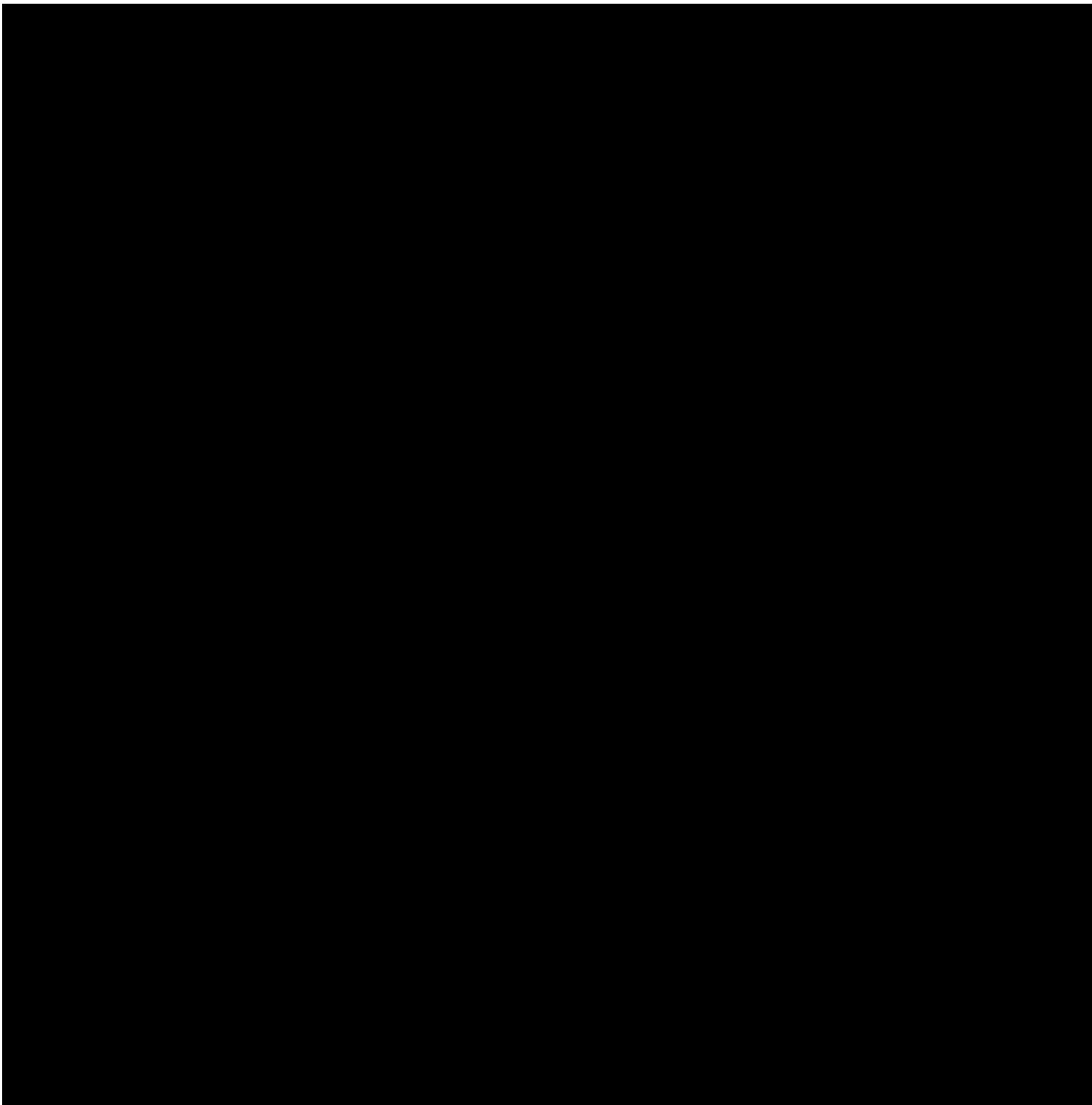




WADI SALES

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SHERWIN-WILLIAMS PRODUCTS

1936-1937

S-W REPRESENTATIVES BONUS PLAN

All S-W Representatives have an opportunity this year to earn bonus money under a plan which we feel will fully compensate for extra effort.

A bonus is offered for increases over the established Par on the following sales classifications.

