

THE SHERWIN-WILLIAMS PAINT

GOVERNMENT LOOKS BEST WEARS LONGEST MOST FORTUNAL TAIL MEASURE



Half a cent buys enough
SHERWIN-WILLIAMS PAINT
for *two coats* on one square
foot of surface. . . .

Saginaw, Mich., 1897.

G. W. BRUSKE,
General Hardware, Paints, Oils, Etc.

Advertising for Nineteen Hundred and One



THE
SHERWIN-WILLIAMS
COMPANY

#153

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[illegible]

ADVERTISING.
1901.

S. W. P.

C—Sample Folder, 15 to 25 to each dealer in S. W. P., with business card printed on first page.

Cc-3 101 C containing 21 colors. Quantities same as C.

11.-Cover the khar calendar showing illustrations of
houses in color, sent by mail upon carefully selected lists
furnished by agents

F - Store Signs with painted wooden paddles.

21. Flycatcher, in case. One to each box painter
name G. W. I.

Get 50 business cards for painters.

Ct - 1 set of order blanks, one to each dealer.

FLOOR FINISHES.

• **FFK**—Display Card, framed under glass. One to each dealer handling full line.

13-10-1 (booklet, 10 to 15 to each dealer handling full line.

J. E. P.

D—Sample Folder, 10 to 15 in each dealer.

DB—Show Card. One to each dealer.

P. F. P.

DD-Sample Folder. A few to each dealer.

DQ—Show Card. 1 line in each dealer.

FLOORLAC.

FC—Floorlac Sample Folder. \$10.10 to each dealer.

S. I. C.

Co-Sample Folder. A few to each dealer handling the goods.

Cl—Show Card. One in each dealer.

ΕΡ

1—Sample Card. One to each dealer.

X—Sample Folder. 5 or 10 to each dealer.

P. G. P.

M—Sample Folder. Each dealer entitled to from 25 to 50 with business card printed on each.

X—Pocket Samples in case. One to each painter using
P. E. P.

0 0

P—Sample book. One each dealer and a reasonable number to jobbers having a lot of goods.

PN—Supplemental to the new colors.

Q—Price Lists, For sale only.
OR—Sample book

QG—Glass Samples, minimum only.

by the Manager of the C. and M. Department.

G. W. BRUSKIE

SALES

There's cent be a quip
 on the William Bant
 ge for *the* *eat* on one square
 foot of surface.

foot of surface

G. W. BRUSKE

General Hardware, Paints, Oils, Etc.

DRY COLORS

DC-Show Cards. Supplied only as long as present stock lasts.

VARNISH:

VD—Show Card. The Sherwin-Williams Varnishes.
One to each dealer.

VK-Slow Card. Kofal. (In the card reader.)

VF—Show Card—Proof. (One to each dealer.)

dealers who need them.

B-15—Kopad Varnish Model, 15 to 25 in each degree

is 10 to 25 in each decade.

RAILROAD

RC—Railroad Catalogue
RD—Detroit Joint Stock

RK-11712e Paint Pocket Samples

RT-Inside Magazine and Calhoun

RU—Special Price Point Market Sample

STREET RAILWAY.

SC-Sireeni Car Catalogue

0123456789

MC-Alzame Company.