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"To Be Helpful"

THE SHERWIN-WILLIAMS COMPANY

501 CANAL ROAD, N. W., CLEVELAND, OHIO

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SUBJECT Chicago, Ill., Pop. 2,701,705



View of Michigan Boulevard, Chicago

SHERWIN-WILLIAMS AND CHICAGO

No better example of the adaptability of the Sherwin-Williams proposition to the big City market can be found than in the City of Chicago.

This great central market place with 2,701,705 people is a distributing center for the food products of the West and the manufactured goods of the East.

The world's greatest inland waterway and railroad systems give opportunities to transport the goods made there. No other place

This Bulletin sent to

Full S & P List.

All Reps.

Extra quantity to Sales
Pro Depts. for BFA use.

butchers as much meat, makes as much machinery, builds as many cars, manufactures as much furniture, sells as much grain, or handles as much lumber.

It is America's principal piano market, its chief mail-order center, its leading stove market. It has the busiest street corner in the world, the most traveled bridge in existence, the largest department store on the map, the largest art school on the globe.



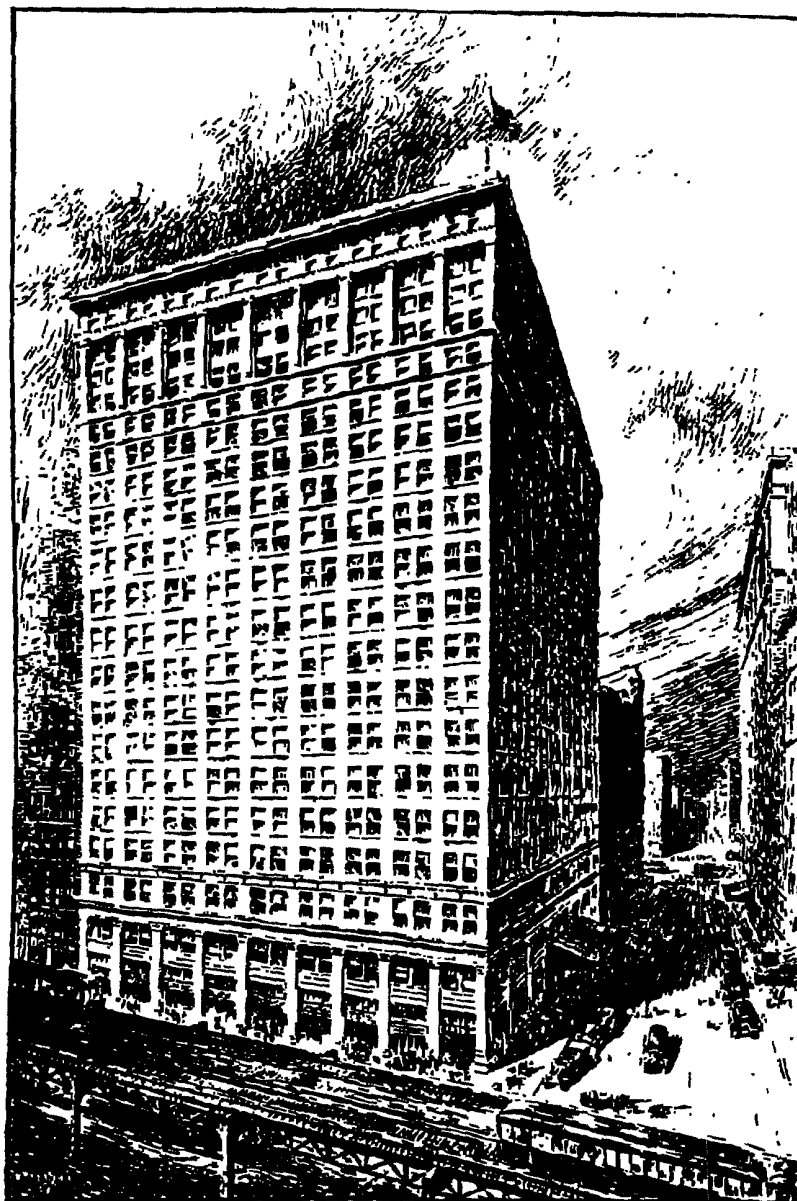
Marshall Field & Co.

Piano Department

It has so many buildings that if placed in a row they would reach from New York to San Francisco; furthermore, the city normally grows at the rate of ten thousand houses a year, leading even New York in the vastness of its construction program.

The City divides itself into 48 great merchandising Districts. Each of these Districts is a City in itself. Some of them represent more than 100,000 population. Each of these Districts has its own banks, stores and community life.

In this bulletin we are including a map showing the Sherwin-Williams' Agencies distributed in and around Chicago. We have approximately eighty agents in Chicago and a large number of dealers. We have seven big representative agencies in the downtown loop. These include five great department stores; i. e.: Marshall Field & Co., Carson, Pirie, Scott & Co., The Fair, The Boston Store, Mandle Brothers.



