

SHERWIN-WILLIAMS

SELLING TIPS

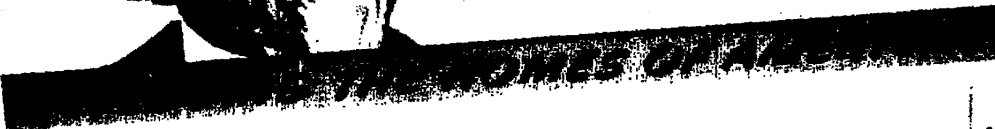
VOLUME

CLEVELAND, OHIO

OCTOBER 1941



2 Important
Announcements
See Pages 5 and 9



SHERWIN-WILLIAMS PAINTS





EXECUTIVE OFFICES
101 PROSPECT AVE., N.W.
CLEVELAND, OHIO

TO SHERWIN-WILLIAMS AUTHORIZED DEALERS:

This is Sherwin-Williams 75th year in business — our Diamond Jubilee Year. It is the greatest year in our history, from the standpoint of volume of sales and growth in the number of members of our Dealer family — a fitting celebration and climax to 75 successful years.

We are grateful for all of the contributing elements to the growth and success of our business, not the least of which has been the type and caliber of men within our organization during these past 75 years, as well as the type and caliber of our Dealer organization — the finest and best in the industry.

Together, Sherwin-Williams and its Dealers have faced "EMERGENCIES" over a period of 75 years, and we have come out of each one stronger than before.

Together, we have experienced "WARS" and "DEPRESSIONS" over a period of 75 years, and out of each we have come stronger than ever.

It is the aim and determination of our Company to emerge from the present unsettled world conditions into times of Peace, with a system of Dealer distribution that will be physically stronger and more productive than ever in the past.

This, like all progress we have formerly achieved, will come only thru wise planning and hard work — never losing sight of our objective, even in times of great stress.

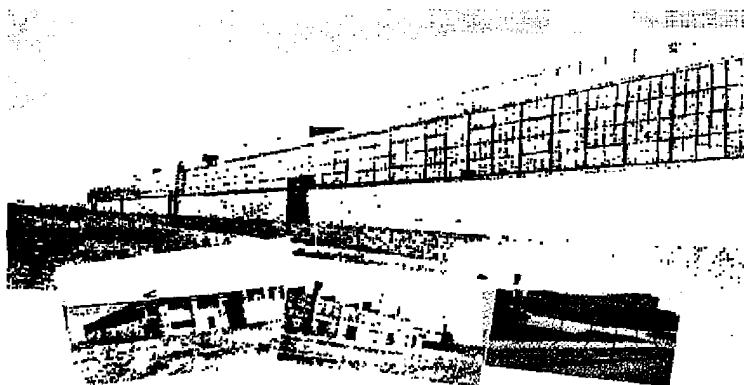
It is our plan to work with our Dealers in every way to supply vigorous and positive merchandising, advertising and selling plans which will enable our Dealers to maintain their undeniable leadership in paint merchandising in their respective communities, so that when Peace returns to the world and Industry resumes its normal aspect, the wild scramble for every available customer will find each Sherwin-Williams Dealer in the strongest possible position.

With this Anniversary Message I send greetings to Sherwin-Williams Dealers everywhere, and assure you of our desire to support you in every practical way to insure maximum future progress.

Most sincerely,

A.W. Stuedel
President

AWS-B



EXPANSION RUSHED: To ease production resulting from defense orders, construction is being rushed on two new units at Chicago. Above: giant warehouse could house 3 football fields. Left: new chemical manufacturing unit.

MIDDLE: New titanium processing plant, Gloucester City, N. J. **RIGHT:** New Argentina paint plant recently completed will help take load off domestic production.

PAINT GOES

"ALL OUT" FOR DEFENSE

If you want to see how completely paint has gone "all out" for defense you need only visit any one of Sherwin-Williams' 22 factories. Everywhere it's DEFENSE, from Chairman of the Board George A. Martin and President Arthur W. Steudel down to the shipping clerks dispatching tonnage and gallonage in undreamed of, fantastic figures.

The announcement of the company's important defense job of constructing, managing and operating the huge new shell loading plant in Southern Illinois is entirely over and above the regular day in and day out, twenty-four hour production of needed paints, varnishes, lacquers and other protective coatings for Uncle Sam.

World's Largest Customer

And Uncle Sam is the world's largest customer for paints . . . for the army, navy, air force, housing and hundreds of first line defense requirements not to mention all the indirect needs and uses.

Mobile equipment, tanks, combat cars, scout cars, troop carriers, supply tanks . . . every part of every unit must be finished with flat olive drab to prevent corrosion, to facilitate maintenance, to blend with surroundings. Also, every piece must be stenciled for identification with blue paint that photographs poorly. The volume of stencil paint alone is staggering.

Shells Need Paint Protection

Shell-makers lean heavily on finishing materials. Whether 37mm. or 15mm., shells must be coated

inside and out . . . inside to prevent dangerous reaction between metal and explosive and outside to prevent corrosion and for identification purposes.

Automatic spray machines that coat 105mm. shells, coupled with infra-red baking machines can turn out finished shells at the rate of 1,000 per hour are now in use. They contrast amazingly with the 40 per hour output obtained with ten-men hand-painting crews in 1918. Metal and wood shell boxes must also be finished.

Bombs, too, are carefully finished inside and out. Here again, automatic spray machines take sizes from small incendiaries to 2,000 pound demolition bombs and coat them so perfectly that not a single bare spot remains to react with the explosive. Unlike shells, bombs are rarely crated and must, therefore, be protected against rust with zinc chromate primer and synthetic enamel or lacquer.

Other Uses of Finishes

Assault boats must be finished to last years without deterioration. Submarine interiors are cork-sprayed. Trunks and lockers and supply cases are manufactured and finished by the hundred thousand: coats and mosquito bars by the million; gas masks and helmets; pontoon bridges; guns of all types; airplanes, finished inside and out; and ships . . . from dreadnaughts to PT boats . . . are a finishing job that never ends.

And so it goes. Organic finishes have their finger in every munition pie. And unless carefully

(Continued on page 11)

S-W GIVEN CONTRACT TO OPERATE HUGE SHELLLOADING PLANT

The ground has been broken by The Sherwin-Williams Company for the construction, management and operation of a huge bomb and shell loading plant known as Illinois Ordnance Works, to be built on Crab Orchard Lake at Marion, Illinois. The department's official announcement



Col. E. E. Ware

concluded a series of discussions between Army officials and Sherwin-Williams' Board Chairman George A. Martin, and President Arthur W. Steudel.

A separate company known as The Sherwin-Williams Defense Corporation has been set up to operate the new project on a management contract with headquarters at Cleveland, Ohio. By this action, the world's largest paint manufacturer makes available to the government many of its trained management and production experts.

