

1867

**VULCANITE ROOFING**

1906



# Watkins-Cottrell Co.



## HARDWARE,

Richmond, - - - Virginia.

Two names so completely woven together that the very thought of Richmond brings to mind Hardware and Watkins-Cottrell Company.

Amount of Goods Carried in 1878, \$29,971.00  
 Amount of Goods Carried in 1879, 30,407.00

Amount of Goods Carried in 1880, \$55,844.00  
 Amount of Goods Carried in 1881, 62,300.00

In 1906 our enormous business necessitates our keeping on hand all the time a stock valued at \$266,000.00. Our business from July, 1905 to July, 1906, one fiscal year, amounted to about **One Million Dollars**. From the **Pacific Coast to Portland, Maine**, the reputation of Watkins-Cottrell Company, for fair dealings with both **Merchant and Manufacturer**, to whom we sell, and from whom we buy, is recognized and respected.

Our **Enormous Orders to the Manufacturer**, combined with the promptness of our settlements, enables us to buy a larger value, dollar for dollar, than any hardware house in the South. When we buy we are always in a position to get more for a dollar than any hardware house in the South, and when we sell we give our customers the benefit of our purchasing power, always remembering that we are entitled to a fair profit above cost, so as to pay salaries, rents, etc., not forgetting a fair return to our stockholders for the money they have invested in our Company. Our **Immense Warerooms** include an office building and sample room, 1311-1315 East Main Street, with **Three Storage Warerooms in the Rear—60,000 square feet of Wareroom space**. Our capacity is now heavily taxed, and at the lowest calculations our business for our fiscal year beginning July, 1906, will approximate \$1,500,000.00.

**OUR GUARANTEE.**—We are ready and willing to guarantee at all times that the **Hardware and Merchandise which we sell is of the Very Best Quality**. It costs you nothing extra to secure this guarantee. When you think of **Buying Hardware** you must think of **Watkins-Cottrell Company**, of Richmond, Va. **The Name Stands for Integrity of Our Goods and Business Dealings.**

We Are Agents For  
**VULCANITE ROOFING**  
 The Great English Ready Roofing  
 1-Ply 2-Ply 3-Ply



Roof covered with tarred felt or 2 or 3 ply Ready Roofing requires constant painting and attention, will last only a few years (good for 100 years) and is nearly as expensive as Vulcanite Roofing.

Roof covered with Vulcanite Roofing is always waterproof, will outlast ordinary roof coverings many times over, and only requires painting about once every five years.

Time Costly Labor Trouble  
 Comfort Vulcanite Roofing Superior No Expense

It has stood the test for over half a century. VULCANITE being a bituminous, horn-like and elastic substance, while retaining its elasticity, becomes in the course of time of metallic hardness. VULCANITE IS FIRE PROOF, ROT PROOF, WEATHER PROOF.

A roof covered with VULCANITE IS ALWAYS WATER TIGHT. VULCANITE WILL OUTLAST ORDINARY ROOF COVERINGS MANY TIMES OVER, and requires painting only about once every five years.

A TRIAL ORDER WILL CONVINCING YOU.

Just one year ago we bought one carload (600 rolls) of Vulcanite Roofing. Now our orders amount to a carload a WEEK.

We Are Agents For  
**M. M. S. Poultry Fencing**

Every roll genuine M. M. S. Fencing will contain this trade mark in colors.



It is made of the best Galvanized Steel Wire, smoothly and evenly woven, and retains its full height before as well as after stretching. The body wires run horizontally and are parallel to each other, therefore in stretching up the fence, as the tension is on the straight line, the fencing CANNOT possibly CONTRACT or BUCKLE between the posts. This feature alone, which is of great value, does away with the necessity of using a top or bottom rail, and fully three-fourths of the number of posts required in the old-fashioned poultry netting. Besides this saving in material, every poultry raiser knows that where a rail is used it marks the height of the fence, and forms a dark object on which the fowl can alight, and a four-foot fence without a rail will turn chickens better than a six-foot fence with a rail. In order to give the fence additional strength, a cable composed of two wires twisted together, running lengthwise, is placed every foot in the height of the fence.

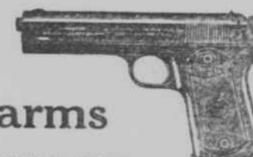
EACH ROLL TEN RODS (105 FEET) LONG.

In comparing prices with ordinary poultry netting, remember these rolls are fifteen feet long.

Beginning at the bottom, the spacing between the horizontal wires on No. 19 for the first foot is 1 3/8 inch, second foot, 2 inch and 3 1/8 inch above. On the No. 16 the distances between the horizontal wires are 1 3/4 inch, 2 1/8 inch and 3 1/8 inch respectively.

We Are Agents For  
 the Famous

**Colt Firearms Company**

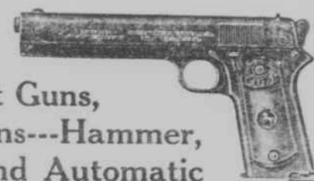


Colt Revolvers—standard of the Army and Navy;  
 Colt Automatic Pistols;  
 Colt Firearms of all kinds.

The name COLT on a Gun means that it is an arm that will be equal to any service—a Gun made for rough usage and ready for any emergency.

We Are Headquarters for Such Noted Goods as

Lefever Guns,  
 Winchester  
 Rifles and Shot Guns,  
 Remington Guns—Hammer,  
 Hammerless and Automatic



Look for Watkins-Cottrell Co.'s brands on your hardware. It is money in your pocket to insist upon them  
 "Clipper" "Old Dominion" "C. H. W." "Virginia" "Hunt"

# Our Stock of Hardware the Most Complete in the South

AND WE ARE AGENTS FOR

Reach Baseball Goods, Hero Churns, Wiss Shears, B. G. I. Tennis Goods, Corbin Unit Locks

Also a general line of first-class high-grade Locks and Builders' Hardware

Mail your orders direct to Home Office, Richmond, Va., or our Salesmen will call on you if you desire.



In about sixty days we will have a special Flyer Catalogue of Fall and Spring specialties. If you will write us a postal requesting one of them by mail, you can get some business that you are not getting at this time.



THE HERO CHURN.

**Watkins-Cottrell Company - - Greater Richmond.**



TWENTIETH CENTURY CLIPPER.