SHERWIN-WILLIAMS

SIGN

PROPOSITION

[redacted]

COVER THE EARTH

[redacted]

N29152

Sherwin-Williams Electric Signs

Sherwin-Williams Electric Signs are offered only to Authorized Sherwin-Williams Agents in those communities where the signs will do the agent the most good.

The line of signs is large enough to embrace all types of communities and all types of stores.

Electric Signs are the best mark of identification that a store can have. They are a day and night, all-time, sales making asset to any business.

Prices quoted in this catalogue are net to the Agent, including all hanging equipment, F. O. B. point of manufacture. They represent from one-fourth to one-fifth of the retail cost of similar signs. Through quantity purchase, and because of the fact that The Sherwin-Williams Co. takes a large percentage of the cost of the signs into its own expense, these prices are so low as to make Sherwin-Williams Electric Signs an investment not easily overlooked by up-to-date and active dealers.

0007-SWP-039750

0007-SWP-000123136

Some Important Points Concerning the Sherwin-Williams Electric Sign Proposition

1 This proposition is co-operative. The Sherwin-Williams Co., through its quantity purchase policy, gets an excellent cost from the manufacturers of the signs. The Sherwin-Williams Co., also accepts into its own expense a large percentage of this cost. The agent's cost represents from one-fourth to one-fifth of the retail cost of the signs.

2 Prices quoted include all hanging equipment, and are net to authorized Sherwin-Williams Agents, F. O. B. point of manufacture.

3 Agent ordering sign should first obtain local permit to hang it. This prevents getting a sign which local ordinances will not allow.

4 Agent will pay shipping and hanging charges, will equip the sign with bulbs, and pay for the operation of the sign.

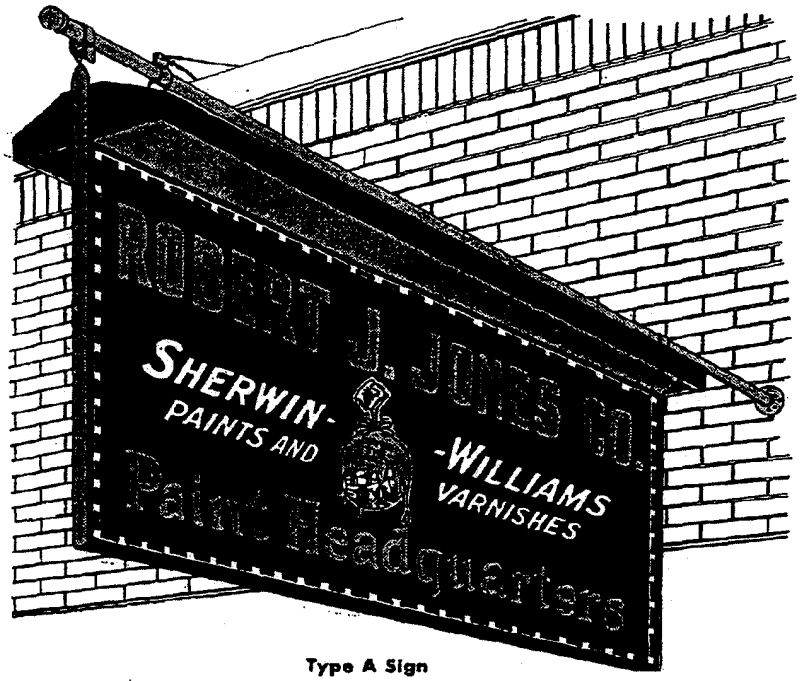
5 All Sherwin-Williams Electric Signs are made by reputable manufacturers and are approved by the National Board of Underwriters.

6 Sherwin-Williams Electric Signs should be ordered on the contract-order blanks which are supplied to Sherwin-Williams representatives.

0007-SWP-039751

0007-SWP-000123137

TYPE A



Type A Sign

Specifications—Five feet wide, by two and one-half feet deep, double-face, made of 18-gauge Armco iron finished with five coats of porcelain enamel baked on at high temperature. Colors rich and permanent, dark blue background, agent's name, "Paint Headquarters" and Sherwin-Williams trade-mark in brilliant red, words "Sherwin-Williams Paints and Varnishes" in white. Space for one-line imprint, or other word, at top of sign.

Illumination furnished by six 75-watt lamps, three on each side of sign, reflected down on each side from hood, which is enameled white on underside.

Price—Retail price of sign from $90.00 to $100.00. Price to Sherwin-Williams authorized agents, [redacted], net, F. O. B. Ellwood City, Pennsylvania. 15.00

Shipping—Weight of sign, crated for shipment, including all necessary hanging equipment, 170 pounds. Sign shipped by freight collect.

Job # 1650

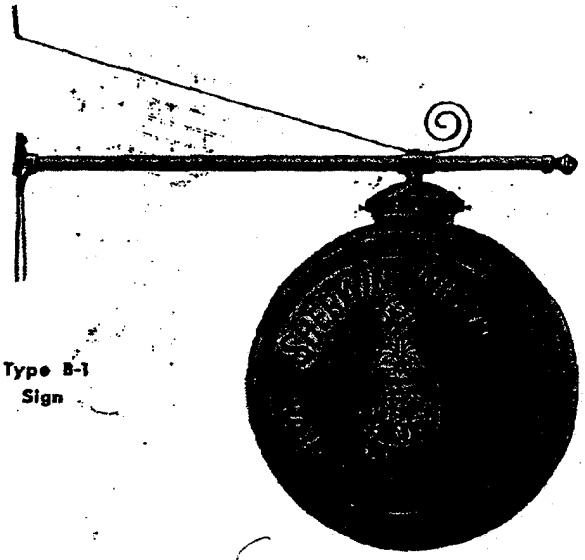
IMPORTANT

When ordering this sign, be sure and print the imprint instructions clearly. One line imprint only is allowed. It may be the agent's name, or any other word or words that he may wish.

0007-SWP-039752

0007-SWP-000123138

TYPE B-1



Type B-1 Sign

Specifications—Diameter of sign, 21 inches; diameter of glass, 16½ inches, double-face, metal frame finished in dark blue enamel. Colors on glass, red and blue, burned in, non-fading. Hanging bracket, wired complete, furnished with necessary guy wires.

Illumination furnished by 75 or 100 watt bulb inside frame, reflecting through the fired glass faces.

Price—Retail price approximately thirty-five dollars. Price to authorized Sherwin-Williams Agent, $~~10.00 net~~ 4.50, F. O. B. Cincinnati, Ohio.

Shipping—Weight of sign, boxed for shipment 30 pounds. Signs shipped by express only.

Job #425

TYPE B-2

Specifications—Same as Type B-1, except that instead of hanging bracket, a wall upright bracket is furnished, wired complete with socket. Can be used as interior sign in paint department.

Illumination, price, and shipping, same as Type B-1.

0007-SWP-039753

0007-SWP-000123139

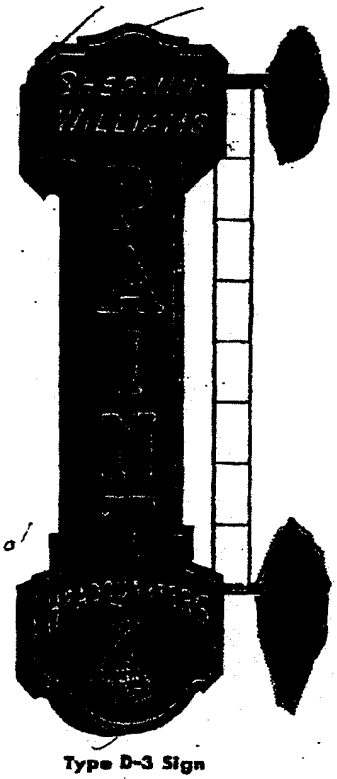
TYPE D

Specifications—Three feet wide by 12 feet high, double face, made of 18-gauge iron finished in non-fading porcelain enamel. Color, dark blue, with orange and yellow border and trim. Words "Paint" and Sherwin-Williams trademark illuminated at night, flat glass. Words "Sherwin-Williams" and "Headquarters" stencilled onto the sign.

Illumination furnished from interior of sign, from 13 50-watt lamps, showing through the word "Paint" and the "Cover-the-Earth" trademark only.

