

N10788

0007-SWP-000009729

# ADVERTISING FOR 1914

## A FEW SUGGESTIONS ON ORDERING AND DISTRIBUTING

*The distribution of advertising matter through our agents calls for the most careful supervision on the part of our representatives. Don't* give an agent or dealer anything he can't or won't use. By being careful in your distribution to the agent who is not a good advertiser, you can afford to be generous to an agent who is a born advertiser, and who never abuses such a favor. Exercise careful judgment in ordering advertising. Don't get into the habit of asking for a certain assortment of advertising in all cases. Study each man's needs individually and give him just what he can use to advantage. You need to use just as much thought in making up an order for advertising as you do in making up an order for goods.

Even the most effective color-cards, booklets and display features that were ever designed and printed, won't be of much service as business-producers if not used rightly. Our advertising is expensive, and every Sherwin-Williams representative must realize his responsibility for its proper distribution and use in his territory. What help is it all if stowed away in some dark corner of an agent's store?

This list comprises our entire regular line of advertising for distribution to the agent and to the consumer through the agent.

The listed features together with the direct-mail advertising and other special work, represent over 60 per cent of our entire advertising appropriation, leaving us less than 40 per cent to be devoted to national magazine advertising, national bulletins and signs, the M. S. D., railway, street railway and marine advertising, and the advertising we do through the mail and trade papers to help land new business.

In the entire 100 per cent of our appropriation we have not allowed one cent for the payment of newspaper space, program advertising, printing of stationery, or any of the other special advertising privileges that are so often requested by agents. We have cut them out—not because we do not consider them good advertising, but because we cannot afford to extend our appropriation one dollar further; we have already put on our list all the good advertising we feel we can afford to do. If we made provision for such special concessions we would have to cut out some of our present advertising methods, and we are not willing to do that, because we consider our present methods a better business investment from every point of view.

In talking advertising to agents, the representative must discourage all special propositions. It is easier for you to handle the matter personally than for the office to do so by letter. But, if you have to put it up to the office, be careful not to make any half promise to the agent or give him any ground for hope; it will only make him more disappointed when he hears from us.

It is our intention to be liberal in the distribution of advertising, but not wasteful. Liberality with an agent who uses his advertising as it should be used is a good investment; liberality with an agent who misuses his advertising is waste.

Don't let the poor advertiser impose on you—he'll take all you give him.

Don't order show-cards or hangers unless you see the agency has the "show-card habit." Some stores never display them; others always do.

Don't order booklets and enclosing-slips unless you know the agent uses them systematically.

Impress upon the agent the necessity of being careful in his distribution of color-cards.

Don't order the MM-2 or MM-4 unless you know the agent will put them up promptly and in good locations.

Don't order anything just for the sake of making a showing or to impress the agent. Order it because you know it will be used and help sell the goods. The agent who is lukewarm about advertising will be just as well satisfied with his color-cards and a show-card or two as he would be with a long list. Give him a little now and try to train him into an advertising spirit.

Encourage the agent to use our window-trims. This is good advertising for the agent and good for us. When you order a trim for an agent, see that he uses it.

Remember that you are responsible for the manner in which over 60 per cent of our advertising expense is distributed. You can waste a lot of it by thoughtless ordering.

Think twice before you order.

We fear that many representatives do not present the advertising of our proposition as completely and effectively as it can and should be presented.

Always carry in your outfit the various portfolios showing our display features—the show-cards, signs, hangers, window-displays, etc.

Have the portfolios with you in order that you may convince the prospect of the size and scope of our national magazine advertising, the work of our Decorative Department, the property-owners' letters, the promoting we do with painters, architects and others, and the splendid advertising we supply the agent for his own use—the XY Electrotypes, the booklets and enclosing-slips for counter distribution, the lantern-slides, posters, etc.

Every representative must become a good advertiser himself, and then work to make every one of his agents good advertisers, too. Do some educational work along this line and just watch the returns in increased sales.

Get your agent interested in keeping his paint stock well arranged and in a conspicuous place; get him to dress paint windows, to use electros in his local papers, to take interest in and use all special campaigns we plan and exploit from time to time through *The S W P*. Supposing you have 300 agents using as much as $20 worth of space a year in their local papers for pushing S-W Products with the assistance of our XY's—you have a nice little newspaper appropriation of $6000 working for you.

Be sure your agents send in lists of property-owners' names during the season—those who ought to paint and those who are going to paint.

Our helps to the agent are tremendously strong, and have never yet failed to get business for those who co-operate with us. It is up to you as a Sherwin-Williams representative to obtain this co-operation.