In charge of the new ordnance plant's operation will be E. E. Ware, Vice President of The Sherwin-Williams Co., who for many years has been technical advisor to the president. In addition to many years of chemical engineering and operating experience in the paint industry, Mr. Ware was active in the World War Muscle Shoals development, where he served as a lieutenant colonel. For the past two years, Colonel Ware has been in charge of developing and operating the new Sherwin-Williams Titanium Plant at Gloucester, N. J.

The new plant site in Southern Illinois comprises some 25,000 acres of land. Exclusive of the cost of the land, the estimated construction cost of the works including equipment is between \$27,000,000 and \$40,000,000. The construction and operation of the plant will require several thousand men, most of whom are expected to be drawn from the immediate vicinity of the plant site.

While the ammunition-loading operation will be new to The Sherwin-Williams Co. and different from paint and varnish manufacture, nevertheless the company has acquired experienced and trained personnel through the operation of its 22 factories, which include chemical, dye, dry color and insecticide plants. The entire Sherwin-Williams business is a basic chemical operation involving mass production, all of which experience fits with the requirements of the new operation.

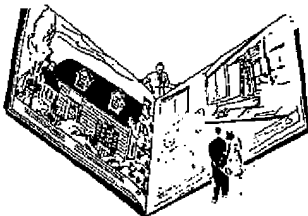
"It behooves any of us who have trained chemical and production men and an organization to do our utmost in this emergency," Mr. Steudel said. "Simply to carry out our usual functions of manufacturing the regular lines and products is not enough. Naturally, the new Sherwin-Williams Defense Corporation will not interfere in any way with our regular defense business in supplying large quantities of needed paint, enamel and varnish products for defense production."



MODERN EQUIPMENT: Modern high speed mills which handle huge gallonage are being used extensively in

S-W plants. Above, left to right: Ball mill, five roller mill and electric varnish kettle agitator.

They made it....



the Talk of the Town

...and Paint Sales increased, First 20%, then 40%

MCCURDY PAINT COMPANY Springfield, Missouri

August 25, 1941

Mr. J. L. Griffin
Sherwin-Williams Co.
Kansas City, Mo.

Dear Mr. Griffin:

We have recently had a very interesting experience with our Style Guide Lending Service and feel sure that you would be interested in same.

We have been placing our Style Guides with Beauty Shops, Department Stores, etc., for display purposes and recently placed one with the largest furniture dealer in Springfield.

During the month of July, we called to pick up the Blue Style Guide and was confronted with the remark from the general manager of this furniture store:

"Our store has sold numerous sets of drapes, and our Decorator has completed a new home with the aid of your Style Guide. I prefer that you leave your Guide here, or, send me two more copies of same for display in our sales department."

With this in mind, we received cash for 2 Style Guides, both Red and Blue of \$20.00 with a rebate due as soon as their purchases amount to \$200.00 for a 90-day period, from their refinishing department.

Results of our Lending Service from this one call should amount to approximately \$1,000.00 per year from this local furniture store, along with a cash deposit for both Style Guides.

Yours very truly,
McCurdy Paint Co.
By Irvin Burgess (Signed)

An impressive group of top-flight paint retailers—men who know their business from "A" to "Z"—were discussing the Style Guide, pro and con. As they studied results, one thing became evident in case after case: where the Style Guide was seen it was selling—selling in direct proportion to the amount of display given it.

The means of display were then studied. All agreed that department stores were glad to cooperate in displaying the Style Guide because it indirectly helps sell other related items. They have proved helpful in furniture, drapery and floor covering departments; they have been effective in the heating and plumbing departments, and in the housewares and housefurnishing sections.

Sell Ensembles

Things for the home are sold today as ensembles. Colors are correlated. A paint sale may come from the drapery department or vice versa. The current trend for finished recreation rooms in the basement has led to painting, heating and plumbing business on a big scale. Note the interest in "rumpus" rooms displayed in the Style Guide.

Lumber yards displaying the Style Guide in their offices find they do so to their marked advantage. Like free plans, free color schemes create great interest. Lumber yards on the outskirts of town find the Style Guide displayed in vacant windows gets their "up town" representation. Lumber mills have found the Style Guide sells from cellar to roof, including cabinets and all other millwork.

Banks, in business to make loans, find the Style Guide to be a great asset; are glad to display it cooperatively. Furthermore, real estate offices find it sells and rents homes.

These displays all assist the alert dealer to get the Style Guide before the public, to create lendings. In the files of Style Guide Success Stories, doctors

and dentists' reception rooms, theatre lobbies, hotel solariums, etc., are listed as excellent.

Stamp Display Copies

Libraries, because of the Style Guides' reference value, gladly and proudly display it. Club rooms are enhanced by it, to the dealers' advantage. Every Guide should have the message, "Borrow a copy of this Style Guide free. Call (Dealer's Name Address and Phone number). No obligation" stamped on the display copies in a number of places throughout the book.

In Wilkes-Barre, Pennsylvania, for example—and this is only one outstanding case in many—the Style Guide, as a medium, was tested exclusively. A 20% sales gain was reported on top of a previous year's 40% gain!

Right now, a Style Guide is on display at every point where the public congregates. In each instance a placard accompanies it; tells how it can be borrowed. If you were to go to Wilkes-Barre today, you would find the Style Guide in furniture stores, in beauty shops and barber shops, in club rooms. You would find it on display at any of the Singer Sewing Machine Company's classes.

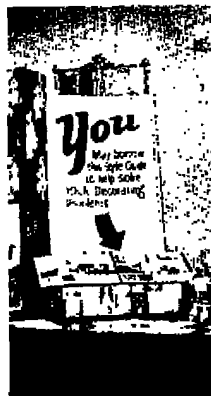
Stimulates Lendings

Church groups get 5 cents for each lending they secure—one lending alone led to a \$400.00 order.

"Displays are constantly in the window of the store and along the walls of the store," said the store manager reporting this case. "We take every customer over to the Style Guide, and we sell paint."

Wilkes-Barre literally made the Style Guide the "talk of the town" for they even trained a parrot to say and repeat—"Borrow a Style Guide. Borrow a Style Guide."

Don't miss the important message on the next page.



ACCENT ON YOU. This simple hand lettered card proved to be a real "lending service" stimulator.



WILKES-BARRE has literally papered its store walls with Style Guide pages. One row of pages is used as a running mural around the entire store. The back wall has been made into a photo gallery. Anyone



showing interest in these pages is immediately told he may borrow a Style Guide to take home.

To help ALL dealers get results like this... we make the following important announcement

NOW...Style Guides for Public Display

SHERWIN-WILLIAMS Helps You prospect for New Customers with a liberal Style Guide Deal.