Price — Retail Price from $250.00 to $280.00. Price to authorized Sherwin-Williams Agents, ~~$60.00~~ F. O. B. Kalamazoo, Michigan. 54.00

Shipping—Weight of sign, packed for shipment, 350 pounds. Sign shipped by freight collect.



Type D-3 Sign

(For our recommendation, see Type D-3 Sign)

Job No 5335

TYPE D-1

Same as Type D sign, except that the word "Paint" appears in raised opal glass letters.

Price to authorized Sherwin-Williams Agents, ~~$70.00~~. 59.00

Job No 5785

(For our recommendation, see Type D-3 Sign)

0007-SWP-039754

0007-SWP-000123140

TYPE D-2

Same as Type D, except that all lettering on the sign is illuminated in flat glass.

Price to authorized Sherwin-Williams Agents, ~~$73.50~~. 62.00

(For our recommendation, see Type D-3 Sign)

Job No 57185

TYPE D-3

Same as Type D-2, except that all lettering on the sign appears in raised opal glass letters.

THIS SIGN IS THE BEST ONE WE HAVE TO OFFER, AND PRESENTS THE GREATEST VALUE TO THE BUYER. . . . .

Price to authorized Sherwin-Williams Agents, ~~$85.00~~. 67.00

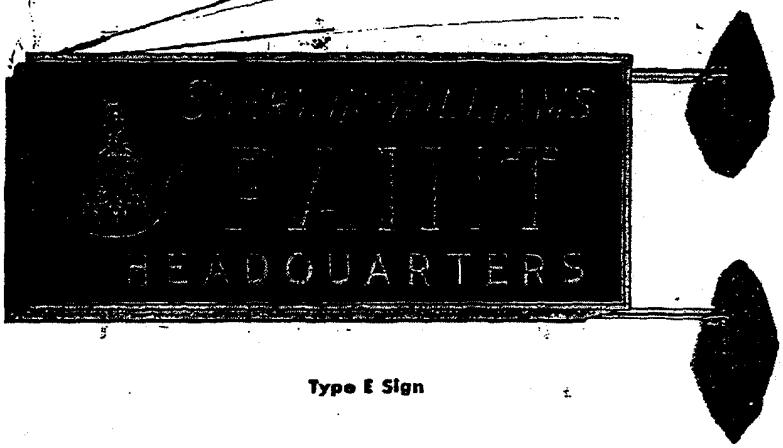
Imprint—For an additional $5.00 we can furnish a small panel, which will hang below the sign, bearing the Agent's name, but this panel is not recommended on this type of sign. Job No 61600

SPECIAL—We can furnish a special border of bulbs, for steady burning, for any of the Type D signs, for an additional cost of $28.00, or a bulb border with flashing sockets having high speed action running around the sign, for $58.00. This border necessitates 58 additional small bulbs, and colored caps can be furnished for these, giving a number of different shades, such as red, green, blue, canary, or opal.

0007-SWP-039755

0007-SWP-000123141

TYPE E



Type E Sign

Specifications—Six feet wide by 2½ feet high, double-face, made of 18-gauge iron finished in porcelain enamel. Color, dark blue with orange and yellow border and trim. All lettering in raised opal glass letters. *Word "Headquarters" can be changed for any other word or words of the same or shorter length, at no additional cost. This word also illuminated in raised glass letters. No word of more than seventeen letters allowed.* Single line imprint only.

Illumination is furnished by 22 50-watt bulbs on the inside of the sign. All words and trade-mark illuminated.

Price—Retail price $250.00. Price to authorized Sherwin-Williams Agents, ~~$65.00~~ $7.00, F. O. B. Kalamazoo, Michigan. Job #57

TYPE E-1

Same as Type E Sign, except that all lettering appears in flat glass letters.

Price to authorized Sherwin-Williams Agents, ~~$60.00~~. $2.00

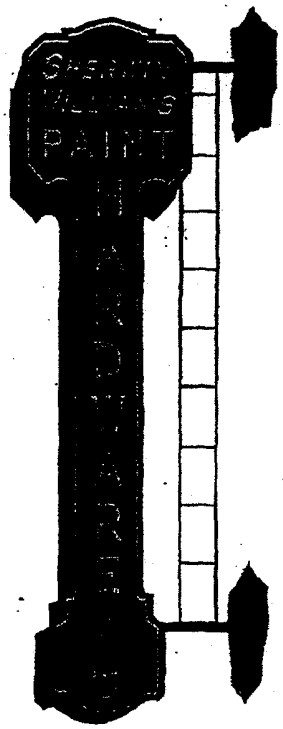
Shipping—Weight of these signs, packed for shipment, 275 pounds. Sign shipped by freight collect. Job No 5157

If no imprint instructions are given, when ordering Type E signs, they will be furnished with the word "Headquarters" as illustrated. Imprints are furnished in place of this word, as specified.

0007-SWP-039756

0007-SWP-000123142

TYPE F



Type F Sign

Specifications—Three feet wide by twelve feet high, double-face, made of 18-gauge iron finished in porcelain enamel. Color, dark blue, with orange and yellow border and trim. All lettering appears in raised opal glass letters.

Illumination furnished from the interior of the sign, from 25 50-watt lamps, all words on sign being illuminated.

Price—Retail price of this sign about $400.00. Price to Sherwin-Williams authorized agents, ~~$110.50~~ 99.00 F. O. B. Kalamazoo, Michigan.

Shipping—Weight of sign, packed for shipment, 385 pounds. Sign shipped by freight collect.

Job # 4750

TYPE F-1

Same as Type F, except that word "Hardware" is replaced by the word "Lumber," and that there are 29 lamps in the sign instead of 25.

Price to Sherwin-Williams authorized agents, ~~$112.50~~. 99.00

Bulb borders, for constant illumination, or running action around the sign, can be furnished for Types F and F-1 Signs at same prices as for the Type D Signs.

Job # 3875

0007-SWP-039757

0007-SWP-000123143

ADDENDUM TO ELECTRIC SIGN CATALOGUE

TYPE F2

We are pleased to announce another addition to our line of Electric Signs, for sale to authorized Paint Headquarters Agents.

This is the Type F 2 Sign. It is the same design, size, and construction as the Type F Sign, which is illustrated in your catalogue, except that it carries the word, WALLPAPER, in place of the word, HARDWARE.

This completes our line of Type F Signs, as we can now offer them with a choice of the words, HARDWARE, LUMBER, and WALLPAPER.

The price of the Type F 2 Sign to Agents is the same as the price of the other Type F Signs - namely, $~~113.50~~ 99.00, F.O.B. Kalamazoo, Mich.

KEEP THIS NOTICE WITH YOUR SIGN CATALOGUE IN

YOUR PRICE LIST

Job 43550

Dist Mgrs.
Trade Sales Mgrs.
Credit Managers.
Trade Sales Reps.
Chief Clerks.
LFC WMS CML LWD
EWG CFT AOF SAD
WFI

AD SERVICE
OCT 1930

A. A. Differt

Niagara Falls

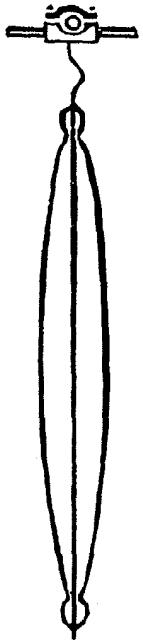
Cost	250.00
Hanging	25.00
	275.00

Aquatic Show	125.00
Hanging	25.00
	150.00

0007-SWP-039759

0007-SWP-000123145

S-W CIRCULAR AGENCY SIGN–



SPECIFICA

Diameter: Disc 33". With N

Finish: Six colors, finished i

Transformer: 1-4000 volt - 3

Lamps Required: 2 - 50 watt

Current Consumption: Appr hour.

Reflectors: Hoods furnished

Hanging Equipment: Sign su conduit, with total project arms of ½" galvanized co materials furnished: 4 - ½ sion shields, 4 wall angles ft. $\frac{3}{16}$" galvanized cable.

Construction: Convex faces sheet steel. Iron braces Wired by union electrician struction approved by Und

Approximate Weight: 130 crated.

Current Required: 110 volt WILL NOT OPERATE ON out convertor.

