

1916 - 1917 ADVERTISING

A Brief Outline of our Advertising Policy

Advertising Organization

The Sherwin-Williams Co. has a completely organized Advertising or Publicity Department, including the sub-divisions of Administration, Editorial, Decorative, Sales Promotion and Printing and Sampling Departments. The Sales Promotion Departments are connected directly with the Advertising Department in all matters of advertising features and their distribution. On other matters they are integral part of their District organization. The complete Department of Publicity at Cleveland numbers about 100 people, and their work covers a wide variety of special ability along creative and other lines.

Expenditure

The Sherwin-Williams Co. is one of the largest advertisers in the country. It is known for its thorough way of making advertising appropriations and expenditures. These are ultimately divided on a percentage basis, so that each District Sales Promotion Manager knows his advertising allotment. This aids in matters of administration and also gives each Division and District its fair proportion of selling help, according to the population and volume of business.

National Advertising

This includes display advertising in leading magazines and farm papers. It also includes railroad bulletins, display rooms at Chicago and New York, and a dominating electric display sign in San Francisco harbor, which is in the nature of an international exhibit.

The purpose of the Company's national advertising has always been to make the Cover the Earth trade mark more widely and better known. When linked up with the phrase Sherwin-Williams Paints and Varnishes, this makes a simple but strong display, and we try to keep it firmly fixed in the minds of the people. Our aim is to make this name and trade mark come to people's minds whenever they think of paints and varnishes.

Magazine Advertising

This is the main part of the Sherwin-Williams national advertising. Rather than spread our appropriation out among 30 or 40 publications, we have been concentrating it in a few leading publications of large circulation. For instance, in 1917 the magazines in which we have contracted for good space are as follows:

The Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, Woman's World, Christian Herald, Literary Digest.

The farm papers are:

Holland's Magazine, California Home and Farmer, The Farmer, Farm and Ranch, Farm, Stock and Home, The Gleaner, Michigan Farmer, Wisconsin Agriculturist.

In addition to this we are doing a little special cultivation in certain sections that seem to require it. From our magazine advertising we receive thousands of inquiries each year. These are handled very systematically from Cleveland, where booklets and information are sent out and the inquirer is advised of the name of our nearest agent. In the case of a non-agency town the inquiry is of special value to the District or Division to which it is passed on, as the representative can then use this as a wedge to land an agent. All inquiries are forwarded promptly to Districts and Divisions through the Sales Promotion Departments and the District Offices, and representatives should place inquiries of this kind among their most important follow-up papers. Good inquiries mean sales and the percentage of curiosity seekers is small.

National Bulletins and Signs

We are constantly contracting for display signs along railroads, and we always have under contract

from 250 to 350 of these boards in the United States. We try to place them on the main traveled roads where the largest number of people from all parts of the country can see them. This is a constant reminder to the traveling public.

Advertising for the Dealer's Store

This includes frequent and well conceived window displays, concentrated largely in the Fall and Spring months: MM-3 agency sign for front of store; counter display features, color-cards, enclosing slips, paddle racks, panels, cartons, DR dealers' book, etc.

Window Trims

This is one of the most important tie-ups between our national and local advertising. Any merchant who is live enough to have our agency ought to trim his windows and at least use the material we send him. Many of our most successful agents in addition to using our trims are constantly making up special trims of their own. The representative ought to assume responsibility, and realize that the more Sherwin-Williams trims used in his territory the better our products are going to be known and the more business he is indirectly going to get.

Local Advertising

Our policy is to let our agents take care of the local end of the Sherwin-Williams advertising, such as local newspaper work, programs, handbills, etc. However, we are always pleased to prepare copy here, supplying electrotypes without charge. We spend so much money on our different features that we believe it is a part of the merchant's plan to conduct the local end of the advertising, and that he ought to be able to push our line at a profit to himself. We cannot cover all fields of advertising and, therefore, direct our appropriation into the channels that we have proven to be most productive to our agents and to ourselves.

