



WHAT'S NEW ?

SALES and PUBLICITY * * WEEKLY NEWS LETTER

K. H. WOOD, Director of Sales and Distribution

March 30, 1937

Number 17

CONTINUED PROGRESS ON ALL FRONTS

The parade of progress continues, the week ending March 20th registering a gain of 30.3%, with the District standings as follows:

North Central 66.9%, South Central 2.8%, Western 5.4%, No. Atlantic 38.5%, So. Atlantic 58.7%, New England 19.5%, Southwestern 30.1%, Mississippi Valley 21.7%, Texas 5.8%, So. Pacific 18.8%, Cen. Pacific 21.1%, No. Pacific 48.4%, Export 44.0%.

North Central leads the way both in volume and percentage with 66.9%; South Atlantic second with 58.7% and Northern Pacific in third place with 48.4%, showing that the forward movement is "coast to coast."

Export sales are stepping along, their increase being 44%, regardless of the many complications involved in handling foreign trade today.

Trade Sales registered 16.5 with Northern Pacific ahead, having 49%; Export second with 41.9 and North Central third with 36.8%.

Industrial Sales were 64.1% ahead and are continuing to gain momentum. South Atlantic were out in front with 165.8% - a real record; Texas second with 133.1%, and North Central third with 102.1%, with fine business all along the line.

Transportation sales came through with 90.5%, showing that we are on the main line and the signal - full speed ahead. North Central rode the Express with 279.9% and good volume; New England second, with 148.6% and Mississippi Valley next in line with 130%.

Some of the high-lights of individual accomplishments are shown elsewhere in "What's New?" Everywhere there are instances of initiative and outstanding sales made by those who are measuring

up to the Company's standard as representatives in all that the name implies, and proving their intention of making the new bonus plan pay big dividends for their efforts.

The showing of our retail branches last week is also in tune with the District and Company figures (27.1% increase), Southern Pacific having the best group showing, with North Central second. Many of the alert staffs of our retail branches are proving the value and effectiveness of our Spring advertising and merchandising plans by establishing **NEW DEALERS**.

Our retail branches have much in common with others who are in the paint business and are in a position to develop **NEW DEALERS** on a basis of mutual interest and understanding, thereby giving substantial aid to the distribution of our products.

The outlook continues favorable with no change in the basic uptrend of business. Looking ahead, the picture is bright, and with Spring officially here, the demand for paint should shortly be in full swing in all sections. Industry, too, faces a period of further expansion so that we can well anticipate the same degree of improvement which has been recorded so far, or better.

More good news next week!

Director of Sales and Distribution.

which would easily wash out of the wool in the scouring process. In securing easy scouring, the material did not have the best durability and often did not last out the season from Fall to the Spring shearing time.

Special materials were developed for certain of the trade in the Southwestern District, which had greater durability, thus assuring at least six months of satisfactory adherence. While scouring, as a result, is not as easy as with the older material, this does not present any problem, because the lasting qualities of the markings until the shearing period, are of much more importance.

It has been decided to discontinue our present line and substitute the new materials when present stocks are exhausted. Two additional colors, Yellow and Blue, will be available. The new complete line is as follows:

Yellow	26726	Red	26727
Black	26728	Blue	26729
	Green	23983	

New price list inserts are being prepared and will be distributed soon.

Item No. 211

CLEAROLIN TO BE DISCONTINUED

While sales of Clearolin have been especially good and the product has filled a want where a very pale linoleum finish was desired, certain difficulties were encountered on some surfaces.

Improvements have been made in the color of Dex, so in order to concentrate our efforts on one material, it has been decided to discontinue the sale of Clearolin at the end of this season. There are, however, stocks still available to take care of any orders placed by your dealers.

Item No. 212

AMERICAN WHITE DISCONTINUED

American White was developed a number of years ago for plumbers use and for general utility purposes. The demand for a

material of this kind has diminished to a point that makes its continuance unnecessary. Consequently, American White will be discontinued when present stocks are exhausted.

Since ODP Lead is available in all sizes from 1-pound packages, it can be recommended for all uses where American White was used in the past.



