

January 5, 1931

The attached letter and
proof are being sent today
to our complete agency list
and all class A dealers.

ADVERTISING DEPARTMENT

0007-SWP-039058



THE SHERWIN-WILLIAMS CO.

601 CANAL ROAD, N.W.

CLEVELAND, O.

January 5th, 1931

To Our Paint Headquarters Agents:-

A HAPPY NEW YEAR! A PROSPEROUS PAINT YEAR!

This morning we resume full operations in all our plants - we are in another year and it is indeed gratifying to receive so many letters from our agents telling us that their Paint Department was the most profitable of all their departments the past year.

Last week we sent you notice of a price decline in several of our major products. These prices put SWP down to the 1917 levels and should place you in a still better position to go after your rightful share of the paint business.

At present price levels your customers should not hesitate to go ahead with their immediate and Spring painting plans. Your aim should be to encourage "more gallons on more homes," thus maintaining your volume. Increased gallonage is the answer.

Enclosed find a color proof of our next color message in The Saturday Evening Post, January 10th issue, but the 8th, page 132. This year-round series is attracting a lot of attention and stimulating the business of our agents. Be sure you tie in with it.

Another announcement of great importance is that we have made fine old SWP House Paint still finer! Our research and technical men have given us a piece of goods in SWP that rivals all description.

The new Gloss White SWP will shortly carry the new formula. It is still basically the same well balanced formula but we have been able to introduce a percentage of Titanium Pigment which gives us in addition to all the old virtues which we still retain - greater whiteness, easier working, finer covering. After seeing the results for two years in actual usage, we hesitated no further, and approved the formula change as it will appear on the new label printing. Thus we start the new year with another great step forward in paint science.

Appreciating your past business and again wishing you a successful and prosperous Paint Year in 1931.

Yours very truly,

THE SHERWIN-WILLIAMS CO.

W. H. Williams
FIRST VICE PRESIDENT - DIRECTOR OF SALES

HDW:L

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