Special Concessions

Representatives as well as District and Division Offices should be discouraged from offering or giving special concessions to agents or dealers. In all

cases where such an expenditure would affect our advertising appropriation, matters should be presented to the Advertising Department through the branch manager. No promises should be made, because the Advertising Department reserves the right to OK any such expenditures. Our policy is very rigid along this line and we have found it best to stick to our general plans and not to take on extras or specials, as they seldom give us any benefit in an advertising or sales way.

Sherwin-Williams Sales Promotion System

On account of its being used many times in connection with business deals of rather questionable character, the word "promoting" is often looked at askance by clean-cut merchants. But the term "sales promotion" is known to be a big factor in modern business and nearly every progressive concern has its Sales Promotion Department. The Sherwin-Williams Co. are pioneers and leaders in this field of trade-getting. If any merchant mentions the fact that other paint houses offer them the same promoting service, remind them of the fact that The Sherwin-Williams Co. was the first paint and varnish concern to do sales promoting work for its agents. The long experience which we have had in this work has enabled us to make changes and developments in it so that we can do promoting work of the most effective sort for our agents.

Tell these merchants also that The Sherwin-Williams Co. conducts not only one Sales Promotion Department, but seven. They are located in various parts of the country. Because of these seven departments we can give our agents a service that in promptness and knowledge of local conditions cannot be compared with the usual promoting service which is turned out by only one department for agents all over the country. Ask the merchants you call on to compare Sherwin-Williams Promoting Letters with those of other manufacturers. You will find that in most cases the letters of our competitors are what are called "general" letters—that is, they talk about the value of a certain line of paint as a whole and the need of painting as a whole. They do not, however, have the value of Sherwin-Williams specialized letters. We have found by experience that the agent receives far better results by having letters on a particular product sent out to property

owners. By this method the property owner's attention is focused on the need for this one product and comes into the agent's store with a definite view in mind and not merely with the idea that painting is a good thing but not knowing just what he needs himself.

Most of our agents have learned the value of following out Sherwin-Williams system of using promoting letters—namely, to send out high-class personal letters, neatly typed, signed, and mailed under two-cent postage, to a list of property owners who are known to be in the market for paint. We do not believe in sending out cheap mailing features under one-cent postage to a large list of names taken from a telephone book, directory, etc. The Sherwin-Williams Co. advocates such a policy not from any theory, but from what we know to be most effective by actual reports from our agents.

To demonstrate the real dollar and cent value of these letters, we have some interesting reports from agents who have used our promoting service.

Sherwin-Williams Promoting System affords its agents an opportunity to land not only the painting products for residences, but it is of decided help in obtaining the sales of goods to be used on the bigger buildings in the agent's town, such as churches, hospitals, theatres, schools, hotels, etc. It is on these buildings that great quantities of finishing products are used and, of course, the live merchant will see the advantages of going after the big "game" as well as the small.

To help our agents get this business we have prepared effective folder letterheads printed in colors and especially designed to interest the owners of each type of building. These letters show attractive illustrations of this class of building finished with Sherwin-Williams goods, and sample of the miniature decorative scheme such as are prepared by our Decorative Department.

These letters explain the value of Sherwin-Williams goods for big building work—they tell of the completeness of the line, the value of a special product for a special purpose, etc.—and they offer our Decorative Service for the type of building in question. For instance, if the letter is going to a hotel, it will be signed by the "Hotel Service Department;" if it is going to a theatre, "Theatre Service Department," etc. By so doing, we are not trying

to make a false impression, because there are certain people in our Decorative Department who are more or less specialists for certain types of buildings, so they study and work out color schemes for the buildings for which they are particularly suited. When a person who has charge of the decorating of a building writes into our Service Department for suggestions, these are forwarded to the local Sherwin-Williams Agent just as any other decorative operation, so he has a direct "hold" on the sale.

Our various Sales Promotion Departments are sending out letters to bring in other classes of trade to our agents' stores. For instance, they send letters to a large list of painters all over the country explaining the advantages of Sherwin-Williams products for painters' use. The painters who are interested by these letters naturally turn to our agents' stores for their purchases. The same is true of the letters which go to architects.