Roger C. Sheehan
Advertising Manager

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# FOR DISTRIBUTION TO AGENTS AND DEALERS

## 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 ordering stock. Same as regular C, but with colors arranged in numerical order. One to each agent. On no account can these be given to agents for counter distribution.
F—Sign and Paddles of full line. 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—Paddles only. Furnished to agents who have a good F sign, the paddles of which are shabby or marred.
CC—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 C1. One 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 dealers' use. One to a dealer. To be sent in more liberal quantities or to painters on approval of managers only.
B-24—"The Truth About Paint." Small quantities to agents who will distribute them.

## FLOOR FINISHES

H-3—Display Unit. Modern Method Floor Finishes. (To be discontinued after present stock is exhausted.)
H-20—Unit System Hanger. Crack and Seam Filler and Floor Wax. (To be discontinued after present stock is exhausted.)
B-19—Floor Finish Booklet. 10 to 20 to each dealer.

## INSIDE FLOOR PAINT

D—Sample Folder. 10 to 15 to each dealer.
DS—11 x 17 Display-Card. One to each dealer.
H-37—Special Panel Display. One to those agents only who are pushing the line vigorously. An expensive feature.
P-25—Portfolio showing use of stencil designs over Inside Floor Paint. One to dealer pushing the idea. (Discontinued when stock is exhausted.)
F-311—Folder in colors showing use of Floor Stencil over Inside Floor Paint. 10 to 15 to dealers pushing this idea.

## PORCH AND DECK PAINT

DD—Sample Folder. 5 to 10 to each dealer.
DQ—11 x 17 Display-Card.

## FLOORLAC

FC—Sample Folder. 10 to 15 to each dealer.
FR—11 x 17 Display-Card.
FA—Floorlac Sample Panel Display. One to each dealer handling Floorlac.

## CRACK AND SEAM FILLER

CF—Descriptive Folder. A few to each dealer.

## BRIGHTEN UP FINISHES

H-1—Brighten Up Finish Display Unit. (To be discontinued after present stock is exhausted.)
CC-27—Special Brighten Up Finish Color-Card. For small dealers who do not carry full line. 15 to 20 to each dealer. (Discontinued when stock is exhausted.)
B-248—Brighten Up Finish Booklet. 1 to 20 to a dealer.

## FAMILY PAINT

K—Sample Folder. 10 to 15 to each dealer.
I—11 x 17 Display-Card. One to each dealer.

## BRIGHTEN UP STAIN

VS—Sample Folder. 10 to 15 to each dealer.
VQ—11 x 17 Display-Card. One to each dealer. (Use H-13 Unit System Hanger until stock is exhausted.)

## ENAMEL

EP—Sample Folder. 10 to 15 to each dealer.
EQ—11 x 17 Display-Card. One to each dealer.

## PORCH AND LAWN FURNITURE ENAMEL

PL—Sample Folder. 10 to 15 to each dealer.
H-17—Unit System. One to each dealer. (To be discontinued after present stock is exhausted.)
PE—11 x 17 Display-Card.

## SCREEN ENAMEL

SQ—11 x 17 Display-Card. One to each dealer.

## ENAMELOID

CE—Sample Folder. 15 to 25 to each dealer.
CD—11 x 17 Show-Card. One to each dealer.

## FLAT-TONE

CC-10—Color-Card Liquid Flat-Tone. 10 to 15 each dealer.
CC-25—Flat-Tone System Color-Card. 5 to 10 to each dealer.
H-46-A—11 x 17 Display-Card. One to dealer.
F-353—"Attractive Decorations." Stencil Folder. 15 to 25 to dealer.
F-1—Large Framed Panel Display. An expensive feature showing full line of colors. Only one of these displays to be given to those agents carrying the complete line of colors.
W-24—Flat-Tone Window Cut-out. One to dealers carrying complete line; an expensive feature.

## PAINTS AND VARNISHES FOR THE FARM

H-2—Display Unit. (To be discontinued after present stock is exhausted.)
S-901—"Paints and Varnishes for the Farm." (To be discontinued after stock is exhausted.)

## BUGGY PAINT

BP—Sample Folder. 10 to 15 to each dealer.
BQ—Framed Spoke. Display. An expensive feature. One to each dealer whose Buggy Paint purchases warrant this expense.
H-43—11 x 17 Card. One to each small dealer.

## WAGON AND IMPLEMENT PAINT

WP—Sample Folder. 10 to 15 to each dealer.
WQ—11 x 17 Display-Card. One to each dealer.