Trade Sales	}	5% on net sales over Par
Opex Jobber Sales		
Industrial Sales	}	3½% on net sales over Par
Railway Sales		
Insecticide Sales		
Pigment, Chemical and Color Sales	}	2½% on net sales over Par
ODP White Lead Sales		
		2½% on net sales over last year

QUALIFICATIONS

PAR—In the majority of cases is the total net sales for 1935-36 fiscal year provided the operating expense (salary and traveling expense) is in proper balance with sales volume.

The management reserves the right to change territorial lines, transfer accounts and adjust Par when unusual or abnormal conditions justify.

NET SALES—Trade, Opex Jobber, Industrial, Railway, Insecticide, Pigment, Chemical and Color Sales, less accumulative discount, returned goods and overcharge.

EXPENSE PAR—Traveling Expense Report becomes a budget for operating each territory. Traveling expense in excess of the budget will be deducted from calculated bonus.

Example:

Calculated Bonus		\$1,000
Traveling Expense Par	\$750	
Actual Traveling Expense	850	
Deduct Excess	100	100
Bonus to be paid		\$900

BID BUSINESS—Sales to Federal, State, County or Municipal government or their agencies on close margin will be credited to House Territory.

ODP WHITE LEAD SALES—Sales of ODP White Lead in Oil will not be used in figuring the gross or net sales of a territory but will be carried as a memorandum on the Sales Report. 2½% bonus will be paid all representatives on their sales increase over previous year. This does not include Dry White Lead, Red Lead or Litharge.

SHERWIN-WILLIAMS PRODUCTS

BONUS PLAN—(Continued)

UNUSUAL INSECTICIDE BUSINESS—Sales from unusual pest infestation are not used in establishing Par. Neither will sales be included when abnormal volume results from reinfestation.

LOW PROFIT BUSINESS—The right is reserved by the company to eliminate all sales which do not return a normal gross profit.

The company reserves the right to withhold bonus earnings when a representative resigns or is dismissed for justified reasons.

In calculating a bonus, deductions must be made for losses. The following are examples:

Example I.—

A \$10,000 increase over Par that will pay a bonus of \$585.

Sales Record	Determined Increase	Bonus	
Net Par...\$50,000	Trade.....}	Add	Deduct
Net Sales.. 60,000	Opex Jobber.} Increase...\$15,000	5%	\$750
Increase...\$10,000	Industrial....}		
	Railway.....} Loss.....(4,000)	3½%	\$140
	Insecticide...}		
	PC&C.....} Loss.....(1,000)	2½%	25
	Net Increase.....\$10,000		\$750 165
	Bonus Earned.....		\$585

Example II.—

A \$10,000 increase over Par that will pay a bonus of \$225.

Sales Record	Determined Increase	Bonus	
Net Par...\$50,000	Trade.....}	Add	Deduct
Net Sales.. 60,000	Opex Jobber.} Loss.....(\$5,000)	5%	\$250
Increase...\$10,000	Industrial....}		
	Railway.....} Increase.. 10,000	3½%	\$350
	Insecticide...}		
	PC&C.....} Increase.. 5,000	2½%	125
	Net Increase.. \$10,000		\$475 250
	Bonus Earned.....		\$225

SELLING PRICES ON PUTTY
1-22-35

White Lead Putty (10% White Lead (90% Whiting (100% - Pigment Content (100% - Linseed Oil -	100-lb. Drums	25-lb. Pails	12- $\frac{1}{2}$ -lb. Pails	5-lb. Cans	1-lb. Cans
	\$6.00	\$7.05	\$7.30	\$7.90	\$9.60
Standard Glaziers Putty (67% Linseed Oil (33% Vegetable Oil (100% - (100% - Whiting	3.80	4.90	5.20	5.80	7.10
Commercial Putty	3.30	4.55	4.65	5.45	6.55

Terms - 30 1 10

T.O.B. - Warehouse Points

FULL LEAD LIST
1/29/35 - CH:1

0007-SWP-042494

0007-SWP-000125859

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December 21, 1936

BULLETIN NO. 129

SUBJECT: RED LEAD AND LITHARGE PRICES

Effective immediately, until further notice,
prices will be as follows: (Except Pacific Coast)

LITHARGE

Steel Drums (600# each) \$8.50 per cwt.

RED LEAD

Steel Drums (500# each) \$9.50 per cwt.

IN FIVE-TON LOTS - Price is 50¢ less than above.