That The Sherwin-Williams Co. has developed business through sales promoting most effectively is proven by the great number of representatives from other concerns who come to our Promoting Departments for suggestions and help in their sales promotion work. "Imitation is the sincerest flattery"—but we are not afraid of being outdone or even equalled in this work, as there is not another paint or varnish manufacturer in the world who has the facilities to put into effect our splendid system of sales promotion.

Trade Journal Advertising

We advertise to some extent in trade journal publications, although not in a big way. At the present time we have contracts running in the following publications: *Australian Coach Builder and Wheelwright, Australian Decorator and Painter, Carriage and Wagon Builder, Electric Railway Journal, Electrical Review and Western Electrician, Electrical World, The Hub, The Monthly Official Railway List, Painter and Decorator, Pocket List of Railroad Officials, Railway Age Gazette, Railway Review, School Board Journal, Spokesman, Vehicle Monthly, Australian Building and Real Estate.*

The SWP Magazine

This is our main link between The Sherwin-Williams Co. and its agents, and we publish this dealer house-organ about seven times each year.

Panels

Display and nels are supplied on some of our further on.

Enclosing Slips

Attractive folders are supplied on our leading products such as Mar-not, Scar-not, Rexpar, Flat-Tone, SWP, Floorlac, etc. Dealers should be encouraged to use them as enclosures with statements.

Color-Cards

For the average dealer it will be found that a supply of 15 color-cards of each product being sold by him is sufficient to have on hand with the exception of SWP, Flat-Tone, Commonwealth Barn Red and a few such lines, of which 25 is generally sufficient. We do not want to be piggyback or extravagant with color-cards. We want to supply enough and will never deny these when they are properly used by a merchant.

Moving Picture Slides

We are in a position to supply our agents or other live dealers with very attractive slides to be used in the moving picture theaters as an advertisement for our House Paints, Barn Paints, Varnishes, Enamels, etc. Separate slides can be supplied for practically any of our products, and the dealer's name will be plainly imprinted on same.

Dealers and agents should be encouraged to take advantage of this service.

Cost of Advertising

You undoubtedly will meet the argument that we spend too much on advertising. The actual fact is that we do not invest any more in advertising than any live merchant who conducts a retail store. By that I mean that our percentage of advertising expenditure to total sales is no greater than the merchant in the small town who advertises through his local newspaper. As our volume of business increases it is quite natural that our appropriation should become larger, and thus enable us to make a bigger showing and reach a larger percentage of people.

Good advertising does not make goods cost more. It makes them cost less by reducing the cost of doing business.

We are sometimes accused of making our prices high on account of our advertising, while the fact is if we did not do so much advertising and do it so well, our prices would have to be higher. Take as an illustration a man who is doing a business of \$100,000 a year, and first suppose his expenses are \$25,000, which is 25 per cent to his sales. He wishes to increase his business and he decides to advertise. Let us suppose that he decides on an expenditure for this purpose of \$7,500 a year.

His expenses are then increased to \$32,500. By this expenditure let us suppose he is able to increase his sales to \$130,000 and at this rate his expenses, with advertising added, would amount to the same percentage as before, namely, 25%. He has not increased the percentage of his expense and has sold \$30,000 more goods, and if his net profit was 5% he increased his net earnings by \$1,500. The amount paid for advertising such a business would bring even larger results.

What we want to make plain is that advertising well done does not increase expenses, but will lower them. This is the way we figure in our business.

This Company is not going to throw away any money on advertising if it can help it.

Our advertising has been a great help in building up this large business and it has enabled us to increase our output and give us as low a cost as we can expect with quality maintained.

Advertising Features and Forms

For a complete detailed list of all advertising features and forms, kindly refer to following pages, representative's price list. All features should be ordered by representatives and Sales Promotion Departments by form number. For instance booklets all have B forms, folder have F forms, enclosing slips E forms, etc.—examples B-13, F-190, E-55.