Here Are The Rules:

1. Refund of \$2.50 per copy will be made to Authorized Dealers on Style Guide used for permanent display at public places.
2. No refunds will be made on Style Guides purchased before September 1, 1941. This offer expires December 31, 1941.
3. Dealer pays \$5.00 per copy price for Style Guides and when Application for Credit form S 3032, is properly filled in and signed, the Dealer will be credited with \$2.50 per copy.
4. This Special Offer on Style Guides does not apply to copies purchased for Dealer's own store use or Lending Service, or copies supplied to Painting Contractors, and other store customers.
5. Applications for credit must be made within 30 days after receiving Style Guides.

Everyone agrees that the more people who see the Style Guide, the greater the leadings. The Style Guide is what people have been waiting for a long time—but they don't realize it until they have an opportunity to see the Style Guide.

So that the greatest number of people in your community can see the Style Guide, we are making a most unusual offer. During four months, from September 1st to December 31st, Sherwin-Williams will refund \$2.50 on every Style Guide, Red or Blue, which you purchase at the regular \$5.00 price during the four-month period and use for public display purposes only. This does not apply to Style Guides displayed in your own store.

Take in Partners

Probably the best way that has been devised for a Sherwin-Williams Dealer to popularize the Style Guide in his community is to take other local businessmen into "partnership."

Retail furniture stores have needed something like the Style Guide for a long time to help them sell furniture. Department stores and other stores selling draperies, lamps, floor coverings and other home furnishings have also needed something like the Guide very badly. Why not let these fellows in on a good thing?

The local banks and savings and loan companies have much to gain from the Style Guide, because it makes people want to buy, remodel or build homes, which usually requires bank financing, and that's what banks and savings and loan companies have to sell. Let these fellows in on the "partnership." One mortgage loan department uses the Style Guide to successfully increase the amount of the loan by showing the applicant the Style Guide and saying that their home can be painted by increasing their loan by only \$1.00 per month.

It is important that as many people as possible SEE the Style Guide. Many dealers will do the job "up front" by arranging for Style Guide to be displayed in public libraries, art and home decoration classes in public schools, sewing schools, women's clubrooms and beauty parlors. And these dealers will also see to it that each Guide is properly displayed on a Style Guide stand. On every 8th or 10th page throughout the Style Guides they will neatly rubber stamp the message:

"Borrow a copy of this Style Guide free. Call Dealer's Name, Address and Phone Number."

Here are a Few of the Many Places You Can Display the Style Guide

Local Conditions Will Suggest Other Display Spots



FURNITURE STORES



DRAPERY DEPARTMENTS



BANK LOAN DEPARTMENTS



LADIES' LOUNGES



PUBLIC LIBRARIES



HOME DECORATION CLASSES



BEAUTY PARLORS



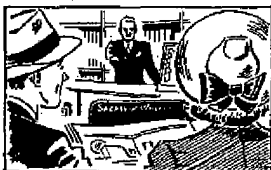
HOSPITAL SOLARIUMS



SEWING SCHOOLS



REAL ESTATE OFFICES



PHOTOGRAPHIC SUPPLY STORES



THEATRE LOBBIES

Style Guides' Activity Boosts Paint Sales 30 Per Cent

... and they aid in developing prospects for the Springfield Hardware and Paint Co.

Reprinted by Permission of Hardware Age from its August 7th issue.

"Borrow a copy of our Paint and Color Style Guide" is the invitation the Springfield Hardware & Paint Co., continually extends to the consumers of Springfield, N. J. Hundreds in this community of 1700 have taken advantage of this invitation, have used one of the store's style guides to solve their painting problems, and have finally purchased their paint requirements from this concern.

"These books have increased our paint business more than 30 per cent," says I. Freeman, one of the partners. "Every one of the books is in the hands of some prospective customers for paint every day. As a matter of fact, we have quite a waiting list for them most of the time."

"Here's how we use these books to get complete information about a customer's painting plans. When a person asks to borrow the style guide, we take time to show them just how to use it. We also give them all the color charts and other items they will need. The next steps are to obtain the person's name and address, and to find out what he plans to paint, when the job is to be started, and whether it will be done by a painter or by themselves. In all cases, the individual has no hesitancy in giving this data as a consideration for the use of the book.

"When the visitor leaves with the book we ask him to return it the next day and we have only had one or two persons who did not do as we asked. Each person borrowing a book must call for it and must also return it to us."

Everyone borrowing the book is a good prospect for paint so this list of names is one of the best prospect lists a store could have. It is used to good

A copy of this style guide is featured prominently in each paint window. Streamers upon the glass invite passersby to borrow one.



advantage in the mailing of direct-mail folders and circulars on the complete paint line.

One style guide is always shown in the store on a special stand which is designed for this purpose. Here it serves as a reference book when customers are undecided as to proper color schemes or when they desire suggestions for a certain painting job. It is one of the best sales aids in the store. Attention is drawn to this book by a light blue and red neon sign at about eye level.

Another copy of this book is featured in each window display of paint. Streamers on the glass also invite customers to borrow a copy of the style guide.

PAINT IS LEADER AMONG "SHOPPING" LINES

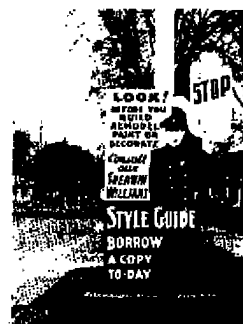
Early this Spring, American Lumberman published an interesting article about the Scruggs & Guhleman yard at Jefferson City, Mo. The excerpt below will interest S-W Dealers:

"When we took over this yard," Mr Guhleman said, "it carried a small stock of paint; not well organized and not effectively promoted. The former owner advised us to close it out; said it carried little over-all profit, was a pain in the neck to handle, couldn't be promoted effectively because shoppers wouldn't come that far to shop. We didn't think this was good advice. The yard, as you see, is just a block from the main retail street of the city; and we thought if we promoted the factors of building that are usually considered shopping lines, all of them together would bring shoppers our way. That has proved to be a good guess. We did change lines of paints and now handle Sherwin-Williams; both because it is good paint and because the company puts out excellent service and sales helps.

"Here, for instance, is a big book of color schemes and color harmonies. It's the best device I know about; charts and plates big enough and with the shades so exactly right that a customer can get the full value of the effects. We've found, in selling paints, especially for interior decoration, that really not many people, including women, know much about color. Women may know it in fabrics but not in wall surfaces. They want help; and this service gives it to them. As you see, the paint department is in a special store of its own, across the main alley from the office and other sales rooms. We have a man in charge who is a paint and color specialist. It's separate enough so that customers who come to study colors are not distracted by the traffic always going through the other sales rooms.

"I know something about the way women study over color schemes and house plans before they are ready to build. We've recently built a house; and Mrs. Guhleman studied those plans for six years and knew every detail before we started. It's commonly said that no one can see a house exactly as it is before it's built; but I don't think any detail in our house deviated from Mrs. Guhleman's mental picture.

DISPLAY IDEA→



Cut out and painted on plywood, this display is a "sure-fire" stopper when placed next to the curb or in front of the store. Just try it.