KOLUX KOKOMO INDIANA

0007-SWP-039760

0007-SWP-000123146

Questions and Answers

on the

1937-38 Co-operative

Advertising Plan

Issued October, 1937

For Representatives' Confidential Use

0007-SWP-039761

The following Questions and Answers on the New 2% Plan for Established Dealers and 10% Plan for New Dealers landed in the current 1937-38 fiscal year are to supplement the explanation of the Plan in the four-page leaflet (S-2690) enclosed with your Fall Planning Portfolio sent in the "Gold Box".

An effort has been made both to answer the questions that have arisen and to anticipate questions that will come up. You will find in addition to the 10% allowance to which a New Dealer is eligible, a special allowance for dealers landed in 1936-37, our last fiscal year.

For Established Dealers, for dealers landed last year and for dealers landed this year, a generous amount is available.

To the extent of this allowance we will pay one-half of the dealer's cost of advertising in approved media.

-- ADVERTISING DEPT.

Copies to

District & Division Managers
T. S. Representatives
Credit Managers

QUALIFYING FOR 2% ALLOWANCE

QUES. NO. 1 *What will we do for a dealer under our 2% Co-operative Plan?*

ANS. Pay one-half of the dealer's advertising cost up to the extent of the allowance available for approved types of advertising.

It will be up to him to furnish us within the fiscal year invoices marked "paid" by the company rendering the invoice. Such invoices must be supported by tear sheets, radio scripts, or other tangible evidence of how the money was spent. All such advertising must be placed at the dealer's local rate and can apply only to Sherwin-Williams Products.

CALCULATION OF ALLOWANCE

QUES. NO. 2 *How will the 2% Allowance be figured?*

ANS. On the basis of total purchases made during 1936-37, provided purchases of Opex and Kem, ODP, Linseed Oil, Turpentine, Insecticides and Unmanufactured Sundries do not amount to over 20% of the total. If these items do amount to over 20% of the total, the allowance will be calculated on purchases of regular S-W Products plus purchases of the above products up to 20% of the total on which the allowance will be based.

EXAMPLE:

		% OF TOTAL ON WHICH ALLOWANCE IS BASED
Total Purchases.....	$3,000.00	
Purchases of Lead, Oil, Turpentine, Insecticides and Sundries, Opex and Kem.....	1,000.00	
Purchases of regular S-W Merchandise	$2,000.00 —	80%
Purchases of Opex & Kem, Lead, Oil, etc Allowed.....	$ 500.00 —	20%
Total Purchases on which allowance is calculated.....	$2,500.00 —	100%
Allowance Available (2% of $2,500.00)	$50.00	

QUES. NO. 3 *How will the 10% Allowance for New Dealers be figured?*

ANS. On the total amount of the Opening Order, provided ODP, Oil, etc. do not account for our 20% of the total (See Question No. 2)

If and when during the first twelve month period of dealership 2% of a new dealer's total purchases exceeds 10% of his opening order, the excess will ~~make~~ be made immediately available for further co-operative advertising.

0007-SWP-039763

0007-SWP-000123149

QUES. NO. 4 *What does the "minimum grant" of $25.00 mean?*

ANS. It means that every authorized dealer will be eligible for an allowance of at least $25.00, regardless of whether $25.00 is more than 2% of his purchases during 1936-37. For example, if a dealer's purchases during 1936-37 amounted to $800.00 he will be allowed up to $25.00 in spite of the fact that 2% of $800.00 is only $16.00. Our contribution of up to $25.00 is to represent not more than one-half of the amount spent for approved types of advertising.

QUES. NO. 5 *Why has the $25.00 minimum been established?*

ANS. In order to do an effective advertising job, we believe that an expenditure of at least $50.00 should be made during the year. In view of this fact, we are willing to co-operate to the extent of $25.00 in spite of the fact that 2% of a dealer's last year's purchases may be less than this amount.

QUES. NO. 6 *Is a small dealer required to spend a total of $50.00 to be eligible for the $25.00 allowance?*

ANS. No. Sherwin-Williams will share 50-50 for any amount up to $50.00, $25.00 being our maximum share.

QUES. NO. 7 *On what will allowances be based for dealers landed during the fiscal year 1936-37?*

ANS. Since no full year's sales on which to base an allowance are available, dealers landed between Sept. 1, 1936 and August 31, 1937, will be eligible for an allowance up to 6% of their Opening Order or up to 2% of their total purchases up to August 31st, whichever amount is the larger. This is based on the fact that, on the average, a new dealer's total purchases for the first twelve months are three times the amount of his opening order. As shown by the following examples, no dealer will be penalized.

EXAMPLE NO. 1

Dealer "A" was landed in February, with an opening order of $500.00. Total purchases up to August 31st were $2,500.00. Allowance for which Dealer "A" is eligible is 6% of $500.00 or 2% of $2,500.00, whichever is larger.

6% of $ 500.00 is $30.00
2% of $2500.00 is $50.00

He is eligible, therefore, for an allowance of up to $50.00, provided he matches our contribution with an equal amount of his own.

EXAMPLE NO. 2

Dealer "B" was landed in May with an opening order of $2,000.00. By August 31st his total purchases amounted to $3,500.00. His allowance would be figured as follows:

ANS. NO. 7 (Cont'd.)

6% of $2,000.00 equals $120.00
2% of $3,500.00 equals $ 70.00

Since 6% of his opening order is more than 2% of his total purchases to August 31st, he is eligible for an allowance of up to $120.00, which the new dealer must match dollar for dollar.

DEALERS WITH MORE THAN ONE OUTLET

QUES. NO. 8 *How will the allowance for which a line yard lumber company is eligible, be calculated?*

ANS. On the basis of the combined purchases of all of the yards, provided we are supplied with a record of the CLASSIFIED SALES to the company as a whole, or on the basis of individual yards if the line yard headquarters office prefers. In the former case, the individual yards will not be given advertising credits direct. Application for credit must be approved by the headquarters office and credit will be issued to the headquarters office up to the full amount for which the company is eligible.

QUES. NO. 9 *How will the allowance be calculated for which a group or chain of stores under the same ownership and management is eligible?*

ANS. On the basis of combined purchases of the group or chain. (See previous answer on line yard lumber companies).

DEALERS SOLD THROUGH RETAIL BRANCHES

QUES. NO. 10 *Will dealers who buy through retail branches have an allowance available equal to 2% of their 1936-37 purchases?*

ANS. Yes. The allowance will be based on their PURCHASES OF S-W PRODUCTS (not wallpaper) on the same basis as all other dealers.

QUES. NO. 11 *Will these dealers buying through Retail Branches apply to the branches or direct to the Advertising Department for their co-operative allowance?*

ANS. Direct to the Advertising Department.

QUES. NO. 12 *Must a dealer use the total amount of the allowance to which he is entitled?*

ANS. No. - But it is to his advantage to do so, since advertising will stimulate his sales and increase his profits.

QUES. NO. 13 *Can unused balances be carried from one year to the next? For example, if a dealer is eligible for support up to $100.00 and if he uses only $50.00, will the other $50.00 carry over to 1938-39?*

ANS. Absolutely not.

QUES. NO. 14 *Is it permissable for a dealer to use all of the available allowance at one time?*

ANS. Yes, but it will be far more to the dealer's advantage to distribute his advertising expenditures throughout the Fall and Spring painting seasons.

REIMBURSING THE DEALER

QUES. NO. 15 *How will the dealer be reimbursed?*

ANS. We will send him a check direct from the Advertising Department (Cleveland or Oakland) for one-half of the amount shown on the paid invoices, our share not to exceed 2% of his 1936-37 purchases. This check will be sent through the District Credit Manager.

QUES. NO. 16 *May dealer deduct advertising allowances from his account with our branch office?*

ANS. No. Invoices marked "paid", tear sheets, etc., are to be sent direct to Advertising Dept., Cleveland (or Oakland, Cal.)

TYPES OF MEDIA

QUES. NO. 17 *On what advertising may the 2% co-operative allowance be used?*

ANS. Advertising exclusively on S-W Products in an approved medium.

QUES. NO. 18 *What media are approved?*

ANS.

- Local Newspaper Advertising
- Local Bill Posting
- Local Printed Handbills on S-W Products (not including cost of distribution)
- Local Telephone Directory - (We will pay for a 1-inch trademark heading in the "Where To Buy It" section. Dealer to pay for his listing. If more than one dealer is listed under same heading, cost of heading will be pro-rated and applied against allowance of the dealers listed.
- Other approved media preferred by dealer.
- Local Radio Advertising
- Local Outdoor Signs
- Local Cooking Schools
- Local Printed Postcards (Printing costs only)

QUES. NO. 19 *Why are Home Decorators, Seasonal Catalogs, The Truth About House Paint book and various co-operative signs not listed under 2% Plan?*

ANS. They are already on a Co-operative basis. The prices at which they are offered to dealers are less than half of their total cost.