## CREOSOTE PAINT

R—Sample Folder. 10 to 15 to each dealer.
RM—Creosote Window-Hanger.

## METALASTIC NO. 2

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

## ROOF AND BRIDGE PAINT

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

## COMMONWEALTH BARN RED AND GRAY

BF—Sample Folder. Commonwealth Barn Red. A few to dealers.
CC-46—Sample Folder. Commonwealth Barn Gray. A few to dealers.
BC—Window-Hanger. Commonwealth Barn Red. One or two to each dealer.

## CYCLE ENAMEL (air-drying)

BL—Sample Folder. A few to dealers.

## OIL STAIN

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

## HANDCRAFT STAINS

HF—Handcraft Stain Sample Folder. 5 to 10 to each dealer.
CC-35—Woodcraft Stain Sample Folder. 5 to 10 to each dealer. (When stock is exhausted the name will be changed from Woodcraft Stain to Handcraft Stain.)
H-53—Handcraft Stain Display with Panels. One to dealers who are pushing the line vigorously. (To be discontinued after stock is exhausted.)

## PRESERVATIVE SHINGLE STAINS

SX—Stained samples on wood of full line of colors in pasteboard cartons. To agent pushing full line of stain.
SX-1—Short set of 12 Stained Samples on wood in pasteboard carton. Not more than 3 to agent.
SF—Description and directions for use, a folder for counter distribution. 10 to 15 to a dealer. (To be discontinued when present stock is exhausted.)
CC-38—Sample Folder showing full line on wooden samples. 10 to each dealer.
B-56—Shingle Stain Booklet. 10 to 15 to each dealer.
H-58—11x17 Display-Card. One to dealers pushing Shingle Stain.

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## SPECIAL GREENS

T—Sample Folder French Crown Green. Furnished in small quantities where sales of goods are made.
H-19—Unit System French Crown Green. One to each dealer. (Discontinue when present stock is exhausted.)
CC-34—Sample Folder Verdelite. 10 to 15 to each dealer.

## WALL FINISHES

CC-48—Deco-Paste Color Folder. 15 to 25 to dealer.
CC-31—Kalso. Hot-water Kalsomine. Color-Card. 15 to 25 to dealer.
CC-32—Decotint. Sanitary Wall Finish Color-Card 15 to 25 to dealer.
CC-33—Permento. Outside Cold-water Paint Color-Card. 10 to 20 to dealer.
F-306—S-W Factory Coating Folder. (This feature to be discontinued after present stock is exhausted.)
H-30—Decotint Display-Hanger. One to dealer.
W-12—Decotint Window-trim. (To be discontinued when present stock is exhausted.)

## PASTE COLORED PAINT

N—Sample Folder. Each dealer entitled to from 15 to 25.

## WHITE LEAD (ODP)

H-29—White Lead Hanger (size 2 feet by 3 feet 2 inches.) One to each dealer handling line. (To be discontinued after present stock is exhausted.)
B-249—White Lead Booklet. 10 to 15 for counter distribution to dealer handling line.
E-292—Enclosing-slip. 100 to 200 to dealers for counter distribution.

## POLISH-OL

E-288—Polish-ol Enclosing-slip for counter distribution. 100 to each dealer.
W-21—Auto Cut-out displaying Polish-ol, Tire-Coat and Bras-Brite packages. One to each agent pushing these lines.

## BRAS-BRITE

E-324—Enclosing-slip Folder on Bras-Brite. 15 to 25 to each dealer.

## FLOORWIPE

E-301—Enclosing-slip. 100 to 200 to dealer for counter distribution.

## FLAXOAP

H-21—Flaxoap Hanger. One to each dealer handling line. (Discontinued when stock is exhausted.)
E-262—Enclosing-slip. 75 to 100 to each dealer handling line.
W-8—Flaxoap Window-Display. One to dealers handling Flaxoap. (To be discontinued when present stock is exhausted.)

## TAXITE

TX—Descriptive Folder. A few to each dealer.

## CONCRETE FINISHES

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

## VARNISH

UV—Dealers' Price-List of Varnishes. One to dealers who need them.
VA—Inside Store-Display. One to each dealer.
F-300—Mar-not Folder. 25 to 50 to each dealer.
F-304—Durable Wood Finish, Exterior and Interior, Folder. 25 to each dealer.
F-305—Kopal and Excello Folder. 25 to 50 to each dealer.
W-9—Mar-not Window-Display. One to dealers handling a sufficient stock of Mar-not. (To be discontinued when present stock is exhausted.)
W-18—Varnish Window-Trim. One to each dealer.
B-274—Varnish Booklet. "What the Painter wants to know about Varnish." Sent to Painters on request of representative, or distributed in small quantities through agents.

