

# THE SHERWIN-WILLIAMS CO.

FACTORIES: CLEVELAND, CHICAGO, NEWARK, DETROIT, SAN FRANCISCO,  
MONTREAL, WINNIPEG, LONDON, ENGLAND, SYDNEY, AUSTRALIA.  
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES.



601 CANAL ROAD, N.W., CLEVELAND, O.

September 12, 1925

To Paint Headquarters Agents:

We are enclosing our complete magazine and farm paper advertising schedule for 1925-1926 - by far the largest we have ever had.

Never before have you received such advertising support. With 231 advertisements in 37 publications, we tell people month in and month out about your store - Paint Headquarters - where they get the utmost in Paints and Varnishes along with the utmost in retail Paint and Varnish service. The advertisements are written just the way you would have them written - they are your advertising.

In addition to Paint Headquarters, the color appeal is dominant in beautifully illustrated advertisements and the Household Painting Guide is shown in a new decorative dress. As one advertisement says - "for immediate enjoyment - Color. For lasting satisfaction - the Proper Finish - as specified on the Household Painting Guide and both available at Paint Headquarters."

19,738,000 families - four out of five in the entire United States will read these advertisements - or reduced to your own locality, all of the families with whom you want to do business.

Our representative will personally talk over the advertising with you on his next trip and explain just what it means to you and how you can cash in on it to the greatest extent. However, inasmuch as he may not be able to get around immediately we want you to be sure to read the important questions in the fore part of the schedule book, questions which you might logically ask about the advertising as a person interested in it. Then read the answers carefully. Each question is answered briefly but completely and after you have gone over these questions and answers you will have a good picture of the advertising and its significance to you.

0007-SWP-038996

N2007A

-2-

On September 19th we will mail you a jumbo enlargement of the October 3rd two-page two color advertisement in the Saturday Evening Post and a proof of the beautiful four color advertisement in Good Housekeeping for October along with window streamers, a window trim suggestion and other paint selling ideas. This is just part of our regular service to keep you in close touch with the advertising throughout the year, sending along tie-up material and other helpful ideas every month.

Remember this advertising is designed to make it easier for you to sell goods - that your store is featured in each advertisement (231 times during the year) as "Paint Headquarters" and that above all else you must identify yourself as local Paint Headquarters - to get the most out of the advertising.

With best wishes for a big Fall business in all lines,  
we are

Yours very truly,

THE SHERWIN-WILLIAMS COMPANY

*Norman A. Schuele*

Advertising Manager.

NAS:CCF

0007-SWP-038997

0007-SWP-000122375