

Confidential Information for Use of Trade Sales Representatives and Managers

GENERAL TRADE SALES DEPARTMENT

Bulletin No. 442

September 21, 1923.

On December 18, 1923, this department issued Bulletin No. 341 giving a comparison of SWP and Sears-Roebuck's best outside gloss white--Seroco. There have been so many requests for a reprint of that information, we are again giving you the facts, together with an SWP label and a photograph of the Seroco label for comparison.

This information is for the very confidential use of our Managers and Trade Sales Representatives, and under no circumstances is this bulletin to be shown to the trade. We believe, however, that the information it contains will fortify our sales organization fully to successfully meet mail order competition wherever it exists.

Yours very truly,



Sales & District Mgrs.

Trade Sales Reps.

Store Managers

GAM HDW KHW JOH SWG

CML AL JGW AWS AEH HJD

Not to be shown to the Trade