Suggestions

The Advertising Department welcomes suggestions, comments and criticisms at all times and will be glad to receive same, either from representatives direct or through Division and District offices.

These always have our careful consideration although it is, of course, impossible to carry out all of them for obvious reasons. Let us hear from you anyway.

Decorative Department

We maintain a Decorative Department under the direction of an experienced decorator, for the express purpose of offering suggestions for the use of S-W Finishing Materials where desired. This department is not in any sense in competition with the service of architects and decorators. Its purpose is to give users of finishing materials a true idea of the results that can be secured through the proper use of S-W Products, and recommend the particular materials that will produce the various effects desired in any scheme of decoration.

We are working with a great many architects and decorators, who come to us for suggestions and specifications for carrying out their ideas, and some well known members of the profession always refer to us for our suggestions on every important job that they have. Big problems connected with the practical and economic finishing of the hotel, hospital, department store and like interiors are handled with the most thorough and individual attention.

By supplying the department with plans or pencil drawings of the building to be decorated, and by giving all information at hand, such as the kind of wood used for interior trimmings, finish desired for same, whether varnished, stained or enameled, stating general style of furnishings, wood used for floors, whether interior is well lighted and making note of color preference, if such be the case, a complete color plan and working specifications will be supplied.

If exterior recommendations are desired, then such information as follows should be given: style of building, kind of material used in construction, covering of roof, whether to be finished or not, whether building is well surrounded with foliage or not, and the owner's preference for color effect.

The service is complete in every respect. Not only are color sketches sent, but specific instructions are furnished for reproducing the effect illustrated, while the materials required for the work are designated in a separate schedule. By having the

decorative plan lined up in this manner there is little possibility of unsatisfactory results being produced. Then, too, very few persons can gain an adequate idea of the effect of color or combination of colors merely from a verbal description.

This important department has built up a magnificent agency business on Flat-Tone in many quarters. It has made big decorators out of small concerns. It has trained our agents to bid on big contract business and it is in reality the strongest wedge we have for landing the BPA, since a service of this kind is not attempted by our competitors.

We do all this without charge. Problems pertaining to stencil work, color work, wall work, woodwork, finishing and work of all kinds which require expert advice, will be given our prompt attention.

Our staff of artists and decorators is at your disposal.

In some of our national advertising we offer to send free one of our Portfolio of Color Plates, containing color schemes and suggestions for the painting, staining and enameling of homes, exterior and interior, also for the painting of bedrooms, bath rooms, dining-rooms, etc. There also is enclosed a blank which the property owner can fill in with the necessary information that will enable the artists of our Decorative Department to make up special color schemes for the finishing of walls and ceilings of such rooms. Thousands of home owners take advantage of the services of our Decorative Department each year, and they are directed to our agents, or to the best prospect in a town where we have no agent, for their purchases. Representatives are also kept informed of each inquiry, so that they can make use of the inquiries to stimulate our sales.

Request for Color Schemes

Fill in the free service blank and make rough pencil sketch on reverse side showing ground plans of the rooms and location of doors and windows. Blueprints are even better than the pencil sketch and will be treated as confidential and returned to the owner with the color schemes. Free service blanks and blueprints should be addressed to Mr. J. Cross, The Sherwin-Williams Company, Canal Road, Cleveland, Ohio.

How Decorative Suggestions Are Handled

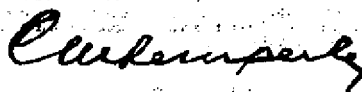
On receipt of the free service blank or blueprints at Cleveland, our artists prepare a separate color suggestion for each room and mount them on heavy paper showing the ceiling color, moulding, sides, wall and baseboard. The actual Flat-Tone and Flat-Tone System Effects are used to carry out this work, and all colors are in harmony. Proper stencils and colors for same are also suggested. The set of color plates are then mailed to our agent and accompanied by a letter of explanation, so that any good painter can carry out the scheme and secure beautiful results. We then notify the property owner to call at our agent's store for the color scheme.

