORCHARDS VS. COMMERCIAL ORCHARDS

It is not from the large commercial orchards, of which there may be none in your particular section, of the country, that the largest demand for insecticides comes. It is from the smaller home orchards of perhaps twenty-five or fifty or one hundred trees that the bulk of our business comes from. The farmer with a home orchard cannot secure good fruit unless he sprays. It is no longer a matter of choice with him but of absolute necessity. Some of them have already sprayed and know the benefits of the work, while others still need encouragement and education along these lines. We are better qualified than any other manufacturer to help you accomplish this end. Therefore do not underestimate the importance of getting the business from the small home orchard or garden. It will surprise you when the year's business is over.

CO-OPERATION AND SALES HELPS

When once we have established an insecticide agent in a town or city we give him the benefit of every one of our splendid sales helps. We realize that it is necessary to do a large amount of missionary and educational work. This we accomplish by sending our printed matter, spraying booklets and literature to the lists of customers furnished us by our agents. We supply our agents with a complete line of store advertising, and keep him well posted on the whole spraying proposition. In short, our Insecticide Agent is given the same thorough assistance that we give our regular paint agents and dealers.

OUR PACKAGES

It is of vital importance to an agent to have neat-appearing and thoroughly reliable packages on his shelves. Our Dry Arsenate of Lead is put up in 1 and 5-pound cartons, 10, 25, 50 and 100-pound sift-proof drums. Our New Process Arsenate of Lead is put up in hermetically sealed 1-pound glass jars, in 5, 12½, 25, 50 and 100-pound steel kegs, and 250-pound hardwood, oak kegs. These packages enable an agent to carry over Arsenate of Lead from year to year without danger of evaporation and drying out.

Our Lime-Sulfur Solution packages are neat and serviceable and take in the following range of packages: Quarts, ½-gallon tin cans, 5-gallon tin cans and hardwood barrels.

QUALITY VS. PRICE

As is the case with every article of merit, insecticides can be purchased on the market at a considerably lower price than the S-W Line. Quality is and always has been paramount and the material we supply is absolutely the very best in every respect and can be depended upon to give the best possible results in every way.

SIZE OF INITIAL ORDER

An S-W insecticide agent or dealer need not stock heavily when first accepting the line. A conservative assortment of each one of our insecticides in all size packages will enable him to take care of the initial demand, and he can order from our nearest warehouse on short notice. Taking everything into consideration, he has a proposition that cannot be equalled by that of any other manufacturer.

SEVEN REASONS WHY DEALERS SHOULD STOCK SHERWIN-WILLIAMS COMPLETE LINE OF INSECTICIDES

1ST—SATISFIED CUSTOMERS

The high quality of our insecticides is such, and they meet the requirements of the grower so thoroughly, that they give him absolute satisfaction, insuring repeat business for the dealers.

2D—EDUCATIONAL HELPS

The biggest field for an insecticide dealer is among those growers who have not yet learned the importance of spraying. We, through personal work on the part of the representatives, personal letters, instructive literature, etc., are best equipped to educate the grower to the necessity of spraying.

3D—MAGAZINE AND PERIODICAL ADVERTISING

The effective general advertising done by The Sherwin-Williams Co. in the fruit and horticultural papers insures the widest possible publicity—the dealer reaping the benefit.

4TH—PROMOTING HELPS

Dealers are supplied with booklets, folders and enclosing-slips for counter distribution and mailing. In addition we furnish store-hangers, newspaper electrotypes and lantern-slides.

5TH—"SPRAYING, A PROFITABLE INVESTMENT"

We issue a complete text-book, "Spraying, a Profitable Investment," recognized by authorities everywhere as reliable, and used by many agricultural colleges as a reference book.

6TH—FULL LINE

The Sherwin-Williams line of insecticides is complete, including Paris Green, Lime-Sulfur Solution, Dry Arsenate of Lead, Paste Arsenate of Lead, Tuber-tonic, Bordeaux Mixture, Pruning Compound, etc. The dealer can get from us everything he needs. We are continually adding to our line.

7TH—PACKAGES

Our insecticides are put up in uniformly excellent and high-grade packages, not only in packages attractive for display, but they also insure little or no deterioration in the goods from season to season. The above arguments will be recognized by every intelligent and ambitious dealer as being sound ones and should insure our being able to convince him that the Sherwin-Williams insecticide agency proposition is the one that will return him the maximum profit on his investment.

SEVEN REASONS WHY GROWERS SHOULD USE SHERWIN-WILLIAMS
COMPLETE LINE OF PESTICIDES
**REASONS WHY A GROWER SHOULD USE SHERWIN-WILLIAMS
DRY POWDERED ARSENATE OF LEAD**

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