QUES. NO. 20 *How can our approval be obtained on media preferred by the dealer but not listed above?*

ANS. He should ask our Representative or write the Division Manager who will get the Advertising Department's approval.

NEWSPAPER

QUES. NO. 21 *On what basis will we share the cost of dealers' Newspaper Advertising?*

ANS. We will pay 1/2 the cost of such space devoted to Sherwin-Williams Products as has been run at the dealer's LOCAL rate. Our share of Newspaper and other advertising must not exceed 2% of dealer's previous year's purchases (See 10% Plan for New Dealers.)

QUES. NO. 22 *Are mats shown in Planning Book free of charge?*

ANS. Yes.

QUES. NO. 23 *Will we pay for an Ad in which other lines (hardware, radios, etc.) as well as Sherwin-Williams Products are shown?*

ANS. We will pay for one-half of the cost of the part of the Ad devoted exclusively to Sherwin-Williams Products.

QUES. NO. 24 *Will we share cost of advertising Wallpaper that is featured in same Ad as Sherwin-Williams Products?*

ANS. No.

QUES. NO. 25 *Must dealer furnish tear sheets of Newspaper Advertising on which Sherwin-Williams shares cost?*

ANS. Yes. These must accompany publisher's invoices that must be marked "paid" by the publisher.

QUES. NO. 26 *Must dealer furnish entire newspaper in which Ad appears?*

ANS. No. Send in whole page only.

QUES. NO. 27 *What information must appear on publisher's invoices?*

ANS. Dates of Ads, local rate per inch or per line, and space used.

0007-SWP-039767

QUES. NO. 28 *May dealer choose which of our products to advertise?*

ANS. Yes, but naturally he will want to concentrate on leaders such as S-W-P, Semi-Lustre, etc.

LOCAL RADIO ADVERTISING

QUES. NO. 29 *What type of local radio announcements will S-W pay share of cost on 50-50 basis?*

ANS. Announcements devoted exclusively to S-W Products. Our share of cost is not to exceed that part of the total 2% allowance which is available.

QUES. NO. 30 *What must dealer present to be reimbursed for our share of the cost?*

ANS. "Paid" invoices submitted by radio station. These invoices must be accompanied by the scripts used.

LOCAL OUTDOOR SIGNS

QUES. NO. 31 *What do we consider local outdoor signs?*

ANS.
1. Painted Wall Signs on dealers' stores.
2. Painted or Electric Roof Signs.
3. Dealer's own Highway Boards.
4. Large Highway Boards, leased and maintained by local Sign Co.
5. Dealer Small Highway Board as offered by us through Midwest Sign Co. Cleveland (See Question No. 49).

QUES. NO. 32 *Should request for such advertising be referred to Advertising Department for approval?*

ANS. Yes. Before dealer contracts for any kind of sign, application for co-operation on cost should be made.

QUES. NO. 33 *How should this be done?*

ANS. Representative to secure all information from dealer as to —

1. Location
2. Size
3. Cost - based on standard S-W design, and sent to Sales Manager, who will submit to Cleveland for approval.

QUES. NO. 34 *Will S-W furnish layout for Signs?*

ANS. Standard designs and specifications will be furnished on application.

QUES. NO. 35 *What must the dealer present to be reimbursed for our share of costs?*

ANS. Invoice from Sign Company representing total cost - marked "paid", or monthly cost, depending on type of sign. This must be accompanied by dealer's invoice to us for our share of cost. This does not apply to Midwest Sign Co. proposition. (See Question No. 51)

QUES. NO. 36 *What are the exterior signs referred to as additional advertising over and above the advertising he may purchase out of his 2% allowance?*

ANS. Our standard Store Signs such as Electric Signs - Types G, K, and L. Interior Signs - Types N and O, and other store identification signs as Types MM-9, MM-11 and MM-15, all of which are available to any dealer at the prices listed in Sign and Souvenir booklet.

LOCAL BILL POSTING

QUES. NO. 37 *What part of cost does S-W pay?*

ANS. One-half of total cost. Our share to be applied against dealer's 2% allowance for Co-operative Advertising.

QUES. NO. 38 *Does Sherwin-Williams furnish posters free of charge?*

ANS. We will furnish posters of our standard design.

QUES. NO. 39 *Can dealer have local posting company make his own posters?*

ANS. Yes. - But dealer will have to pay total cost of posters.

QUES. NO. 40 *Will we furnish the dealer with more than one design?*

ANS. For this Fall we have our present design - AA-32. A new poster will be available for Spring.

QUES. NO. 41 *What must dealer send in to be reimbursed for our share of the cost?*

ANS. The invoice rendered to the dealer by the Posting Co. - marked "paid" - accompanied by dealer's invoice for our share of cost.

Locally Printed

QUES. NO. 42 *Will we share cost of printing postcards shown in the Advertising Plan Book?*

ANS. Yes, but no portion of postage. Our portion of cost must not of course exceed the unused part of 2% allowance.

QUES. NO. 43 *How will dealer be re-imbursed?*

ANS. By sending their printer's invoices marked "paid" by printer and showing the cost of printing separate from cost of government postal cards. Samples of cards must be attached.

COOKING SCHOOLS

QUES. NO. 44 *What part of cost will Sherwin-Williams share?*

ANS. One-half the cost of demonstrating Sherwin-Williams Products. This, of course, must depend on sufficient amount being available from the total 2% allowance.

QUES. NO. 45 *Will Sherwin-Williams share cost of door-prizes, Home Decorators or other items given away?*

ANS. No. Locally Printed Handbills

QUES. NO. 46 *What if dealer wants to use locally printed Handbill devoted exclusively to Sherwin-Williams Products to supplement other forms of advertising?*

ANS. We will pay one-half of the local printing cost, but no part of the cost of distribution. This is provided that our share of the cost does not exceed whatever part of the dealer's total allowance is available.

QUES. NO. 47 *Will we furnish mats of package cuts and other S-W illustrations shown in Proof Book, free of charge?*

ANS. Yes.

QUES. NO. 48 *What must dealer present to be reimbursed for S-W share of cost?*

ANS. Printer's invoice marked "paid" with sample of handbill attached.

DEALER HIGHWAY BULLETINS
(MIDWEST SIGN)

QUES. NO. 49 *How are these boards to be ordered?*

ANS. Reps can send in applications on regular Sign Order Blank - S-2527, to Sales Manager for approval.

QUES. NO. 50 *What should Sales Manager do?*

ANS. Check dealers last fiscal year's purchases to see if our share of cost ($2.00 per month per board) comes within 2% allowance. Application with information on dealer's purchases to be sent to Advertising Department, Cleveland.

0007-SWP-039770

0007-SWP-000123156

QUES. NO. 51 *Is this considered one of the approved forms of advertising on which we will co-operate on the total cost?*

ANS. Yes. The total cost is $4.00 per month per board. Dealer will pay $2.00 per month per board, for 24 months direct to Midwest Sign Co. as soon as boards have been erected. S-W share of $2.00 per month, per board, will be paid direct by us to Sign Company and deduct from dealer's total 2% Allowance.

QUES. NO. 52 *Will dealer have to sign contract?*

ANS. Upon receipt of application Advertising Department will send contract form to dealer. This is a contract between dealer and Midwest Sign Co. for his share of cost.

QUES. NO. 53 *What does the cost cover?*

ANS. The complete Service rendered by the Midwest Sign Co. includes:

Locations secured by lease, rental for which is paid by Sign Co.

Erecting Signs.

Periodic inspection, at which time signs will be cleaned and repainted or replaced if needed.

QUES. NO. 54 *Do signs become the property of dealers at the end of 24 month period?*

ANS. Signs remain the property of Midwest Sign Co. at all times.

QUES. NO. 55 *Is there any special price for dealers if they pay for the sign in advance?*

ANS. No.

QUES. NO. 56 *Can dealer buy the sign from Midwest Sign Co. as an outright purchase and erect the sign himself?*

ANS. These signs are available only on the lease basis which offers the advantages of a maintenance service.