Decorative Department and the Painter

The representative should personally meet the best painters in each town and explain to them the big business they can secure by making use of our Decorative Service. You should also give them a practical demonstration of our System Effects. An outfit is provided you for this purpose.

Decorative Department and Representatives

You should personally send in requests for decorative suggestions for any new homes, theatres, churches or flat or office buildings that you note being erected in any town you visit, and personally meet and explain the proposition to the owner. The sales resulting from these suggestions are very large.


Advertising Manager

New and Special Features

For Distribution to
Agents and Dealers

Auto and Buggy Paint

BP—Sample Folder. 10 to 15 to each dealer.

Bicycle and Motorcycle Enamel (Air-Drying)

BE—Sample Folder. A few to dealers handling this line.

Bras-Brite

B-324—Enclosing Slip on Bras-Brite. 15 to 25 to each dealer.

Brighten Up Finishes

B-1—Brighten Up Finish Display Unit. Celluloid.

B-242—Brighten Up Finish Booklet. 1 to 20 to a dealer.

W-44—Brighten Up Window Trim. Sent to any agent or dealer who will use it. A very attractive trim.

Brighten Up Stain

VS—Sample Folder. 10 to 15 to each dealer.

VO—11 x 17 Display Card. One to each dealer.

W-57—Brighten Up Stain Cut-Out. Very attractive and expensive. Given to agents or dealers who carry good stock of Brighten Up Stain.

Commonwealth Barn Red and Gray

BF—Sample Folder. Commonwealth Barn Red. A few to dealers.

CG-46—Sample Folder. Commonwealth Barn Gray. A few to dealers.

BC—Window Hanger. Commonwealth Barn Red. One or two to each dealer.

Concrete Finishes

CC-41—Sample Folder. 10 to 15 to each dealer.

E-427—Enclosing Slip. Elastic Roof Cement.

Crack and Seam Filler

CF—Descriptive Folder. A few to each dealer.

Crescote Paint

R—Sample Folder. 10 to 15 to each dealer.

Enamel

EP—Sample Folder. 10 to 15 to each dealer.

Enameloid

EE—Sample Folder. 15 to 25 to each dealer.

Family Paint

F—Sample Folder. 10 to 15 to each dealer.

I—11 x 17 Display Card. 1 to each dealer.

Flat-Tone

CG-10—Liquid Flat-Tone Color-Card. 10 to 15 to each dealer.

CG-25—Flat-Tone System Color-Card. 5 to 10 to each dealer.

F-1—Large Flat-Tone Panel Display. An expensive feature showing 112 color effects. Only one of these displays to be given to each agent carrying the Flat-Tone colors.

F-4—Flat-Tone Beaver Board or Upson Board Display. Consists of four pieces of either board, 10 x 16 inches, finished with Flat-Tone. Given to agents handling Beaver Board or Upson Board. Specify, on order, which board is required.

F-42B—New Descriptive Flat-Tone Booklet. Showing complete line of colors with descriptive suggestions. One only to each agent and one to each printer.

DE—Decorative Enamel. Expensive feature. One to each good agent.

Flaxoap

H-21—Flaxoap Hanger. One to each dealer handling line.

E-262—Enclosing Slip. 75 to 100 to each dealer handling line.

Floor Finishes

H-3—Display Unit. Modern Method Floor Finishes. Celluloid.

H-26—Unit System Hanger. Celluloid, Crack and Seam Filler and Floor Wax.

F-19—Floor Finish Booklet. 10 to 20 to each dealer.

Floorlac

FC—Sample Folder. 10 to 15 to each dealer.
FA—Floorlac Sample Panel Display. 1 to each dealer handling Floorlac.
W-33—Cut-Out. Very attractive and expensive lithograph display. One to agents or dealers who carry good stock of Floorlac.

Floorwipe

E-381—Enclosing Slip. 100 to 200 to dealers for counter distribution.

Handcraft Stains

HF—Handcraft Stain Sample Folder. 5 to 10 to each dealer.