Marshall Field & Co. Building
Chicago, Ill.

Courtesy of
Marshall Field & Co.

Marshall Field & Co., Chicago, Ill., one of the five great stores in the "Loop"
handling Sherwin-Williams Products

Among our other agencies are various types of retail concerns, principally hardware merchants and paint stores who saw the value of our proposition in spite of the fact that much of the consumer trade had been uneducated as to the difference between quality paint and varnish and the cheaper type.

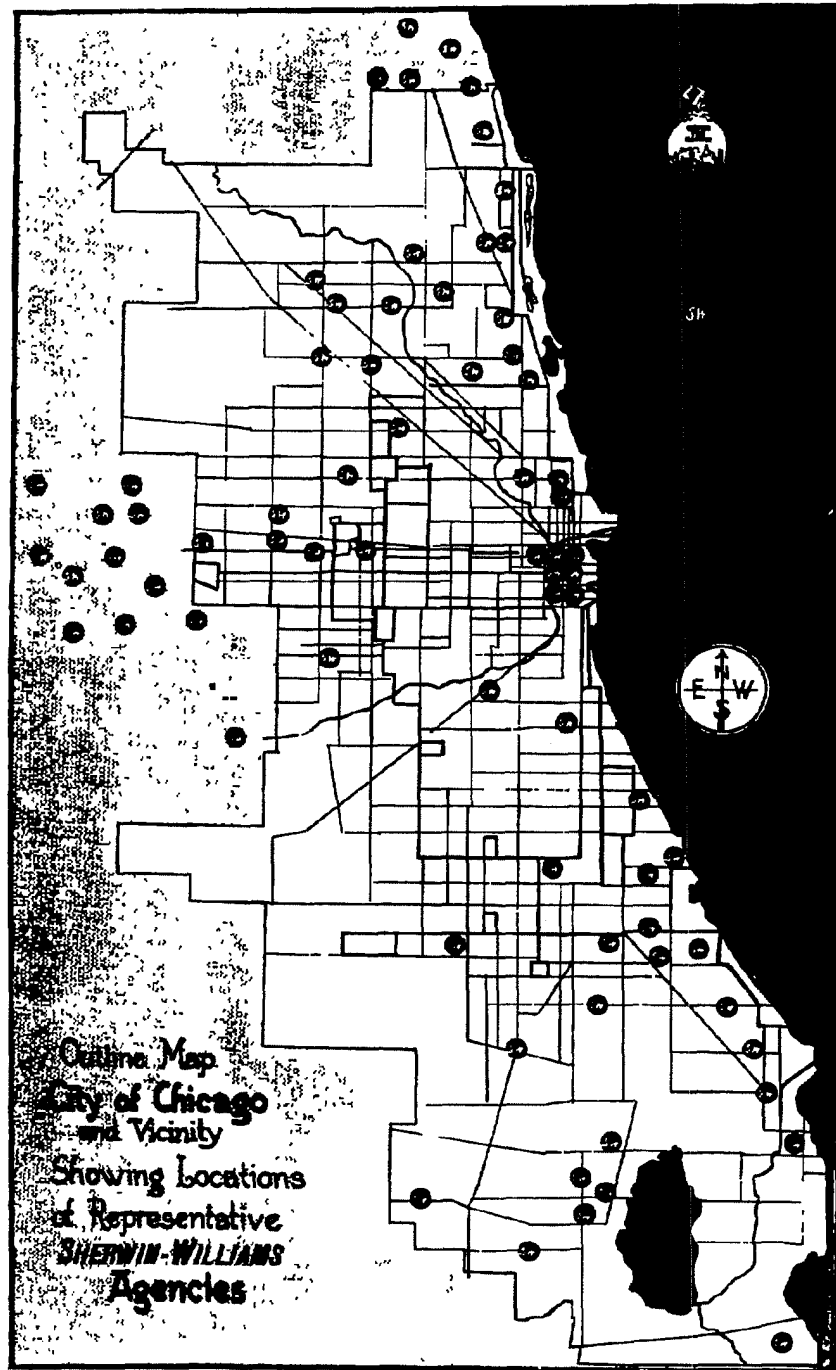
With this character of distribution in Chicago catering to all types of trade, under such widely varying conditions, to have made the success with the Sherwin-Williams line that we have made through the work of our Western District and Chicago City Division is proof positive that we must plead guilty to having a real big city proposition.

The Chicago stores carry and sell our line at a profit and their master merchandising methods have enabled many of the smaller outlying dealers to put their paint departments on a profitable basis.

Marshall Field & Co., generally admitted to be a store with no superior and few equals in the entire world, carries the Sherwin-Williams Line in its Paint Department as shown in the picture.