QUES. NO. 57 *Wouldn't it be cheaper to sell these signs for a flat sum and have the dealer arrange for location and erecting?*

ANS. No. Our experience shows that such signs would not be kept up so as to get the full advertising value. Dealers are not equipped to keep such signs in good condition and it is therefore advisable to offer this proposition on a complete maintenance service as offered by us.

QUES. NO. 58 *Can the dealer have a local Sign Co. make and erect this type of Sign?*

ANS. Where the case involves a reliable Sign Co. which is a large customer and which is equipped to build highway signs and furnish a maintenance service. This will have to be handled on a contract basis which must be approved by the Advertising Department before commitments are made.

QUES. NO. 59 *What about small local Sign shop that can build this board at low cost?*

ANS. As a rule, they do not build and erect a substantial sign and usually have difficulty in reproducing our trademark and lettering. A hand-painted sign even though painted with Kem Bulletin Colors is not as lasting as the finish on the signs offered by the Midwest Sign Co. We want to discourage the building of these signs by small local sign shops.

QUES. NO. 60 *Will the entire Sherwin-Williams share ($48.00 for 2 year period) be applied against the dealer's 2% allowance for this fiscal year?*

ANS. No. If sign is erected in March, for example, only 6 months charge - or $12.00 per sign will be charged against dealer's 2% total allowance.

QUES. NO. 61 *Will these signs work out in the Metropolitan areas?*

ANS. They are designed for use on highways, especially adjoining the smaller towns.

QUES. NO. 62 *Can these signs be put on the dealer's roof?*

ANS. Not at the regular price. Such installations usually require steel construction and also have to be checked for such things as City Ordinances, Permits, etc. The sign is hardly large enough for use as a roof sign.

GENERAL

QUES. NO. 63 *When must paid invoices, tear sheets, etc. be sent to Sherwin-Williams Co.?*

ANS. At the end of the Fall or Spring seasons but not later than August 20th, 1938.

QUES. NO. 64 *May invoices, tear sheets, etc., be sent in after each Ad is run?*

ANS. Yes, but it will save bookkeeping for dealers and ourselves if they are grouped as covered in Answer No. 63.

Mailed

CO-OPERATIVE ADVERTISING PLAN *for* AUTHORIZED DEALERS

1939 - 1940

The purpose of the Co-operative Advertising Plan is to assist the dealer in publicising and advertising Sherwin-Williams Products to the people in his community.

The Questions and Answers appearing below will enable our Division Managers, Representatives and Credit Managers to obtain a thorough understanding of the Plan. Read these immediately so you will be in a position to counsel your dealers and point out methods to increase their volume of paint business.

Briefly, the Plan is this:

The established, authorized dealer, under the Co-operative Advertising Plan will be eligible at the close of each fiscal year for a maximum advertising allowance of 2% of his year's purchases of Sherwin-Williams Products. This 2% maximum allowance is to be spent for local advertising during the ensuing fiscal year (Sept. 1st to August 31st) and must be matched dollar for dollar by the dealer. New Authorized Dealers will be eligible for a Co-operative Advertising Allowance of 10% of the Opening Order. This amount must be matched dollar for dollar by the new dealer and is to be used towards the cost of his local advertising on Sherwin-Williams Products during the first twelve months of his dealership.

In preparing the following information, an effort has been made both to answer the questions that have arisen and to anticipate questions that will come up. Write the Advertising Department, Cleveland, Ohio, or Oakland, California, if additional information is desired.

ADVERTISING DEPT.

QUALIFYING FOR 2% ALLOWANCE

Question No. 1. What will we do for an authorized dealer under our 2% Co-operative Advertising Plan?

Answer Pay one-half of the dealer's advertising cost, up to the extent of the allowance available, for approved types of advertising.

It will be up to him to furnish us, *within* the fiscal year, invoices marked "paid" by the company rendering the invoice. Such invoices must be supported by tear sheets, radio scripts, or other tangible evidence of how the money was spent. All such advertising must be placed at the dealer's local rate and can apply only to Sherwin-Williams Products. (We do not share any part of the cost of advertising wallpaper, or other lines of merchandise sold by dealers).

Question No. 2. Must a dealer use the total amount of the allowance to which he is eligible under plan?

Answer No. However, the S-W Co. will only match dollar for dollar the expenditure made by the customer.

Question No. 3. Can unused balances be carried from one year to the next? For example, if a dealer is eligible for support up to $100. and if he uses only $50.00, will the other $50.00 carry over to 1940-41?

Answer Absolutely not.

Question No. 4. Is it permissible for a dealer to use all of the available allowance at one time?

Answer Yes, but it will be far more to the dealer's advantage to distribute his advertising expenditures throughout the Fall and Spring painting seasons.

CALCULATION OF ALLOWANCE
For Established Authorized Dealers

Question No. 5. How will the Advertising Allowance for an authorized dealer who has had a franchise for one fiscal year or more (old dealer) be figured?

Answer For these dealers we will make available as their 1939-40 advertising allowance, 2% of their purchases during our fiscal year 1938-39. This amount to be matched by dealer dollar for dollar.

Question No. 6. What does the "Minimum grant" of $25.00 mean?

Answer It means that every authorized dealer will be eligible for an allowance of at least $25.00, regardless of whether

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Answer No. 6 (Continued) $25.00 is more than 2% of his purchases during 1938-39. For example, if a dealer's purchases during 1938-39 amounted to $800.00 he will be allowed up to $25.00 in spite of the fact that 2% of $800.00 is only $16.00. Our contribution of up to $25.00 is to represent not more than one-half of the amount spent for approved types of advertising.

Question No. 7. Why has the $25.00 minimum been established?

Answer In order to do an effective advertising job, we believe that an expenditure of at least $50.00 should be made during the year. In view of this fact, we are willing to co-operate to the extent of $25.00 in spite of the fact that 2% of a dealer's last year's purchases may be less than this amount.

For New Dealers

Question No. 8. How will a new authorized dealer's advertising allowance be figured?

Answer It is desirable to have the 2-10% Advertising Allowance apply to our fiscal year. Therefore, when a dealer becomes an authorized dealer on an intervening date, the 2-10% plan will apply as follows:

During the first full year there will be made available 10% of the Opening Order, plus 1% of the opening order per month from the expiration of their first full year as an authorized dealer until the beginning of our next fiscal year. If and when 2% of their total purchases during this period amounts to more than the allowance set up by the 10% plus 1% per month plan, the additional allowance will immediately be made available. For example—

A dealer landed March 1, 1939, with an Opening order of $300. will have available $30. for the first 12 months immediately following the date of his opening order. In addition, he will be entitled to receive 1% per month of the Opening order, or $18. from March 1, 1940 until August 31, 1940, making a total available of $48. for the period March 1, 1939 to August 31, 1940. However, should 2% of the total dealer's purchases during that period amount to more than the $48. there would be made available to the dealer an additional amount equal to the difference between $48. and 2% of his total purchases. It must be understood the advertising allowance must be matched dollar for dollar by the dealer.

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DEALERS WITH MORE THAN ONE OUTLET

Question No. 9. How will the allowance for which a line yard lumber company is eligible, be calculated?

Answer On the basis of the combined purchases of all of the yards, provided we are supplied with a record of the CLASSIFIED SALES to the customer as a whole, or on the basis of individual yards if the line yard headquarters office prefers. In the former case, the individual yards will not be given advertising credits direct. Application for credit must be approved by the customer's headquarters office and credit will be issued to the customer's headquarters office up to the full amount for which the customer is eligible.

Question No. 10. How will the allowance be calculated for which a group or chain of stores under the same ownership and management is eligible?

Answer On the basis of combined purchases of the group or chain. (See previous answer on line yard lumber companies).

DEALERS SOLD THROUGH RETAIL BRANCHES

Question No. 11. Will dealers who buy through retail branches have an allowance available equal to 2% of their 1938-39 purchases?

Answer Yes. The allowance will be based on their PURCHASES OF S-W MANUFACTURED PRODUCTS (not wallpaper) on the same basis as all other dealers.

Question No. 12. How will dealer served by Retail Branches be reimbursed?

Answer The same procedure will apply as outlined under Answers 13, 14, 15 and 16, except the Retail Branch Cashier will be responsible.