Insecticides

E-75—Paris Green Enclosing Slip. For counter distribution. 100 to each dealer.
E-287—Small General Insecticide Book. For counter distribution. 50 to 75 to each dealer.
E-412—Tuber-Toad's Enclosing Slip. 50 to 75 to each dealer.
E-414—Arsenate of Lead Enclosing Slip. 50 to 75 to each dealer.
E-413—Fungus-Border Enclosing Slip.
E-710—Dry Lime-Sulfur Folder. 50 to 75 to each dealer.

Inside Floor Paint

D—Sample Folder. 10 to 15 to each dealer.
H-37—Special Panel Display. One to those agents only who are pushing the line vigorously. An expensive feature.
F-25—Portfolio. Showing use of stencil designs over Inside Floor Paint. One to dealers pushing the idea. Can be used for window display.

Linseed Oil

E-247—Linseed Meal Booklet. 2 or 3 to a dealer.
E-233—Linseed Oil Enclosing Slip. For counter distribution. 100 to each dealer.

Oil Stain

OS—Sample Folder. 5 to 10 to each dealer.

Paints and Varnishes for the Farm

H-2—Display Unit. Celluloid. 1 to each dealer.

Panels

- F-34—Special Leather Panel Portfolio. Holding twelve 3 x 6-inch panels. For architects only. Exclusive feature. Do not order unless you are confident that it will be used.
 - F-34a—Leather Portfolio. Holding twenty 1 1/4 x 4-inch panels. Exclusive feature. One to agents pushing Hand-Light Stain and Varnish line.
 - VPS—Small Sample Panels. 4 x 1 1/4 inches, on Mar-not, Scar-not and Rexpar Varnishes. For architects, painters and agents.
 - VPL—1 x 6-inch Sample Panels. Mar-not, Scar-not and Rexpar. For architects, painters and good agents.
- For other panels, see 31x13 blank. (Always order panels from this blank.)

Paste Colored Paint

- N—Sample Folder. Each dealer entitled to front 15 to 15.

Polish-ol

- W-21—Auto Cut-Out. For displaying Polish-ol, Buggy and Auto Paint and Brass-Brite packages. Very attractive feature. One to each agent pushing Sheet Rock.

Porch and Deck Paint

- DD—Sample Folder. 5 to 10 to each dealer.

Porch and Lawn Furniture Enamel

- FL—Sample Folder. 10 to 15 to each dealer.
- H-17—Wash System. Celluloid. One to each dealer.

Preservatives

- E-44a—Folder. Chloroxene. 10 to 25 to each dealer.
- E-44b—Folder. Chloroxene and Ebonol. 15 to 25 to each dealer.
- E-44c—Carbide of Enclosing Ship. 10 to 25 to each dealer.
- E-44d—Ebonol Enclosing Ship. 15 to 25 to each dealer.

Quick-Drying Colors

- QP—Sample Folder. One to each dealer and each good carriage maker buying these goods. 10 to 15 to jobbers sending line.

Roof and Bridge Paint

- RB—Sample Folder. 5 to 10 to each dealer.

Screen Enamel

- SQ—12 x 17 Display Card. 1 to each dealer.

Special Greens

- T—Sample Folder French Crown Green. Furnished in small quantities where sales of goods are made.
- H-13—Unit System French Crown Green. Celluloid. 1 to each dealer.
- CC-34—Sample Folder Verdolite. 10 to 15 to each dealer.

Stains

- SK—Shingle Stain samples on wood. Full line of colors in pasteboard cartons. To agents pushing full line of stain.
- SK-1—Short Set of twelve Shingle Stain samples on wood in pasteboard carton. Not more than three to an agent.
- CC-38—Sample Folder. Showing full line Shingle Stain on wooden samples. 10 to each dealer.
- B-56—Shingle Stain Booklet. 10 to 15 to each dealer.
- H-58—44 or 17 Shingle Stain Display Card. One to dealers pushing line.
- F-482—Folder. Carbolic Shingle Stain. 10 to 25 to each dealer.