## SETS OF PANELS

PF-1a—Framed Set of 12 Panels with celluloid-top hanger, reading Handcraft Stains and Varnishes—Panels. 4 x 1¼ inches. (To be discontinued when present stock is exhausted.)
PF-2a—Framed Set of 20 Panels with celluloid-top hanger, reading Handcraft Stains and Varnishes—Panels. 4 x 1¼ inches. (To be discontinued when present stock is exhausted.)
VP—Small Sample Panels, 4 x 1¼ inches. For use in sending architects, painters and agents. Ordered on 34 x 12 form.

## QUICK-DRYING COLORS

QP—Sample Folder. One to each dealer and each good carriage-maker buying our goods. 10 to 15 to jobbers handling our goods.

## INSECTICIDES

B-242—"Spraying, A Profitable Investment." A handsome, general insecticide book, fully illustrated and expensive. A few to each dealer.
E-78—Paris Green Enclosing-slip for counter distribution. 100 to each dealer.
H-55—Display-Hanger for full insecticide line, showing insects. One to each dealer.
B-287—Small general Insecticide Book for counter distribution. 50 to 75 to each dealer.
B-286—Spraying and Painting Calendar and Guide. Insecticide booklet for Spring mailing to lists furnished by insecticide agents. Lists this year to be watched very carefully, the size of them to depend upon the amount of sales. This booklet includes painting information in addition to insecticides. Representatives to specify B-286 or B-286a when lists are sent in.
B-286a—Spraying Calendar and Guide. Insecticide Booklet for Spring mailing—same as above, except that all painting information is omitted. To be specified when lists are sent in. This booklet is to be used in towns where paint agents conflict with insecticide agents and dealers.
E-341—Dry Powdered Arsenate of Lead Enclosing-slip for counter distribution. 50 to 100 to agents.
E-346—Spray-Pump Enclosing-slip. 50 to 100 to each agent.
E-387—Tuber-tonic Enclosing-slip. 50 to 75 to each agent.
B-292—Book of Newspaper electrotypes for agents' use. 1 to each good agent.

## LINSEED OIL DEPARTMENT

H-31—Linseed Oil Display-Hanger. One to each dealer handling and pushing Linseed Oil. (To be discontinued when present stock is exhausted.)
B-247—Linseed Meal Booklet. (To be discontinued when present stock is exhausted.)
E-233—Linseed Oil Enclosing-slip for counter distribution. 100 to each dealer.

## STENCIL MATERIALS

E-272—Special Folder for Counter Distribution. 25 to 50 to dealers.
B-211—Stencil Catalogue. 10 to 25 to a dealer.
E-330—Christmas Stencil Enclosing-slip. 50 to 100 to each dealer.

## GENERAL AND SPECIAL

1914-E—"The Home Decorator" Spring Mailing Booklet. Mailed only on lists furnished by new agents.
U—Dealers' Price-List. Used among present and prospective customers as memoranda of the Company's products and prices. New agents receive them with acknowledgment of order from the office. Old agents get them only when salesmen order them sent.
U-1—Confidential Net Price-List sent with U.
GG—Set of 50 Business-Cards for Painters using SWP or SWV.
B-57—Handbook showing free electros and lantern-slides. One to each agent.
W-10—Little Paint Man and Pile of Cans (Spring 1910 trim) a few still in stock. A very attractive trim. Send one to good agents. Can be used anytime for window display.
W-21—Auto Cut-out for displaying Polish-ol, Tire-Coat and Bras-Brite packages. (One to each agent pushing these lines.)
W-55—House and Painter Moving Display. Loaned to good agents for one or two weeks, provided they will give it window space during that time.
W-14—Brighten Up Village Window-Trim. A few left in stock from 1912.
W-19—Pyramid Window-Display showing exteriors of houses. (To be discontinued after present stock is exhausted.)
WC-1—Brighten Up Stickers, seven designs. 25 to 100 to dealers who will use them.
CP—Tablet of Order Blanks One to each dealer

## GENERAL AND SPECIAL—CONTINUED

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.

AA-1-Ex—New Paper Poster 28 x 42. Showing House Exterior in Colors. To be given out, only where 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 agents business-card.

AA-2—Cover-the-Earth Transparent Hanger for store and window-display. Two or three to each dealer.