REIMBURSING THE DEALER

Question No. 13. How will the dealer be reimbursed?

Answer Through a credit applied to his account at the District Credit and Accounting Department office handling same. In case his account is clear, a check can be mailed.

Question No. 14. What should the Credit and Accounting Department do before crediting the dealer's account?

Answer They are required to secure a "Paid" invoice and evidence of the advertising, such as tear sheets, radio scripts, etc., and write up a numbered credit memorandum showing complete information — that is, listing the name of the paper, date of the Ad, number of inches, and the rate per inch. In case of radio advertising, the station, date of broadcast and rate should be shown. The ori-

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(Answer No. 14. Continued) ginal and tissue copies are to be mailed to Cleveland with the evidence attached for final approval. If the claim is acceptable, the original bearing the Advertising Department approval, will be returned to the Credit Manager, and the tissue copy and evidence will be retained in Cleveland. Memo entry on account's Receivable card should be made of the credit issued, but actual credit should not be passed to the customer until approval is received from Cleveland.

Question No. 15. What happens if the credit memorandum is not supported with tear sheets, etc., or includes unsatisfactory ads?

Answer It will be returned approved only for the supported or satisfactory portion.

Question No. 16. What happens if the dealer's advertising allowance is insufficient to absorb the claim?

Answer It will be approved for only the amount available, and the total on the credit memorandum will be changed accordingly.

Question No. 17. Can a dealer deduct advertising claims from his remittance for merchandise?

Answer Yes—providing the approval has been received from Cleveland and account properly credited.

APPROVED TYPES OF MEDIA

Question No. 18. On what advertising may the 2% co-operative allowance be used?

Answer Advertising exclusively on S-W Products in an approved medium.

Question No. 19. What media are approved?

Answer Local Newspaper Advertising. Local Radio Advertising. Local Bill Posting. Local Outdoor Signs. Local Printed Handbills on S-W Products (not including cost of distribution). Local Outdoor Signs. Local Printed Postcards (Printing costs only). Electric & Neon Store Front Signs (See Store Planning Book—Page I-3). Local Telephone Directory (we will pay for a 1-inch trademark heading in the "Where-to-Buy-It" Section. Dealer to pay for his listing). Other approved media preferred by dealer.

Question No. 20. Why are Home Decorators, The Truth About House Paint Book, Seasonal Catalogs, Handbills, etc., not listed under 2% Plan?

Answer They are already on a Co-operative basis. The prices at which they are offered to dealers are less than half of their total cost.

Question No. 21. How can our approval be obtained on media preferred by the dealer but not listed above?

Answer He should ask our Representative or write the Division Manager who will get the Advertising Department's approval.

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LOCAL OUTDOOR SIGNS

Question No. 32. What do we consider local outdoor signs?

Answer

1. Painted Wall Signs on dealers' stores.
2. Painted Electric Roof Signs.
3. Dealer's own Highway Boards.
4. Large Highway Boards, leased and maintained by local sign company.
5. Dealer small Highway Board as offered by us through Midwest Sign Co. Cleveland (See Question No. 48).

Question No. 33. Should request for such advertising be referred to Advertising Department for approval?

Answer Yes. Before dealer contracts for any kind of sign, application for co-operation on cost should be made.

Question No. 34. How should this be done?

Answer Representative to secure all information from dealer as to—

1. Location.
2. Size.
3. Cost—based on standard S-W design, and send to Sales Manager, who will submit to Cleveland for approval.

Question No. 35. Will S-W furnish layout for signs?

Answer Standard designs and specifications will be furnished on application.

Question No. 36. What must the dealer present to be reimbursed for our share of costs?

Answer Invoice from sign company representing total cost—marked "paid", or monthly cost, depending on type of sign. This must be accompanied by dealer's invoice to us for our share of cost. This does not apply to Midwest Sign Co. proposition. (See Question No. 48).

Question No. 37. What are the Electric and Neon Store Front Signs referred to under Question No. 19?

Answer Our standard Store Signs such as Neon Signs—Types Q and L. Interior Neon Signs—Type O, and other store identification signs which are available to dealer as described in the Store Planning Book, Sign Section—Page I-3.

LOCAL BILL POSTING

Question No. 38. What part of cost does S-W pay?

Answer One-half of total cost. Our share to be applied against dealer's 2% allowance for Co-operative Advertising.

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Question No. 39. Does Sherwin-Williams furnish posters free of charge?

Answer We will furnish posters of our standard design.

Question No. 40. Can dealer have local posting company make his own posters?

Answer Yes. But dealer will have to pay total cost of posters.

Question No. 41. Will we furnish the dealer with more than one design?

Answer We have three designs available, known as AA-36, AA-37 and AA-38.

Question No. 42. What must dealer send in to be reimbursed for our share of the cost?

Answer The invoice rendered to the dealer by the posting company marked "paid"—accompanied by dealer's invoice for our share of cost.

LOCALLY PRINTED POST CARDS

Question No. 43. Will we share cost of printing postcards shown in the Advertising Suggestion Books and which feature various S-W Products?

Answer Yes, but no portion of postage. Our portion of cost must not of course exceed the unused part of 2% allowance.

Question No. 44. How will dealer be reimbursed?

Answer By sending the printer's invoices marked "paid" by printer and showing the cost of printing separate from cost of government postal cards. Samples of cards must be attached.

LOCALLY PRINTED HANDBILLS

Question No. 45. What if dealer wants to use locally printed handbill devoted exclusively to Sherwin-Williams Products to supplement other forms of advertising?

Answer We will pay one-half of the local printing cost, but no part of the cost of distribution. This is provided that our share of the cost does not exceed whatever part of the dealer's total allowance is available.

Question No. 46. Will we furnish mats of package cuts and other S-W illustrations shown in Proof Book, free of charge?

Answer Yes.

Question No. 47. What must dealer present to be reimbursed for S-W share of cost?

Answer Printer's invoice marked "paid" with sample of Handbill attached.

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DEALER HIGHWAY BULLETINS
(Midwest Sign)

Question No. 48. How are these boards to be ordered?

Answer Representatives can send in applications on regular Sign Order Blank—S-2814, to Sales Manager for approval.

Question No. 49. What should Sales Manager do?

Answer Submit application to Advertising Department, Cleveland, and await acknowledgment with report on what action will be taken.

Question No. 50. Is this considered one of the approved forms of advertising on which we will co-operate on the total cost?

Answer Yes. The total cost is $4.00 per month per board. Dealer will pay $2.00 per month per board, for 24 months direct to Midwest Sign Co. as soon as boards have been erected. S-W share of $2.00 per month, per board, will be paid direct by us to Sign Company and deducted from dealer's total 2% Allowance.

Question No. 51. Will dealer have to sign contract?

Answer Upon receipt of application Advertising Department will send contract form to dealer. This is a contract between dealer and Midwest Sign Co. for his share of cost.

Question No. 52. What does the cost cover?

Answer The complete service rendered by the Midwest Sign Co. which includes:

—Locations secured by lease, rental for which is paid by Midwest Sign Co.

—Erecting signs.

—Periodic inspection, at which time signs will be cleaned and repainted or replaced if needed.

Question No. 53. Do signs become the property of dealers at the end of 24-month period?

Answer Signs remain the property of Midwest Sign Co. at all times.

Question No. 54. Is there any special price for dealers if they pay for the sign in advance?

Answer No.

Question No. 55. Can dealer buy the sign from Midwest Sign Co. as an outright purchase and erect the sign himself?

Answer These signs are available only on the lease basis which offers the advantages of a maintenance service.

Question No. 56. Wouldn't it be cheaper to sell these signs for a flat sum and have the dealer arrange for location and erecting?

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Answer No. Our experience shows that such signs would not be kept up so as to get the full advertising value. Dealers are not equipped to keep such signs in good condition and it is therefore advisable to offer this proposition on a complete maintenance service as offered by us.

Question No. 57. Can the dealer have a local sign company make and erect this type of sign?

Answer Where the case involves a reliable sign company which is a large customer and which is equipped to build highway signs and furnish a maintenance service. This will have to be handled on a contract basis which must be approved by the Advertising Department before commitments are made.

Question No. 58. What about small local sign shop that can build this board at low cost?

Answer As a rule, they do not build and erect a substantial sign and usually have difficulty in reproducing our trademark and lettering. A hand-painted sign even though painted with Kem Bulletin Colors is not as lasting as the finish on the signs offered by the Midwest Sign Co. We want to discourage the building of these signs by small local sign shops.