SMALL PACKAGES

Add to the above prices as follows:

100# packages	1/2¢ per lb.
50 & 25# packages	3/4¢ " "
12# packages	1¢ " "

Differentials are as follows:

25¢ per 100 lbs. in Ala., Ark., Calif., Fla., Ga.,
La., Miss., Okla., Texas and west of Cascade Mts.,
in Oregon and Washington.

50¢ per 100 lbs. in Col., Mont., N. Mex., & Wyoming.

75¢ per 100 lbs. in Ariz., Ida., Nev., Utah and east
of Cascade Mts. in Oregon and Washington.

TERMS: 1% 10 days, 30 days net.

H

AUXILIARIES DEPARTMENT

Dist., MSD & Trade Sales Mgrs.
Railway and MSD Reps.
Store Mgrs. & D.C.&C. Mgr.

0007-SWP-042495

0007-SWP-000125860

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January 1, 1937

LEAD AND ZILLO PRICE DIFFERENTIALS FOR SHIPMENTS
FROM ALL S-W WAREHOUSES AND RETAIL BRANCHES

Albany, N. Y.	E	Duluth, Minn.	.12 $\frac{1}{2}$
Altoona, Pa.	E	Elmira, N.Y.	E
Amarillo, Texas	.75	El Paso, Tex.	1.00
Asheville, N.C.	.37 $\frac{1}{2}$	Indicott, N.Y.	E
Ashtabula, Ohio	E	Evansville, Ind.	E
Atlanta, Ga.	.37 $\frac{1}{2}$	Fargo, N.D.	.25
Austin, Texas	.75	Ft. Worth, Tex.	.75
Baltimore, Md.	E	Galveston, Tex.	.75
Bangor, Maine	E	Greenville, Tex.	.75
Baton Rouge, La.	.37 $\frac{1}{2}$	Hartford, Conn.	E
Beaumont, Texas	.75	Houston, Tex.	.75
Billings, Mont.	1.00	Huntington, W. Va.	E
Binghamton, N.Y.	E	Indianapolis, Ind.	E
Birmingham, Ala.	.37 $\frac{1}{2}$	Jackson, Miss.	.37 $\frac{1}{2}$
Bloomington, Ill.	E	Jacksonville, Fla.	.37 $\frac{1}{2}$
Boston, Mass.	E	Johnson City, N.Y.	E
Bridgeport, Conn.	E	Joplin, Mo.	.12 $\frac{1}{2}$
Brownsville, Tex.	.75	Kansas City, Mo.	.12 $\frac{1}{2}$
Buffalo, N.Y.	E	Kansas City, Kan.	.12 $\frac{1}{2}$
Butte, Mont.	1.00	Knoxville, Tenn.	.25
Canton, Ohio	E	Lancaster, Pa.	E
Cedar Rapids, Ia.	.12 $\frac{1}{2}$	Lexington, Ky.	E
Charleston, S.C.	.37 $\frac{1}{2}$	Lincoln, Nebr.	.12 $\frac{1}{2}$
Charleston, W.Va.	E	Little Rock, Ark.	.37 $\frac{1}{2}$
Charlotte, N.C.	.37 $\frac{1}{2}$	Louisville, Ky.	E
Chattanooga, Tenn.	.25	Longview, Tex.	.75
Chicago, Ill.	E	Mansfield, Ohio	E
Cincinnati, Ohio	E	Memphis, Tenn.	.25
Cleveland, Ohio	E	Miami, Fla.	.37 $\frac{1}{2}$
Colo.Springs, Colo.	.50	Milwaukee, Wis.	E
Columbia, S.C.	.37 $\frac{1}{2}$	Minneapolis, Minn.	.12 $\frac{1}{2}$
Columbus, Ohio	E	Mobile, Ala.	.37 $\frac{1}{2}$
Columbus, Ga.	.37 $\frac{1}{2}$	Monroe, La.	.37 $\frac{1}{2}$
Corpus Christi, Tex.	.75	Montgomery, Ala.	.37 $\frac{1}{2}$
Dallas, Texas	.75	Nashville, Tenn.	.25
Davenport, Ia.	.12 $\frac{1}{2}$	Nowark, N.J.	E
Decatur, Ill.	E	New Haven, Conn.	E
Denver, Colo.	.50	New Orleans, La.	.37 $\frac{1}{2}$
Des Moines, Ia.	.12 $\frac{1}{2}$	New York, N.Y.	E
Detroit, Mich.	E	Norfolk, Va.	.12 $\frac{1}{2}$

