

TOP-NOTCHER COMPETITION
Trade Sales Representatives
1918-1919

District and Division Prizes

District—Top-Notcher Prize \$200
 Division—1st \$200; 2nd \$100

Only first prize will be awarded in Divisions having eight or fewer trade representatives.

Top-Notcher Trade Sales Representative for entire Company will receive \$200 in addition to Division and District prize.

	Points	Points decline each place
1. Highest percentage estimated total net sales	125	3
2. Highest percentage estimated net trade sales	75	2
3. Highest percentage estimated net manufacturers, marine and railway sales	60	2
4. Highest percentage gain in total net sales over previous year	60	2
5. Highest percentage estimated varnish sales	75	2
6. Highest percentage of agents qualifying on Varnish Construct Plan for 5-10 or 15% refund	60	2
7. Lowest percentage on S. D. & E. report	75	2
8. Highest percentage estimated total new agents	60	2
9. Highest percentage estimated total new dealers	50	2
10. Highest percentage estimated total new other accounts	35	1
11. Highest percentage of ODP White Lead quota sold (actually shipped)	60	2

**TOP-NOTCHER
 COMPETITION**



The Sherwin-Williams Co.
 PAINT AND VARNISH MAKERS

FACTORIES:
 CLEVELAND, CHICAGO, NEWARK, MONTREAL, LONDON, ENG.
 SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

	Points	Points decline each place
12. Lowest percentage of regular suspense to net sales.....	75	2
13. Largest number of following Trade Sales Products on which gains are shown over last year.....	75	2

Varnishes, Driers and Painters' Japans, SWP, Inside Floor Paint, Floorlac, Floor Wax and C. & S. Filler, Screen and Stove Pipe Enamel, Enameloid and other Enamels, Auto and Buggy Paint and Top Dressings, Auto Enamel, Handcraft, Woodcraft and Water Stains, Aluminum and Gold Paint, Wagon and Implement Paint, Roof and Bridge Paint, Commonwealth Barn Paints, Q-D Colors, Taxite, Shingle Stain, Flat-Tone, Bras-Brite, Old Dutch Enamel, ODP Lead, Family Paint.

NET SALES

Net sales shall be gross sales, less sale of ODP White Lead, Linseed Oil and unmanufactured sundries, also freight allowances, returned goods, overcharges and errors in billing plus percentage credit for sale of S-W Old Dutch Process White Lead and Linseed Oil.

MSD Managers and MSD Representatives

Entire Company

1st prize \$200; 2nd prize \$100; 3rd prize \$50

1. Highest percentage of estimated total net sales.....	100	4
2. Highest percentage of gain in total net sales over previous year.....	50	2
3. Highest percentage of gross profits on net sales.....	100	4
4. Largest gain in dollars and cents over previous year.....	50	2

	Points	Points decline each place
5. Highest percentage of estimated Varnish Sales.....	50	2
6. Highest percentage of estimated new accounts.....	50	2
7. Lowest percentage of sales, deductions and expenses.....	75	3

Railway, Street Railway and Marine Representatives

Entire Company

Prize \$200

Highest percentage estimated total net sales.....	125	3
Highest percentage gain total net sales over previous year.....	50	2
Largest gain, dollars and cents, net sales over previous year.....	35	1
Highest percentage estimated varnish sales.....	40	1
Lowest percentage sales, deductions and expense report.....	75	3
Largest gain, dollars and cents, over previous year on SWP, Flat-Tone and Insulating Varnishes.....	75	3
Largest sales in dollars and cents on Old Dutch Railway Enamel.....	75	3
Best percentage of gross profits on net sales.....	100	4

BONUS FOR REACHING ESTIMATE

Every representative who reaches his estimate for total net sales during the coming year shall receive a bonus of One Hundred Dollars (\$100), and every representative who reaches his total net varnish estimate shall receive a bonus of Fifty Dollars (\$50), provided, however, that the payment of such bonus shall be optional with the management in the case of any representative who does not

the ensuing year, a
one who begins on any
of the first quarter,
management. Repre-
any territory after
quarter shall also be
Competition, except
management.

AND SCAR-NOT

reaching his estimate
the bonus for reaching
each representative
(\$20) in gold for mak-
sale of Air-Plane