Question No. 59. Will the entire Sherwin-Williams share ($48.00 for 2-year period) be applied against the dealer's 2% allowance for this fiscal year?

Answer No. Only $2.00 per sign per month from date of erection to end of current year will be charged against dealer's current year's advertising allowance. However, due consideration should also be given to dealer's estimated allowance for subsequent year.

Question No. 60. Will these signs work out in the Metropolitan areas?

Answer They are designed for use on highways, especially those adjoining the smaller towns.

Question No. 61. Can these signs be put on the dealer's roof?

Answer Not at the regular price. Such installations usually require steel construction and also have to be checked for such things as City Ordinances, Permits, etc. The sign is hardly large enough for use as a roof sign.

GENERAL

Question No. 62. When are the dealers required to submit their claims for co-operative advertising allowances?

Answer For the Fall season, not later than January 1st, and the Spring season, August 1st.

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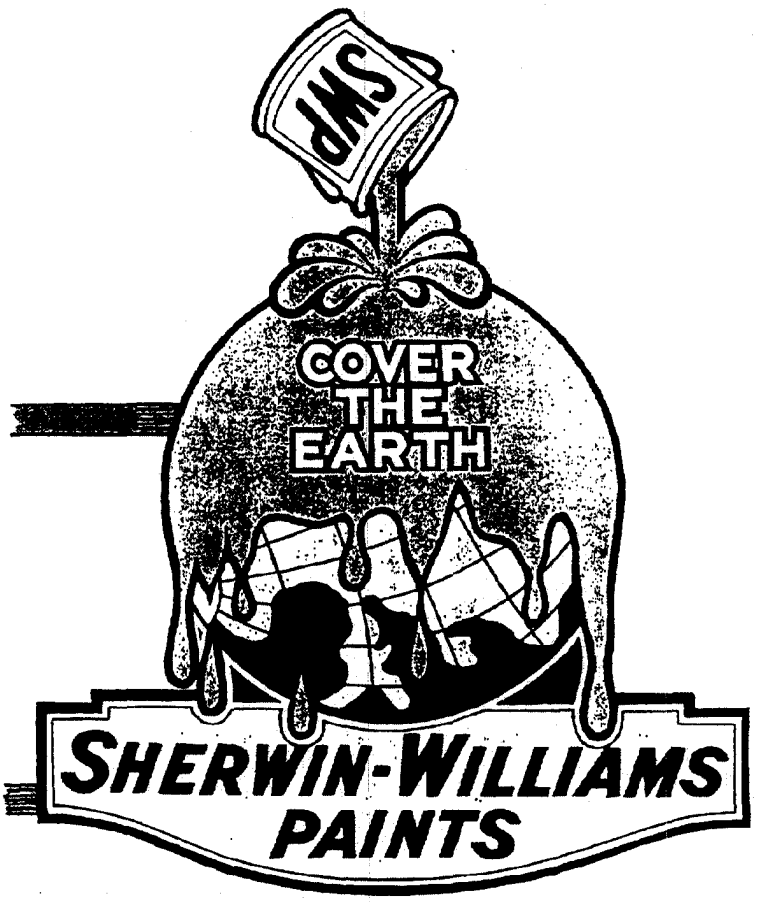
Cover - the - Earth Trade - Mark Agency Sign

FORM MM-9



The standard mark of identification for Sherwin-Williams Paint Headquarters furnished free of charge to regular agents. Sign shipped via freight prepaid.

Made of 18-gauge iron, porcelain enamel in 6 attractive and permanent colors. Double-faced, bolted to heavy frame. Designed for erection on building by means of two brackets fastened to frame.

Size: 5 ft. 3 in. high by 3 ft. wide. Weight: 90 pounds.

The Sherwin-Williams Co. will pay erection cost up to $5.00. Use Erection Agreement Blank, form S-2528.

Use Sign Order Blank, form S-2527.

Adv. Insert 49-B 9-33 78

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Imprinted Store - Front Sign

FORM MM - 11

An ideal sign for the store that cannot accommodate the cut-out trade-mark sign to advantage. The sign is porcelain enamel, which requires no repaint and is guaranteed not to fade, scale or tarnish for 10 years.

Sign allows for imprint of dealer's name to show in 10-inch letters in white on dark blue background. Imprint limited to one line. "Sherwin-Williams Paints" in white letters. Trade-marks in brilliant red.

This type of sign is 2 feet high and can be furnished in standard lengths of 12, 15, 20, and 24 feet. Where these standard sizes will not fit, special size signs can be ordered. Size is limited to the minimum size of 2 feet by 12 feet.

Offered on a co-operative basis, agent's share of standard signs as follows:

2′ x 12′	$ 8.50	2′ x 20′	$13.00
2′ x 15′	10.00	2′ x 24′	15.50

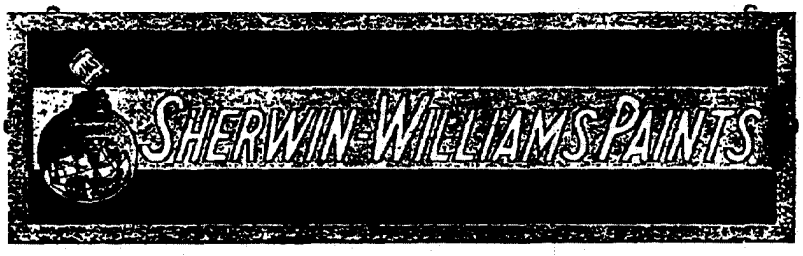
Signs shipped freight prepaid.

Price on special size signs, $ .35 per square foot.

The Sherwin-Williams Co. will pay for erection cost up to $5.00.

Electric Window or Paint Dept. Sign

TYPE C



An interior sign that may be displayed in the window or paint department. It's an electric sign, 10 inches high and 30 inches wide. Glass face with lettering in rich Neon type red, with mirror outline. Background in deep blue, with Neon type border showing a light blue. Entire design resembles a Neon sign.

Black metal case with silver border frame. Equipped with hooks and chain for hanging.

Cost to agent, $4.00. Shipped express prepaid. Use Sign Order Blank, S-2527. Check or cash must accompany order.

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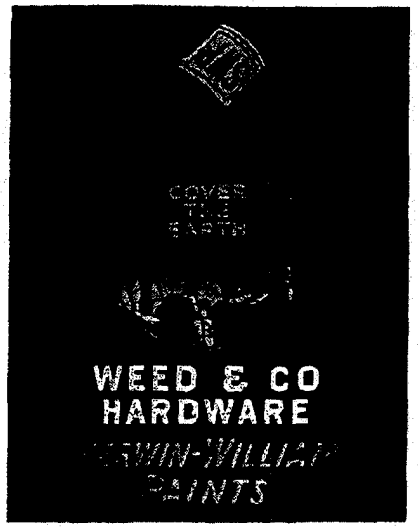
0007-SWP-000123171

Cover - the - Earth Trade - Mark Electric Sign

TYPE G

A new type electric sign which is far superior to any electric sign we have ever offered. Complete trade - mark in colored glass. Dealer's imprint lettering in white opal glass. "Sherwin-Williams Paint" letters in red opal glass. Conspicuous because of its design — Bright colors make it a prominent daytime sign and brilliant when illuminated. Six colors in trade - mark design baked on inside of glass, which will not require repaint.

*** Specifications on other side.



0007-SWP-039786

0007-SWP-000123172

Specifications: 8 feet 8 inches high. 5 feet 6 inches wide. Weight 225 pounds. Made of 18-gauge iron. Trade-mark design all glass in six colors, baked on inside of glass and guaranteed not to require repaint. Agents' imprint lettering in white opal glass, giving prominent display on black background. "Sherwin-Williams Paint" lettering in red opal glass on yellow background.

Imprint Space: 13½ inches by 47½ inches. Allows for two lines of 6-inch letters.

Illumination: Interior of sign requires 35 40-watt lamps (not furnished with sign). Requires less than 1½ k. w. h. current consumption. At five cents per k. w. h. approximately seven cents per hour.

Price and Erection: Co-operative with dealer. Agent's share $75.00 f. o. b. Cleveland. The Sherwin-Williams Co. will pay one-half of erection charge, our share not to exceed $15.00.