MM-2—Oilcloth Banner.

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

MM-3a—Same as MM-3 without flange. Enameled on one side.

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

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.

MM-4—Paraffine Fence Sign. 25 to an agent who will put them up. Imprinted with agent's name.

W-7—Little Paint Man Hinged Cut-out. Sent only to best agents. (To be discontinued when present stock is exhausted.)

S-849—Color-Card Rack. One to live agents.

B-74—Set of Colored Plates. The Cottage Bungalow. One to each agent who wants it, also to architects and master painters. (To be discontinued when present stock is exhausted.)

B-76—A Portfolio of Plans for Home Decoration. 21 color-plates and specifications for exterior and interior decoration. One to each agent who wants it, also to architects and master painters.

B-77—"Portfolio of Suggestions for Painting and Decoration." Our 1914 edition of Color-Plates.

MN-1—Oilcloth Banner, "This Building Finished with Sherwin-Williams Varnishes," for dealers' and painters' use on jobs on which S-W Varnishes are used. Space for name and address provided. (To be discontinued when present stock is exhausted.)

Enclosing-Slips—For dealers' use. To be enclosed with letters, invoices and packages.

E-51—On SWP.
E-52—On SWP.
E-53—On SWP.
E-55—On Varnish.
E-158—On Floor Finishes.

CS-4-5-6-7-8-9—Street-Car Cards. Furnished free of charge to agents who use street-car space; imprinted with agents' name. These cards can also be furnished to agents as window-cards, one set to each agent who will use them.

B-72—Your Home and Its Decoration. A finely printed and bound book. 200 pages, 12 color-plates and 130 other illustrations. Sells retail at $2 (postage 15 cents extra). Special discounts to agents and booksellers.

## 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 handled:

S-795—Large Set of 66 Flexible Celluloid Samples.
S-801—Small Set of 35 Flexible Celluloid Samples.
AM—Sample Folder. A. I. P. Varnish Colors.
PH—Metalastic No. 2.
PM—Sample Folder Metalastic No. 3.
GS—Sample Folder Metalastic No. 4.
B-37—Catalogue on "Protective Paints for Metal Surfaces."
FM—Color-Card Full Line Metalastic.
B-23—Finishing Specialties Booklet for Engine and Machinery Builders. Sent only on approval of manager.
OM—Sample Folder. Oil-Proof Machine Paint.
MF—Sample Card. Machine Paint.
LC—Sample Folder Lustral Colors.
GC—Sample Folder Gas-Engine Finishes.
KP—Sample Folder Keg Paint.
TT—Sample Folder Telephone, Telegraph and Cross Arm Paint.
OP—Sample Folder. Oyster Bucket Paint.
AR—Sample Folder. Non-Corrodible, Acid-Resisting Paint.
GR—Sample Folder. Galvanized Iron Primer.
AS—Sample Folder. Aridos and Petriloid.
SP—Sample Folder. Elevator Paint.
B-33—Booklet on Old Dutch Enamel.
B-47—Ajax Insulating Varnish Catalogue.
CC-11—Rough Building Paint Color-Card.
CC-17—Handcraft System Color-Card.
CC-19—Carriage Gloss Color-Card.
CC-24—Golden Oak Stain Color-Card.
CC-37—Baking Enamel Color-Card.
CC-40—Free-Flowing Color Varnish Color-Card.
E-350—Mill White Enclosing-slip.

## RAILWAY

RC—Railroad Catalogue. (To be discontinued when present stock is exhausted.)
RA—Sample Folder Inside Floor Paint for Railway use.
RI—Sample Folder. Inside Wall and Ceiling Colors for Railway use.
RH—Sample Folder. P.M. Freight-Car Paint.
RJ—Sample Folder. Target Colors in Varnish.
RD—Depot Paint Booklet.

## STREET RAILWAY

SC—Street Railway Catalogue. (To be discontinued when present stock is exhausted.)

## MARINE

MC—Marine Catalogue Including Yacht Finishes. (To be discontinued when present stock is exhausted.)
MA—Sample Folder Marine Paint for Cabins.
MH—Sample Folder Marine Paint for Hulls.
MD—Sample Folder Marine Paint for Decks.
MB—Sample Folder Marine Paint for Barges and Lighters.
CC-30—Complete Color-Card. Yacht and Motor-Boat Finishes.
CC-20—Sample Folder. Corinthian Green.
CC-21—Marine Engine Enamel Finishes.
CC-22—Copper Paint.
CC-23—Boot-Top Paint.

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