Give WINGS to Your Paint Department

The man who shows big department stores a less expensive way of selling color will make a fortune. Thousands of dollars could be saved selling rugs, linoleum, furniture and furnishings if samples of colors were not necessary. But the fact remains, color must be seen to sell. Rug salesmen, for example, still pull back rugs from piles to show the colors. No color chip alone is satisfactory.

In the field of selling paint, nothing shows color in print as well as the Style Guide does, and nothing shows color in paint as well as the Self-Selling Wing Panel Display does. Together they do a double-barreled job of selling. Both show the effect of Paint. Both help the dealer cash-in on a tremendous market, a market no modern dealer can afford to miss.

Wing Displays are self-selling. They help sell women who demand color . . . pride and pleasure. They speed-up sales, attract the job-lot buyer. They establish goodwill as personal as a reputation.

Today, paint departments are largely service departments operated by paint dealers. They offer

decorative service and things related to it.

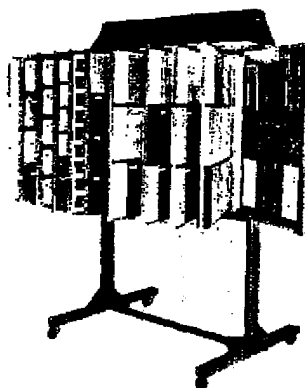
Naturally, the Self-Selling Panel Display fits into successful operation. It attracts new customers. It suggests additional products. It speeds up selling. It shows the degree of gloss, etc. It suggests uses. It provides painters with a selling aid.

Testimonials from all over the country prove the great and growing popularity of Self-Selling Panel Displays. They are the finest selling tool of their kind in the industry, they are second only to

the Style Guide which serves a different purpose.

Dealers who do not have available wall space for displays, need not forego the advantages of having self-selling wings. We have developed a rigid stand (see below) which is equipped with casters and can be used in any location, even in a window.

Dealers desiring more information on Self-Selling Panel Displays or Stands are invited to ask their Sherwin-Williams representative for details. These displays pay for themselves.



"Confidentially . . .



"Here's a tip to you, Mr. Paint Dealer. Now's the time to sell to women—and here's why:

"Most women's clubs meet during the winter months, first at one member's house then at another's. And no woman who entertains wants to do so against a background of faded walls or run-down floors.

"No younger woman wants to live in a drab, colorless home—one painted white with ivory ceilings and cream walls—any more than she wants to live a cold, colorless life.

"Speaking from experience, I think the trouble with color was color. No woman wanted to run around with color wheels or pinwheels looking for the answer. The Style Guide, of course, is the answer.

"And for a very simple reason—a woman need not be an artist to appreciate a painting,

nor a musician to appreciate music. Only with the Style Guide can she buy the effect of colors.

"Every color hope and problem the Style Guide solves, I know. And I know that nothing adds so much to the home, per-dollar, as paint and color.

"In the summer the word 'cool' is a drawing card. In the winter 'color' is the all-important thing. It is a time when all of us stay in, to read, to work, to entertain.

"No one prefers four drab walls. Everyone feels the need for color, 'warm' color for cheer and life. Certainly homes should be color-conditioned as well as air-conditioned; for as long as people are conscious of the sky, be it blue or gray, they will be color-conscious.

"If I were a dealer, I'd certainly sell color during the winter months. It seems to me, every dealer has a natural opportunity to cash-in with the Style Guide Lending Service.

"It is time that some of you men learned that while vanity is vanity, it is also big business—the business of beauty, and color."

Sherwin-Williams THE METROPOLITAN OPERA "AUDITIONS OF THE AIR"



Audition winners for the 1940-41 season. Left to right, Mary Van Kirk, Lansing Hatfield, Mona Pansie.

Seven years ago when the Metropolitan Opera Auditions of the Air were conceived, they offered operatic opportunities to ambitious youngsters; entertainment to radio listeners; a well-organized talent search for the Metropolitan; and an artistic commercial program for the Sherwin-Williams Company.

What the Sherwin-Williams Company began as an artistic experiment in 1935 has turned out to be an artistic necessity. Aware of this responsibility the "Metropolitan Auditions of the Air" start their Seventh Season with the belief that there is to be found in the United States of America the future operatic stars of tomorrow.

Public approval of the task Sherwin-Williams has set itself to is witnessed by last year's radio surveys which gave the program an audience rating estimated at a 100% increase over the previous year. Each year this program has become more and more important because of the work it is accomplishing entirely aside from its commercial value. Thus it differs greatly from the average radio program but builds tremendous good will for Sherwin-Williams products and Sherwin-Williams dealers.



The big moment, President Sisudol presents plaques and \$1000 checks to the winners.



Crowds throng to NBC's largest Radio City auditorium each Sunday to hear the auditions.

IMPORTANT ANNOUNCEMENT—To Stimulate Store Traffic for YOU, to Create Interest in YOUR Style Guide Service, An Offer of a Complete Paint Job (INSIDE AND OUT) will be Given Away FREE. 25 other Prizes

SHERWIN-WILLIAMS UNIQUE RADIO OFFER

Here is real news! October 19th is the day when your opportunity will literally be knocking at the radios of hundreds of people in your community.

Along with a finer than ever "Metropolitan Opera Auditions of the Air," Sherwin-Williams has added something new which should mean a great deal to you.

As a starter, we are going to make some prize offers on the air which, we feel, will be a wonderful incentive to the radio listeners in your area to learn where YOUR STORE is, and become familiar with the services YOUR STORE offers.

The first prize is the winner's choice of his home completely re-painted, inside and out, with Sherwin-Williams Paints (labor included) or a \$1000.00 United States Defense Bond. Twenty-five additional prizes of one room in a house completely re-painted will also be awarded.

How It Works

Each Sunday starting October 19th, Milton Cross will announce the prize offer during the course of each Audition program. Prizes will be awarded to the best statements submitted before November 18th on the subject, "Why I prefer the color styling of the room shown on page — of the Sherwin-Williams Style Guides. Each listener will be directed to your store to see or borrow a Style Guide in order to make a study of the rooms shown. Listeners must also go to your store to obtain entry blanks.

Should there be a winner from your locality, it will cost you nothing. You, of course will make the arrangements for the paint and labor, Sherwin-Williams will reimburse you for both. The public-

ity and advertising you get out of this activity will more than offset any inconvenience.

How To Tie In

Here are the easy things which you will want to do to take advantage of this radio opportunity.

1. Be sure that the window poster sent you with the Radio News has a prominent place on your window.
2. See that some Sherwin-Williams Official Entry Blanks are in a handy place for your customers. It might be well to place some in a random pile on the counter nearest the door—some more near the cash register.
3. Be sure everyone in your store is familiar with the rules.
4. Place some copies of the Radio News where your customers can see them. They will be interested in this fine picture presentation of your program.
5. Distribute some copies of the Radio News in your community. Talk to your friends about the prize awards offered on your radio program, and ask them to listen Sundays.