Stencil Materials

- B-244—Stencil Catalog. 5 to 15 to a dealer.

SWP

- C—Sample Folder. 15 to 50 to each SWP agent, with business card printed on first page.
- C-1—Short C containing 28 colors. Quantities same as C.
- C-2—Short C containing 18 colors. Quantities same as C.
- C-3—Special C to assist agents in coloring stock. Same as regular C, but with colors arranged in numerical order. 1 to each agent. On no account can these be given to agents for counter distribution.
- F—Sign. An expensive feature which should under no circumstances be given or shown where there is no proper place for display. Not given to agents using C-1 or C-2.
- F—Paddies. Furnished to agents who have a good F sign, the paddies of which are shabby or marred.
- CC-1—Celluloid Coated Show Card. Full line of colors. To be given only to agents who do not get F.
- CC-1—Celluloid Coated Show Card. Containing same colors as C-1. 1 to each dealer handling the short line.
- CC-2—Celluloid Coated Show Card. Containing same colors as C-2.
- G—Packet of Sample Cards for dealer's use. 1 to a dealer. To be sent in more liberal quantities or to painters on approval of managers only.
- W-31—Window Trim on SWP. A few of these still in stock. A very attractive hanger and should be given to agents and dealers who will use it.

Taxite

- TX—Descriptive Folder. A few to each dealer.

Varnish

F-478—Mar-not, Scar-not and Respar Folder. 25 to 50 to each dealer.

W-4—Mar-not Window Display. A few more in stock. Should be given to dealers handling a sufficient stock of Mar-not.

W-22—Window Trim on Varnish. Very attractive hanger on Mar-not, Scar-not and Respar. Should be given to agents handling these three lines.

W-42—Window Trim on Mar-not, Scar-not and Respar Varnishes. One to five agents who will use it.

W-52—Varnish Cut-Out. Expressive display. Given to agents who are operating on our Blue Order Blank plan.

Wagon and Implement Paint

WP—Sample Folder. 10 to 15 to each dealer.

WQ—11 x 17 Display Card. 1 to each dealer.

Wall Finishes

CC-31—Kalea. Hot Water Kalamines Color-Card. 15 to 25 to dealers.

CC-32—Decorist. Sanitary Wall Wash Color-Card. 15 to 25 to a dealer.

CC-33—Permanite. Outside Cold Water Paint Color-Card. 10 to 20 to a dealer.

F-346—S.W. Factory Coating Folder. 10 to 15 to a dealer.

H-34—Decorist Display Hanger. 1 to a dealer.

White Lead (ODP)

E-292—Enclosing Slip. 100 to 200 to dealers for counter distribution.

General and Special

AA-1-Kr—One Sheet Poster. Showing house exterior in colors. To be given out only a few they will be used, in quantities of 10 to 25 to an agent. Imprinted.

AA-1-Int—Same as above. Showing interior in colors. Printed with agent's business card.

AA-2—Cover the Earth Transparencies Hanger. For store and window display. 2 or 3 to each dealer.

AA-7—Steel Field Sign, 3 x 5 feet, in wooden frame. Two only to good agents who will place them in prominent positions. Lettered with agent's name.

B-57—Complete Handbook showing free electro and lantern slides. 1 to each agent.

B-57-17—1917 Supplement to B-57. 1 to each agent.

B-79—Portfolio with suggestions for Painting and Decorating. 1915-17 slides. Two or three to each agent. Mounted plates will be sent out from Detective Department on special operations.

B-200—ABC Book. Information on General Painting. Used as follow-up of magazine inquiries. One to each agent for reference. Not for general distribution.

CP—Tablet of Order Blanks. 1 to each dealer.

General and Special—Continued

CS-4 and 5—Street Car Cards. Furnished free to agents who use street car space. Imprinted with agent's name. These cards can also be furnished to agents as window cards. One set to each agent who will use them.

DB—Dealer's Reference Book. An expensive feature. One to each agent not already supplied whose account warrants this expense.