TRANSPORTATION SALES DEPT.

Item No. 213

KROMIK PRIMER VS. RED LEAD PAINTS

The very substantial increase in cost of Red Lead Pigments has necessitated increases in the prices of all Liquid Red Leads. In some instances there is an increase of 80c per gallon over prices quoted six months ago.

This is a most opportune time to proceed in a very definite way with our customers in the recommendation of Kromik for all steel priming work, whether on freight cars or bridges, in place of Liquid Red Leads. The cost of our Kromik Primer, rex 16174, has not advanced in anywhere near the same ratio as Red Leads. For that reason we are in a position to offer a more favorable price on Kromik.

You are familiar with the many advantages of Kromik Primer, rex 16174, as compared with Liquid Red Lead Paints, such as better suspension in the package and a more uniform thickness of film over the entire surface.

Item No. 214

MARCH AERO DIGEST

Representatives selling aircraft accounts should obtain a copy of the March AERO DIGEST. This annual Digest number gives complete descriptions of all lead-

ing manufacturers together with full details of their production and equipment.



PUBLICITY DEPARTMENT

Item No. 215

FOR BEST RESULTS URGE PROPER HOME DECORATOR DISTRIBUTION

Each dealer who invests money in Home Decorators should, by all means, be urged to spend the few extra dollars necessary to secure efficient distribution of the books. Experience has proved that unregulated, haphazard distribution of Home Decorators generally brings disappointing results.

House-to-house distribution of Home Decorators by attractive, personable young ladies is the most effective method. Mr. Russell, manager of our Altoona, Pa., store, recently reported that his crew of young ladies had uncovered 937 live prospects in distributing 2,000 Home Decorators.

Young ladies suitable for this work may generally be obtained through garden clubs, church guilds, schools, Y. W. C. A.'s, etc.

Item No. 216

SPRING DISPLAY MATERIAL

Cartons of display material including the beautiful five-piece SWP Window Background, the Exterior Store Front Banner and eight Counter Cards on various products, have been shipped to Authorized Dealers.

Representatives should check with each dealer when making their rounds to be sure that this expensive material is not put aside. It should be put to work immediately. Each carton contains an instruction sheet which offers various suggested ways to make most effective use of the material. Be sure you see this.



FIVE STAR FLASHES

MSD'r Bob Olney, South Atlantic, just placed for immediate delivery, an order for 5,540 gals. of Velvet Enamel for a mill account, the seventh carload he has sold them since Jan. 1st. He also has unfilled orders for over 25,000 gals. of various mill materials.

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K. C. Waldron, North Atlantic, MSD'r, sold 1200 lbs. of Silver-Brite last week, also 550 gals. of Bronzing Liquid.

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MSD'r J. N. Limbach, Atlanta, closed a renewal contract involving approximately \$4,000 annual business from a plow manufacturer. He also obtained an order for 750 gals. of Mill Village Paint from a mill account.

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Brooklyn's MSD'r T. P. Tracy sold 1100 gals. and 100 qts. of Station Paints and 300 gals. and 400 qts. of Pump Enamel to a large oil co.

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TS Rep. Brad Jones, New England, reports that his dealer Sherman Bros. at Newton, has ordered 10,000 Home Decorators, 10,000 Spring Catalogs, 200 Truth About House Paint Books. They also use the Perma-Flex Stand and the Stensgaard Window Service.

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MSD'r W. D. Platter of Louisville closed a contract for 16 drums of Litho. Varnish.

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Hawkins Million Dollar Hen (tradename of a well-known chicken incubator manufacturer) now uses Sherwin-Williams Toner Enamels with good success. To Mississippi Valley MSD'r Floyd Klitzing goes the credit for developing this fine account.

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In justice to the representatives who have made outstanding sales, it is only fair to say that the above sales were picked at random and that space does not permit the listing of more names.

Due to a typographical error, the sub-head above the article on sales progress by K. H. Wood on Page 1 of the last "What's New?" (No. 16) reported a 33 per cent gain for the week ending March 5th. This gain was actually for the week ending March 12th.