RULES OF THIS CONTEST

1. Anyone in the United States is eligible for this contest except the employees of the Sherwin-Williams Company, their recognized dealers, and their advertising agencies and their families.
2. Contestants must use this entry blank provided by the Sherwin-Williams Company.
3. Unless the contestant writes the number of a specific page of the Sherwin-Williams' Paint and Color Guide in the space provided on the entry card his or her entry will not be considered by the judges.
4. The judges will select the winning entries on the basis of clearness, sincerity and originality of thought. The judges' decisions are final. Members of the same family may send in en-

- tries... but only one member of a family can win a prize.
5. The following prizes will be awarded: First prize—complete repainting of the winner's home, inside and out, including Sherwin-Williams paints and labor only, OR a \$1000.00 U. S. Defense Bond. Next 25 prizes—Any ONE room selected in a winner's home re-painted FREE, including paint and labor only. The contestant can have the choice of a living room, dining room, bedroom, kitchen, bathroom, or a game room re-painted.
6. The contestant agrees that the color-styling to be used is exactly as specified on the page chosen from the Sherwin-Williams' Paint and Color Style Guide.
7. All entries must be postmarked no later than Midnight, November 18, 1941.



STARTS SUNDAY, OCTOBER 19th Over the Following Stations

Basic Red

WEAF
WNAC
WTIC
WTAR
WTAG
WCSH
KYW
WDEL
WBAI
WRC
WGY
WBKN
KDKA
WTAM
WSPD
WWJ
WSAI
WAVE
WIRE
WMAQ
KSD
WTMJ (starts Dec. 7)
KSTP
WHO

City

New York, N. Y.
Boston, Mass.
Hartford, Conn.
Providence, R. I.
Worcester, Mass.
Portland, Maine
Philadelphia, Pa.
Wilmington, Del.
Baltimore, Md.
Washington, D. C.
Schenectady, N. Y.
Buffalo, N. Y.
Pittsburgh, Pa.
Cleveland, Ohio
Toledo, Ohio
Detroit, Mich.
Cincinnati, Ohio
Louisville, Ky.
Indianapolis, Ind.
Chicago, Ill.
St. Louis, Mo.
Milwaukee, Wisc.
Minneapolis-St. Paul
Des Moines, Iowa

Basic Red

WOW
WDAF
Red Southeastern
WTAR
WPTF
WSOC
WFBC
WISE
WOPF
WKPT
WIS
WCRS
WOLS
Red Florida
WJAX
WFLA
WTAK
WIOD
Red Southeastal
WMC
WSB
WBEC

City

Oklahoma, Nebr.
Kansas, City, Mo.
Norfolk, Va.
Raleigh, N. C.
Charlotte, N. C.
Greenville, S. C.
Asheville, N. C.
Bristol, Va.
Kingsport, Tenn.
Columbia, S. C.
Greenwood, S. C.
Florence, S. C.
Jacksonville, Fla.
Tampa, Fla.
Lakeland, Fla.
Miami, Fla.
Memphis, Tenn.
Atlanta, Ga.
Birmingham, Ala.

Southcentral

WSMD
WJDX
WAML
WFOR
Red Southwestern
KVOO
WKY
WFAA-WIAP
KPRC
WGAL
Red Mountain
KOA
KDYL
Red Pacific
KPO
KMJ
KFI
KGW
KOMO
KHQ
MidSouth Red
WSM

City

New Orleans, La.
Jackson, Miss.
Laurel, Miss.
Hattiesburg, Miss.
Tulsa, Okla.
Oklahoma City, Okla.
Fort Worth-Dallas
Houston, Texas
San Antonio, Tex.
Denver, Colo.
Salt Lake City, Utah
San Francisco, Cal.
Fresno, Cal.
Los Angeles, Cal.
Portland, Ore.
Seattle, Wash.
Spokane, Wash.
Nashville, Tenn.



Milton Cross, Announcer



Left: Window displays which tie in with holidays or special events are your first out of the "con of the mill" class. Here is an idea for Halloween in which is simple and one with very little trouble. A pumpkin painted on between the window focal point and draws attention to the Style Guide placed directly in front of it.

Below: Like black velvet was off a jewel, so this window with its crepe paper frame sets off the Style Guide. A hand lettered card tells the "borrow a copy" story. The window is different, dramatic and effective.

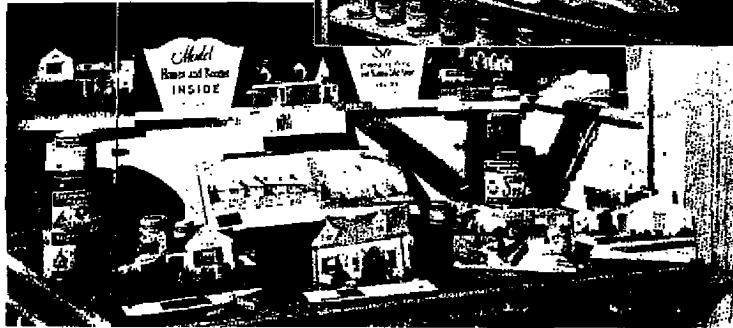
Window Showmanship

Here is one of the most attractive window trims of the year. It was designed by Mr. Antonio Basso, manager of the paint department for May & Co., San Jose, Puerto Rico. Frames were made of plywood and mounted on a folding screen. It can be used to any shape window, or inside the store.



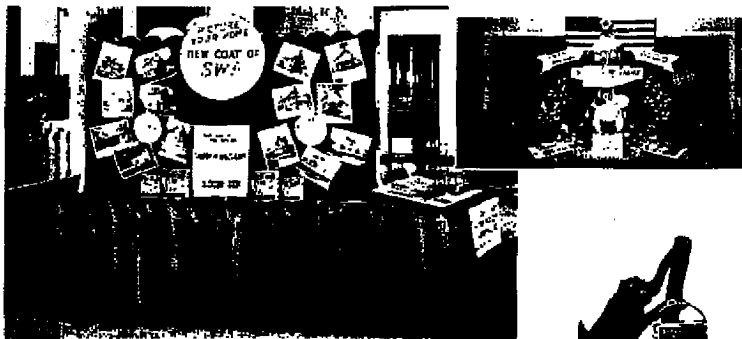
A beautiful blonde classmate "dressed to kill" and the Style Guide stand stopped and brought in store front traffic for Spinnaker's Paint II, J. A small hand-lettered card in the window gave the local department store the prep.





ABOVE: Don't discard worn out Style Guides. Many of the pages are probably in good condition. With them, you can make unusual counter and window displays. Just take a pair of scissors and cut around the sides and roofs of the

houses, paste on heavy cardboard. The effect is astonishing. The pictures take on the third dimensional effect of actual model houses but have the additional advantage of absolute scale and convincing color. It is well worth trying.