*The "Loop" with Marshall Field & Co.
in the foreground*



WHY A MERCHANT SHOULD HANDLE THE SHERWIN-WILLIAMS LINE

By K. Miller, Sales Mgr. Chicago City Division

Trade-Marked Merchandise

During the war period when merchandise was short, merchants were hard pressed to find sufficient stock to supply their demand. This condition is changing and the buyer demands service and is buying only on the urge of necessity, and the trade-marked, advertised merchandise of all lines is coming into its own.

The paint and varnish business is full of experiences of manufacturers who have trade-marked and advertised merchandise which was not up to standard, only to see their business grow rapidly and dwindle as rapidly, because they had overlooked the necessity of protecting their investment by putting high grade merchandise into the can.

Today the successful manufacturer has too much experience with advertising investment to take a chance on the quality of his merchandise.

Profits

Our advertising and sales helps create for the dealer the opportunity to turn his investment over probably with more rapidity than the average commodity, especially the hardware dealer.

On builders' hardware, the hardware dealer makes about 25% profit. On suction cleaners, he makes about 33 $\frac{1}{4}$ %. On stoves he makes about 25%, and on paint and varnishes about 40%. These profits being estimated on his selling price. Builders' hardware, stoves, suction cleaners and, in fact, most of the items offered by the hardware dealer come under the head of permanent investments. The householder who buys any of these items is not in the market again for a great many years, hence a resale to the same consumer is limited.

Paint and varnish on the other hand, due to their nature, last at best not more than five years, and in fact every householder requires some paint and varnish each season to keep his property in repair, and with high priced building material and labor, property owners are learning the wisdom of keeping their property in repair. So, with a larger profit per dollar of turnover and with greater frequency of resale to the same consumer, paint and varnish are coming into greater popularity with the hardware dealer, because of the opportunity offered in each community for continued sale.

Competition

In planning our agencies in Chicago, the biggest question was that the hardware man, generally speaking, did not carry a full line of paint and what he did carry was largely bought on the idea of reselling at a low price, and, when we asked him to put in a full line and sell at higher price levels and to invest sufficient money to make a real department and to train someone to resell the paint and varnish, it seemed like asking a good bit. But a number of them saw our proposition and took it on and have been uniformly successful in meeting competition on paint and varnish offered, in most cases at about 50% less than the range of our price, because our dealers saw and were able to show their trade the difference between good paint and varnish, and the cheaper types.

The Big City

Sometimes we are asked whether or not we have a big city proposition and I believe that we should plead guilty. The big city is simply a group of little ones and human nature is no different in the big or little city. Some people want good merchandise and some want cheap, regardless of the size of their home town.

We have tried to find dealers who catered to the type of trade willing to pay a fair price and who in turn want satisfaction and service, and we find that the opportunities in Chicago are as good per capita as in any other town.

We sell merchandising establishments who cater to all types of trade and we find that under such widely varying conditions and sales policies, that we have a uniformly good business with each of these enormous merchandising establishments and that in spite of the reputation that department stores sometimes get of price cutting on standard articles, each of these stores maintains uniform resale prices on our merchandise of its own accord, and, the fact that they sell and carry our line at a profit and maintain a fair level of price has been a great help to us in inducing small department stores in outlying areas as well as hardware dealers all over the city and suburbs to put in and sell our full line.

Resale

We have made our campaign to the dealer on the basis of profit to him by acting as our distributor and not on the theory of trying to sell him something.

With our enormous advertising campaign, our store displays, our personal letters to his trade, by having demonstrations in his store, with our Floorlac Coupon Plan and by training the clerks in his store, we have been able to show the owner of the business the wisdom of carrying a sufficient investment in our line to take care of the trade thus builded. Our delivery from the warehouse by truck is a point in our favor, because it cuts down the stock on hand of our dealer.

So, all in all, we can see no difference between establishing dealers in a large town and in establishing the same dealers in small towns, only that the problems seem to be easier in the big town, because the dealer's opportunities are less limited in the big town and the necessity that the dealer feels for carrying merchandise that will recommend him to his trade, who are less apt to be personally acquainted with him in a large town than in the small, is felt far more by the city dealer than by the country dealer.

John Smith in Squedunk is a person of importance and his hardware store is an institution, whereas Bill Smith on the corner of Prosperity and Hesitation Avenues, depends on displaying recognized trade-marked merchandise to catch the eye of the buyer who is passing by, and thus it fixes in the mind of that prospective customer the fact that Bill Smith is a dealer in hardware, paint and varnishes against the time that this prospective customer may require any of these items.

The dealer's problem in the big town to identify himself in the minds of his prospective trade is the greater problem, because of his lessened opportunity to project his identity in the big city compared to the country dealer.

Therefore, the real sales proposition of the manufacturer is the resale help he offers the dealer, and, this truth is accepted as readily by the city dealer as by his country cousin.

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