Shipping: Complete sign and glass crated for shipment 300 pounds. Shipped via freight.

INTERIOR ELECTRIC SIGN

(Type N)

A modern sign for Paint Department or show window. Equally effective for day or night showing. Simple in design but an attractive illuminated sign.

Specifications—18 inches long, 9 inches wide. Entire sign is glass face painted Black with White Sandblasted letters. The new type long electric light tube (not neon) Orange color illuminates the White sandblasted letters brilliantly. The Orange color illumination, together with the decorative strips of Red at the ends of the sign provide color for attention value. Sign is equipped with easel for display on counter. Two holes have also been provided so that sign can be hung in window.

Price—is co-operative, Dealer pays $3.25, we pay balance of cost, also shipping charges.

Returns to A. O. Fiebes — Advertising Dept.

INSTRUCTIONS FOR SETTING UP SHERWIN-WILLIAMS "FLOWING EARTH" DISPLAY

CAUTION!

Be careful when you handle the globe that it does not drop, as this will break the tips at the base. A new globe costs $1.50, and can be obtained by writing to the address below.

Fig. 3.

BUBBLES NECESSARY

Only enough liquid (about 1 can) should be poured over the globe to assure an ample flow with bubbles. Too much liquid will eliminate the bubbles which add to the flowing effect.

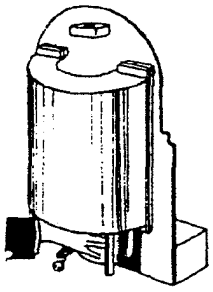


Fig. 1.

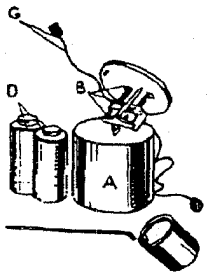


Fig. 2.

Step 1.

Carefully remove display from carton. Note that can and tube are packed inside the Shadow Box Display, as is the world.

When the display is completely unpacked, you will have the following parts: 1. Wood background with completely assembled pump and basin in the base (Fig. 1); 2. Model of World (Red, Black and White) (Fig. 3); 3. Sherwin-Williams 1/4 pint paint can with tube attached (Fig. 3); 4. Two cans of liquid (Fig. 3); 5. Cone on which world rests (Fig. 3).

Step 2.

Push the tube "C", to which the can is attached, through the model of the world, so only the painted portion of the tube shows between the Sherwin-Williams can and the world. Now push the tube through the cone so the small end of the cone is next to the world.

Step 3.

Clean off the top pan of the basin and set the other end of the tube projecting from the cone into the hole in the center of the basin. Be sure the tube is down to the maximum depth. You can easily push it in this hole about 3/4 of an inch. The world will rest on the cone.

The copper tube on which the world and can are suspended, is flexible, so it may be bent slightly to a position that gives the maximum flow of the liquid down the front of the world.

Step 4.

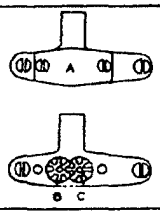
Be sure the light bulb is screwed tightly into the light socket at the top of the shadow box.

Step 5.

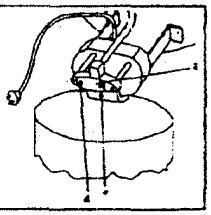
The display is now completely set up and ready for the liquid. After thoroughly shaking the liquid, slowly pour all of one can over the top of the earth. Then plug the light cord into a convenient socket and start the pump operating.

Add just enough liquid to make an adequate flow from the can showing bubbles. Too much liquid will eliminate the bubbles. These bubbles contribute much to the effectiveness of the flow.

Your Sherwin-Williams Display is now completely set up as illustrated in Fig. 3, and ready to be placed wherever you may want it. In moving the display, HANDLE IT CAREFULLY, so as not to tip it and spill the liquid.



The pump gears of this STEMAR Continuously Flowing mechanism may occasionally become clogged from dust that accumulates in the fluid — especially when the mechanism is turned off and remains idle for a period. This usually is the case when the fluid does not flow fast. To clean out the gear pump, simply take out the two small machine screws "d" and "e". This will loosen the bottom plate "a" and expose the two gears "b" and "c". Carefully take out the loose gear and wipe it clean as well as the pump housing, and other gear. Use a small tooth pick for a tool. Be sure to screw on this plate again tightly.



NOTE: The liquid used in this display is STEMAR Oil colored to represent paint. It lubricates the motor and pump and will not evaporate.

If you need a further quantity of this liquid, write the address below. The price is 50¢ per pint can, F.O.B. Chicago.

This Continuous Flowing Display mechanism is protected by Patent #1,990,230 and Patents Pending.

0007-SWP-039789

STEMAR DISPLAYS COMPANY 35 E. WACKER DRIVE, CHICAGO, ILL.

0007-SWP-000123175

MINIATURE *Flowing* "Cover-the-Earth" Display

- **MOTION DISPLAY-UNUSUALLY REALISTIC**
- **ATTRACTS AND HOLDS ATTENTION**
- **EFFECTIVE DAY OR NIGHT**
- **PORTABLE BUT PERMANENT**

SPECIFICATIONS:

SIZE

32 Inches high—23 inches wide—14 inches deep. Substantially built with three-ply wood front. Attractively painted in bright colors. The recess section is made of heavy, sturdy cardboard.

COLOR:

The face of the display is finished in Black paint and the recess section in a Bright Yellow. Panel at the lower part of the face is finished screen-process in full-color. The lettering at the top is in Yellow and Silver.

THE FLOWING PAINT:

Each display is supplied with a can of Bright colored oil which when flowing on the display resembles paint. As there is practically no waste to this oil, the quantity supplied should last indefinitely.

CURRENT:

Unless specified to the contrary a motor using alternating current will be supplied. However, when requested regular DC motor will be substituted without charge.

PACKING:

The Display is packed in a substantial corrugated carton which contains full instructions for assembling. This carton should be kept in event the display might be shipped to some other point.

ORDERING:

All orders for the Miniature "Cover-the-Earth" Display, Form MM-14, must have credit approval. Send your order to the Advertising Dept., Cleveland, Ohio. Billing to the agent will be handled in the regular way.

Form MM-14

0007-SWP-039790

MINIATURE

Flowing "Cover-the-Earth" Display

FOR WINDOW—STORE—BOOTH DISPLAY

The new Miniature Flowing "Cover-the-Earth" Display is now ready and can be ordered for our dealers who wish this display at the attractive co-operative cost price of $11.00 each.

One Display can be ordered by each Sales Manager as "Division Outfit Expense" at the dealer co-operative price of $11.00 f. o. b. local office. This display will be available for dealers at the co-operative cost price of $11.00 each and it was therefore, felt that one display to a division would be sufficient for use at division display rooms, special booths, etc. We kindly ask that no additional division displays be ordered.

The new Miniature Flowing "Cover-the-Earth" Display is something distinctly unusual in motion displays. It is very attractive. The colored oil which closely resembles paint actually flows from the SWP can over the face of the earth. The display is an exact reproduction of our famous trademark.

The Display is 32 inches high by 23 inches wide by 14 inches deep. The earth portion is 9 inches in diameter and 14 inches high from the bottom of the globe to the top of the can. The face of the display is three-ply veneer which gives sturdiness and compactness to the display. The face is colorful and carries a brief selling message on Sherwin-Williams Paint, in addition to the display section at the bottom, which is in full-color.

The recess section is finished in a Light Yellow and offers a good contrast between the Bright Red of the "Cover-the-Earth" globe. At the top of the recess section is a place for a light bulb which is reflected directly on the flowing paint. This display comes packed in a substantial corrugated carton in which full instructions are included for assembling. In the display are included two full length electric cords, (one for the light socket—the other for the motor) and a can of the colored oil.

Unless otherwise specified the display shipped will contain an AC motor. However, when necessary and so specified, a display with a DC motor can be secured. The dealer's co-operative price is f. o. b. their store.

We are able to offer this very attractive co-operative price to our dealers only because we have definitely ordered a large quantity from the manufacturer and have already placed at least one of these displays in each of our own Retail Stores. Their price is the same as the dealer's and we feel when properly presented nearly every substantial dealer in your division will immediately place an order for one of these displays.

All orders must have credit approval from the District Credit Manager and will be shipped direct to the dealer. Billing will be handled in the regular way.