ABOVE: Here are two ideas for bank lobby displays. In the above right photo notice the arrows which point to the trade-mark and at the same time call attention to the store's location. Use of "before and after" photos (lower display) always creates interest.

RIGHT: Dealer Pekoc, Cleveland, Ohio, made use of a stuffed monkey as an attention-getter in his window. It clicked. Mr. Pekoc says the window resulted in selling at least two house paint jobs.



PAINT GOES "ALL OUT" FOR DEFENSE

(Continued from page 3)

geared to shop requirements, they can be almost as serious a bottleneck as actual material shortages. To fit modern finishes both to plant needs and to government specifications is a job to which Sherwin-Williams has dedicated itself with all its energy.

Large Orders

A Chicago plant orders 8,500 gallons of enamels for bomb fins . . . a Southern body plant calls for 15,000 gallons of dull olive-drab for army trucks . . . 20,000 gallons of enamel to a farm implement maker for shell cases . . . \$13,000 worth of enamel for 200,000 folding chairs . . .

These are a few recent orders and releases filled by Sherwin-Williams. They are straws in the wind that indicate the magnitude of America's rearmament program as well as the volume and importance of the finishing materials required. Industrial finishes play a part far more vital than their dollar value indicates. Actually there is scarcely a product among the thousands being made for the armed forces that does not require a coating of some sort.

Typical of the defense activity and orders prevalent at all Sherwin-Williams plants, is the Cleveland factory. Among current immediate paint orders in production is paint for scout cars, naval engines, searchlights, anti-aircraft guns, gun racks, munitions, and any number of paint orders for indirect defense jobs such as paints for prefabricated steel houses, finishes for automatic screw machines, cranes, electric motors and metal partitions for cantonments.

There is also a large gallanage of orders on hand from railroads, steamships and lake carriers for protective coatings of all kinds. The amount of paint materials being turned out for army camps, cantonments, training camps, Government Defense Housing projects run into hundreds of thousands of gallons of Government Specification Paints.

Research Division Busy

The Research and Technical Divisions are busy these days and amazing developments are taking place; for example, a new fire-resistant "dope" for airplane fabric coverings that makes them safer, airworthy and unbelievably strong.

Strange Facts About Paint in the Air

Painted planes fly faster than unpainted ones . . . transport planes are waxed frequently to reduce drag . . . a tiny sport plane takes more paint than a six room house . . . painted plane surfaces cost less to maintain than bare-metal surfaces . . . U. S. Army planes, nearly all of which are painted, are "deloped" every year for inspection . . . active combat planes are painted fabric!

All of which should explode the theory that today's airplane is a named metal concoction which has outgrown the spray-gun and brush. Also it should highlight the importance of industrial finishes in America's air-arming program, and the way paint technicians have kept pace with aviation progress. Sherwin-Williams' pioneering in the air, it is worth noting, began with a 50,000 gallon airplane varnish order early in 1917.

Defense for the Homes of America

All this defense activity has put a tremendous burden on our manufacturing facilities, and Uncle Sam comes first, but at the same time Sherwin-Williams recognizes its obligation to keep the homes of America defended against the destructive wear of the elements. They will continue their policy of supplying quality products for which the name Sherwin-Williams has been synonymous for three-quarters of a century.

What's New -

PAINT CONTRACTS FOR FHA JOBS UNDER \$1000 LIMITED TO 18 MONTHS

It has come to our attention that some people have mistakenly thought that paint jobs could no longer be purchased on time payments. Such is not the case. The Sherwin-Williams Easy Pay Plan is still available, or painting can be purchased on time through regular FHA lending institutions.

One change has been made in time payment contracts to conform with the President's Executive Order of August 9, 1941. This change, covered in Regulation "XV" on Consumer Credit, limits payments on paint contracts under \$1,000 to 18 months instead of the 36 months formerly allowed.

S-W CO-OPERATES IN NEW TREND TO CO-ORDINATED MERCHANDISE

In the recent past, consumers have become more and more color conscious as magazine editors and stylists have played up and sponsored the vogue for more color in the home. As a paint manufacturer we have done everything possible to influence and keep ahead of this trend.

Most of this color styling has been carried on independently by manufacturers of home furnishings, with the result that "rose" in a rug may be "peach" in a drape, etc.—making for a merry state of confusion on the part of the consumer.

And amid this welter of color styling, and the too-wide range of colors offered by each manufacturer, consumers have been learning to demand that colors in rugs and carpets, wall colors, draperies, upholstery fabrics, lamps and accessories "go with" each other . . . by matching or harmonizing.

Out of this have come many plans for doing a better, more thorough, more satisfactory job for the consumer. We have participated in several coordinated home furnishings plans, the most important of which, we feel, are the ones described here. These two plans should not be confused since they are really based on two very different ideas.

The Pendleton Plan

Now established in department stores located in 47 different cities throughout the country, the Pendleton Shops offer complete rooms assembled with Pendec Co-ordinated Merchandise. These Pendec ensembles include . . . Bed Spreads . . . Blankets . . . Curtains . . . Carpets . . . Closet Accessories . . . Comforts . . . Fabrics . . . Furniture . . . Glass Curtains . . . Lamps . . . Paint . . . Pictures . . . Rugs . . . Shower Curtains . . . Table Linens . . . Toilet Accessories . . . Trimmings and Towels.

All the above Pendec merchandise has been created by nationally known manufacturers to match and harmonize with the color and style specifications established by Joseph Platt, leading artist-merchandiser. Sherwin-Williams is the only paint manufacturer collaborating in this plan, and it so happened that seven of the twelve paint colors used in the room schemes, were standard Flat-Tone colors. The other five are specially prepared colors from Flat-Tone White and First-Quality oils. All twelve colors have been put in a special Pendec Color Pack which is available to all Dealers who have Pendleton Shops located near them. Also, those who are interested in making special use of this merchandising plan which will be advertised nationally in the home furnishings magazines this fall, may get further information from Sherwin-Williams Representatives.

Colored Merchandising Plan

The Bigelow-Sanford Colored Merchandising Plan differs from the Pendleton Plan in that color,

not complete rooms and ensembles, is the basis, and the merchandise of nearly two hundred manufacturers are coordinated to match or harmonize with each other.

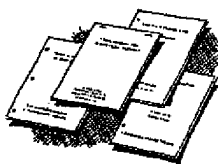
Bigelow-Sanford took seven basic "best-selling" colors and added tones and shades totalling 49 colors in all. This made a line of seven color tones from which the many manufacturers keyed their own merchandise.

Sherwin-Williams cooperated by preparing standard Flat-Tone intermixes to match the basic color tones. Fourteen colors were prepared—seven light colors, and seven deep colors. Special color packs, properly keyed with specifications, are available to dealers for the Bigelow-Sanford Colored Home Furnishings Plan.

Since so many manufacturers, and their distribution outlets are cooperating with the Bigelow-Sanford Carpet Company, there promises to be widespread interest from consumers in this particular color plan.