E-51—Rackling Slip on SWP.

GG—Set of 50 Business Cards for Painters using SWP or SWV.

ID—Electric Illuminated Flash Display. Day and night sign. Expensive. Furnished to good agents only. Do not promise one of these features unless you first take it up with your Sales Promoting Manager.

MM-2—Oilcloth Awning Sign.

MM-3—Enameled Iron Agency Sign. An expensive feature. Sent to each agent not already supplied. The enameled sign should last the agent five years at least, and no other will be given during that period.

MN—This Building Finished with Dealers' and Painters' use of . . . are used. Space for name and address provided.

S-626—Brighten Up Tags. 25 to 100 to dealers who will use them. A good feature for county fairs, etc.

S-849—Color-Card Rack. 1 to five agents.

U—Dealers' Price List. Used among present and prospective customers as a memorandum of the Company's products and prices. New agents receive them with acknowledgment of order from the office. Old agents get them only when representatives order them sent.

U-1—Confidential Net Price List sent with U.

W-16—Little Paint Man and Pile of Cans. Window Trim. A few still in stock. Very attractive trim. Send one to good agents.

W-34—Window Trim on Old Dutch Bannet. Attractive feature. One to five agents or dealers who will use it.

W-58—Brighten Up Three-Piece Pictorial Window Trim. One to five agents or dealers.

W-51—One-Sheet Poster on S-W Paints and Varnishes. 2 or 3 to an agent.

WC-1—Brighten Up Stickers. 25 to 100 to dealers who will use them.

CC-11—Mine, Mill and Factory Colors, Sample Card.

No display signs should be promised until you have thoroughly satisfied yourself that the situation warrants it and the agent is enthusiastic in their use, otherwise they will not be properly used.

Manufacturers Sales Department

The following items are for special work and should be supplied only when there is a good prospect for business. They are not for distribution to dealers except where goods are laid out.

AM—Sample Folder. A. I. P. Varnish Colors.

Manufacturers Sales Department—Continued

AR—Sample Folder. Non-Corrosible Acid-Resisting Paint.
AS—Sample Folder. Aridos.
B-23—Finishing Specialties Booklet for Engine and Machinery Builders. Sent only on approval of manager.
B-47—Ajax Insulating Varnish Catalog.
B-269—Booklet on Old Dutch Enamel.
B-310—Automobile Manufacturing Specification Booklet.
CC-11—Rough Building Paint Color-Card.
CC-17—Handcraft System Color-Card.
CC-24—Golden Oak Stain Color-Card.
CC-37—Baking Enamel Color-Card.
CC-40—Free-Flowing Color Varnish Color-Card.
B-37—Metal Protective Paint Booklet.
E-425—Enclosing Slip on Petrifield.
GR—Sample Folder. Galvanized Iron Primer.
KP—Sample Folder. Kex Paint.
LC—Sample Folder. Lustral Colors.
MP—Sample Folder. Machine Paint.
OM—Sample Folder. Oil-Proof Machine Paint.
S-795—Large Set of 66 Flexible Celluloid Samples.
S-801—Small Set of 35 Flexible Celluloid Samples.
QP—Color-Card Quick-Drying Japan Colors.

Marine

CC-20—Sample Folder. Corinthian Green.
B-329—Sample Booklet. Marine Paint for Pleasure Craft.
B-327—Sample Booklet. Marine Paint for Merchant Vessels.

Railway and Street Railway

B-311—Railway Paint Specifications.
CC-40—Semaphore and Target Paint Color-Card.
CC-42—Sample Folder. Railway Old Dutch Enamel.
RD—Depot Paint Booklet.
RE—Sample Folder. Perfect Method Freight Car Paint.
SC—Street Railway Catalog.
RC—Railway Catalog.
P-676—U. S. Standard Mail Car Colors, Sample Card.
E-435—Visual Red Color-Card.
E-433—Visual Red Enclosing Slip.
H-798—Efficient and Economical Car Finishing.

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