Dealers should be familiar with the colors which Sherwin-Williams has prepared, should know where the plan is being pushed in their own city. In this way they will be able to inform the department stores and other retailers of their ability to handle the wall finish end of the Color Plan.

FREE MANUALS FOR THE GUIDANCE OF DEALERS



Recognizing that the welfare of its Dealers and its own welfare are largely inter-dependent, Sherwin-Williams is anxious to do everything possible to guide its Dealers to maximum profits. With this in mind, manuals have been prepared for the guidance of Dealers, on the following subjects:

How to Stock Paint for Profit

(Model Stockkeeping Plan for Dealers)

Employing, Training and Compensating Sherwin-Williams Dealers' Outside Salesmen
Catalog of Selling Equipment for Sherwin-Williams Dealer Salesmen

Credit and Collection Guide for Sherwin-Williams Authorized Dealers

Sundries for Paint and Wallpaper Stores

A Free copy of any or all of these treatises will be forwarded to any Sherwin-Williams Authorized Dealer. Write The Sherwin-Williams Co., Dealer Sales Department, Cleveland, Ohio.



The smartest paint dealers today enjoy the double profit of store selling plus home selling. They make more at the door than they do on the floor.

They enjoy a 40 per cent counter business plus a 60 per cent painter business; the painter business

Retail Credit

NINTH OF A SERIES

The Retail Buyer

Your basis for Credit is the reputation of the customer for paying his obligations, his income or permanency of employment. You should require references and get the experience of other merchants who have sold him or get a Credit Bureau report if you are a member of the Retail Merchants Bureau in your city. If his record is satisfactory, you can allow a reasonable amount of credit on the usual thirty-day terms.

If his record shows that his previous creditors found him slow and unsatisfactory, if he has unpaid accounts of long standing, if he is not employed regularly and has no other income, he is entitled to little or no accommodation in a credit way.

Trust Your Judgment

When making a credit decision, whether in the case of a contractor or retail customer, insist on facts, then be guided by your judgment.

Undoubtedly your judgment is good, but people get into trouble, not because their judgment does not tell them what they should do, but because they disregard it and follow impulse instead. In business you may often find your impulses conflicting with your better judgment. Permit your judgment to have its way and you will, in the long run, be successful.

There are various methods of getting an account secured.

Guaranty

Never accept a verbal guaranty. Frequently we have been told that certain accounts were guaranteed, only to find when it came to a showdown that there was no legal guaranty—merely someone's verbal and more or less vague statement that had been construed as a guaranty.

When a guaranty is offered, it must be in written form and there must be no question of the guarantor's ability to make good on it. His credit should be carefully checked.

as a result of home selling. This bulk business is big ticket stuff.

Paint, therefore, like nationally advertised refrigerators, floor coverings, furniture, sewing machines, sweepers, oil burners, air conditioners and a host of other household needs, should be sold in the home.

In a survey of 15 department and 10 furniture stores by Home Wear Research Bureau, it was discovered that 41.8% of all the big ticket sales are closed in the prospect's homes. "It is significant that more than 40% of electrical appliance sales are being closed in customers' homes," continues the same authority.

The outside system of selling is simple. The idea is to get the salesman imbued with the spirit of making things happen—regardless of weather—rather than just letting things take their own course.

The Paint and Color Style Guide has proved to be an excellent silent salesman, but in the salesman's hands, it becomes dynamite on the floor and at the door. So begin today to enjoy the double profit of counter business plus painter business. There's as much profit in paint as there is in any big ticket item, aside from the regular retail profit.



4 Ways to ZIP-UP Over Counter Sales

Make pyramids of paint, as illustrated, the same as super-markets do. Top these displays with price cards. Stock up little pyramids of Enameloid on the wrapping table, and put pints in painted baskets by the cash drawer.

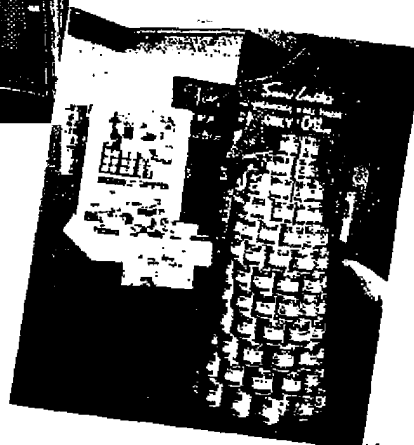
Related displays sell additional, related items, if you make the most of them. For example, cleaners and polishes and waxes sell paint, and on the other hand, paint sells cleaners, polishes and waxes. This runs up profits. If you sell 25 customers a tray a brush in addition to the paint they come for, you would "zip" your yearly sales 10 thousand dollars. That's why it pays to sell undercoaters, sundries. You get the extra profit.

Another way to increase sales is to spot-light your Style Guide, give it added prominence. For

this purpose, reflector-type bulbs are generally used. Window displays previously used are excellent for paint and color atmosphere either in a store or in a paint department. The informative price cards you received for Fall are ideal for a product-price promotion, in the store as well as in the window. Many dealers go even a step further with a tie-in between newspaper ads and products featured, with signs, "as advertised."

Notice the displays pictured on this page. New products are demonstrated. Related products are displayed in "use" groups.

Window displays bring prospects in, store and stock displays sell them when they are in. Both kinds of selling help zip-up your sales.



"Why I Like to Sell S-W Products"

By Ellen Gilbert



ELLEN GILBERT

IN the spring of 1929 I decided to cast off all household duties and go to work. I applied at one of the leading department stores in Detroit and was given the opportunity of working in their paint department. I knew absolutely nothing about paints, but as there was no other opening available, I decided to take a chance and make every effort to learn the business.

But you can't learn the business by just waiting on customers. I quickly found out. My first week was terrible. I sold SWP House Paint for inside use, Flat-Tone for enamel undercoater, linseed oil for thinning varnish, glue size for sealing walls—and about everything else which was contrary to the rules governing paint application. Even so, I was doing a pretty good job as my sales were averaging about \$100.00 a day.

The adage "where ignorance is bliss" does not apply to the paint business. Complaints soon started to come in. Even today my face burns with humiliation when I think of the reprimands I received from customers. Then and there I decided to eliminate these mistakes by taking home and studying all the paint literature, color cards, booklets and the like, that I could lay my hands upon.

I found that Sherwin-Williams literature gave me the basic knowledge I needed. The explanation of their products was easy to understand, directions simple to memorize, and I knew that any company which manufactured practically all the ingredients used in their products could make a more uniform piece of goods. It gave me greater confidence when presenting my sales talk to the customers.

Now, after the sale had been made, the customer found that my statements were true—Sherwin-Williams Paints were easy to apply, were long wearing and did wash easily without losing their original finish. This gained for me their confidence and they told their friends. By degrees I have worked

up quite a clientele who seem to depend upon me to assist them with all their paint problems.

My next step was to solve the demands of my customers, 90% of whom were women, for color ideas and combinations. By the use of color cards, decorator books and various magazines, I managed to work out different color schemes for my customers to select from. Now, lo and behold, Sherwin-Williams has anticipated my needs and have brought out their Paint and Color Style Guides. The day I saw my first Guide was one of the happiest in my life for I knew my worries were over! Here I had actual reproductions of the finished paint job. All I had to do was to allow my customers to sit down and page through the Guide or borrow one to take home. Orders, now, are only a formality.

In conjunction with Sherwin-Williams national sales program, Crowley-Milner & Company established the Style Guide Lending Service. This has made it possible to contact many new customers who, after borrowing the Guide, would phone me. Many an order has been received in this manner without meeting the customer in person.

Now I have to smile when I recall that I used to think that sales averaging \$100.00 to \$150.00 a day were marvelous. Those were "pickers" compared to my sales this year which have run as high as \$900.00 for one day.

—Now you know why I like to sell Sherwin-Williams Paints.



NOTE: The FHA has prepared promotional material to be used by retailers to promote "Repairs for Defense." Order your requirements now. See list below.

Material Available To Dealers

- Window display No. 6
- Dealer Guide
- Window Sticker
- Folder for Public Distribution
- Dealer Folder (FHA Eligibility)
- Repairs and Conversion (for dealers)
- Newspaper Ad Mats
- Radio Scripts

How To Obtain

Write to Division of Education, Federal Housing Administration, Washington, D.C. State quantity of each feature desired. Your request will receive prompt attention.

Defense CALLS FOR HOME REPAIRS

... and Home Repairs Call for PAINT

The Defense Program is the nation's biggest job. It has a special meaning to paint dealers. The defense effort offers an opportunity and a responsibility.

The nation needs housing... a lot of housing now... for defense workers. One of the most efficient ways to meet this need is to repair and remodel existing structures. Therefore the "Repair for Defense" campaign.

The FHA Plan for selling repairs for defense

is directed to the owners of property suitable for remodeling to accommodate more than one family and is restricted to sections where defense industries are located. These are designated as Defense Areas.

If you are... or suspect you are... in a Defense area, get in touch with your local FHA office at once. Every repair or remodeling job calls for paint and your cooperation is needed. It is to your advantage to do so. Here is a large market for paint to be sold at a legitimate profit.



NEWSPAPER ADVERTISING

The newspaper is an excellent means of reaching out for business. It is an important part of your sales campaign for Fall. And fortunately, the regular Sherwin-Williams Cooperative Advertising Plan brings the cost way down for you. Order the mats you want by number. As you know, they don't cost you a cent. All have a timely Fall appeal calculated to keep the cash driver busy.

Sherwin-Williams Classified Advertising for Dealers is a sure-fire bet. Don't miss it.

WINDOW AND STORE DISPLAYS

Be sure to put your window and store displays to work. They cost you nothing and they do a first-class job of selling. The new window streamer and sticker flash a patriotic note to passersby tying in paint with protection. Informative price cards focus interest on your products, both in the window and in the store. Remember, the more people see the more you sell.

The street scene is a top-flight attention-getter for any dealer.

RADIO SPOTS

As personal as a phone call, the new S-W radio spot announcements cash-in on the listening audience, bring in business from far and wide. Day-time rates are low and catch the woman's ear. Your choice of any or all of sixteen different messages. Make the most of this worth-while medium locally, by tying it in with the other forces in your campaign. Dealers report more miles per dollar with coordinated effort, planning.

LEAVES...

from the Fall Promotion Plans of a Successful Paint Dealer

STYLE GUIDE

People want paint and color. Everyone agrees to that, and to the fact that the Style Guide sells paint and color as nothing else can! Keep the Style Guide displayed in your window. Keep the Style Guide displayed in your store. Show the Style Guide to each and every customer. Loan the Style Guide to each and every prospect. Display the Style Guide wherever the public congregates:

Banks and Loan Companies,
Furniture and Department Stores,
Libraries, Schools, Clubs, Doctors' Offices, Beauty Shops.

POSTCARD PROMOTION

It has been said that the successive blows from a hammer will drive a nail home where one blow fails. With this in mind, we offer dealers a series of ten postcards for a bang-up campaign. Government postcards that lead to new and lasting business. Cards that call and call again. This campaign is well-nigh irresistible to a woman who has pride or a man who thinks of the protection of his property. You will notice that these messages are mailed out over your own name carrying your price.

For details on the Fall Campaign, see your Sherwin-Williams Representative.

Historic Home Uses Authentic Color Tones



The historic Dobbins House, built in 1776 is one of the show places of Gettysburg, Pa. It was built by Rev. Alexander Dobbins and for 25 years housed one of the first classical schools west of the Susquehanna River.

During the Battle of Gettysburg the house served as a hospital. Today it stands, as in colonial times, furnished in authentic and original furnishings. Recently repainted, inside and out, original colors and textures were duplicated with Sherwin-Williams Paints.



One-Armed Paper Hanger

"As busy as a one-armed paper hanger with the bees" is an American proverb, and Paul Cardinal who paper hangs in Pasadena, California, is part of the proverb in the flesh, though he never had the bees.

Formerly a trapeze artist, he met with an accident ten years ago that ended his circus career. While doing a high triple somersault, his partner missed and Cardinal lost his left arm. Photos by Herman V. Wall for U. S. Camera Magazine.



1. Paul Cardinal goes to work.



2. The old elbow comes in handy in preparing the paper. He sets up all his own equipment.



3. Knees are handy, too, for pouring and mixing paste. He uses feet, teeth, hips and head.



4. Now things get complicated but they don't bother Cardinal. He's spreading paste.



5. One arm and one leg enable him to place the sticky sheet without any great trouble.



6. On ceilings he uses teeth. High altitude work is easy to a man who grew up in a circus.



7. Cardinal gets his thrills today in papering ceilings. He deftly uses brush, head, teeth.



Trick Signs

ABOVE: He's not a second-story man—he is painted on the wall. This sign was photographed up in Canada by a vacationing employee.

BELOW: This unusual sign is the property of Cleveland Hardware Company, Austin, Minn. The barrow rolls round and round.



RIGHT: Some years ago this Puerto-Rican sugar plantation cottage was finished with 2 kinds of paint. A hurricane swept through the country, destroyed the roof. After 5 years exposure, SWP (right side) still affords protection. The other side is completely denuded of paint.

Before and After of the Month

This church had been neglected so long its surface was almost barren of paint yet one coat of 450 Undercoater and SWP Gloss White made the difference. Paint was supplied by McKee Lumber Co., Ennis, Tex.



Puerto-Rican Hurricane Test SWP



Wichita Dealer Sells Large "Defense Housing" Order



Alertness and quick action sold a 3589 gallon paint order for Claude R. Myers Co., Wichita, Kansas. The finishes will be

used on this 123 building project now being constructed to house airplane factory workers.