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Okla. City, Okla.	.50
Omaha, Nebr.	.12 $\frac{1}{2}$
Orlando, Fla.	.37 $\frac{1}{2}$
Paducah, Ky.	.12 $\frac{1}{2}$
Paris, Texas	.75
Pensacola, Fla.	.37 $\frac{1}{2}$
Peoria, Ill.	E
Philadelphia, Pa.	E
Phoenix, Ariz.	1.00
Pittsburgh, Pa.	E
Providence, R.I.	E
Richmond, Va.	.12 $\frac{1}{2}$
Rochester, N.Y.	E
Rockford, Ill.	E
San Antonio, Tex.	.75
Savannah, Ga.	.37 $\frac{1}{2}$
Schenectady, N.Y.	E
Shreveport, La.	.37 $\frac{1}{2}$
Sioux City, Ia.	.12 $\frac{1}{2}$
Sioux Falls, S.D.	.25
Spartanburg, S.C.	.37 $\frac{1}{2}$
Springfield, Ill.	E
Springfield, Mass.	E
St. Louis, Mo.	E
Syracuse, N.Y.	E
Tampa, Fla.	.37 $\frac{1}{2}$
Texarkana, Tex.	.37 $\frac{1}{2}$
Topeka, Kan.	.12 $\frac{1}{2}$
Trenton, N.J.	E
Tulsa, Okla.	.50
Waco, Tex.	.75
Tyler, Tex.	.75
Uniontown, Pa.	E
Warren, Ohio	E
Wheeling, W.Va.	E
Wichita Falls, Tex.	.75
Worcester, Mass.	E
Yonkers, N.Y.	E
Youngstown, Ohio	E

0007-SWP-042497

GENERAL TRADE SALES DEPARTMENT

Bulletin No. 29

February 26, 1937

Subject:-WHITE LEAD IN OIL, ZILO, RED
LEAD IN OIL, DRY WHITE LEAD,
DRY RED LEAD AND LITHARGE

Effective March 2, 1937 the following prices
will apply on Lead products.

CONSUMERS PRICES - EASTERN ZONE

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>	<u>5s</u>	<u>1s</u>
White Lead in Oil & Zilo Schedule	13	13½	13½	13½	16	18
500 pounds - one delivery	12	12½	12½	12½	15	17
1000 pounds - one delivery	11½	12	12½	12½	14½	16½
Red Lead in Oil	15	15½	15½	15½		
Dry White Lead	12½	12½	15	15½		
Litharge	13	15½	15½	15½		
Dry Red Lead	13½	14	14½	14½		

S-W DEALERS - ONE SCHEDULE ONLY - EASTERN ZONE

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>	<u>5s</u>	<u>1s</u>
White Lead in Oil & Zilo	9.80	10.05	10.80	10.55	11.80	13.30
Red Lead in Oil	12.25	12.50	12.75	13.00	14.25	15.75
Dry White Lead	9.75	10.00	10.25	10.50		
Litharge	10.00	10.25	10.50	10.75		
Dry Red Lead	11.00	11.25	11.50	11.75		

Terms: 2% for cash in 10 days - 60 days net

CONTRACTING PAINTERS AND LARGE MAINTENANCE ACCOUNTS
SOLD DIRECT - EASTERN ZONE

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>
White Lead in Oil & Zilo				
Less than 500 pounds	12½	12½	15	15½
500 pounds - one delivery	12	12½	12½	12½
1000 pounds - one delivery	11½	12	12½	12½
5 tons - one delivery	10½	11	11½	11½
Red Lead in Oil				
Less than 500 pounds	14½	14½	15	15½
500 pounds - one delivery	14	14½	14½	14½
1000 pounds - one delivery	13½	14	14½	14½

Terms: 2% for cash in 10 days - 60 days net.

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0007-SWP-000125863

**INDUSTRIAL ACCOUNTS (Including Petroleum
Industry but excepting Railroad and
Marine) EASTERN ZONE**

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>	<u>5s</u>	<u>1s</u>
White Lead in Oil & Zilo						
Under 5 tons	11.63	11.88	12.13	12.38	14.75	16.75
5 tons - one delivery	10.63	10.88	11.13	11.38		
Red Lead in Oil						
Under 5 tons	12.13	12.38	12.63	12.88		
5 tons - one delivery	11.63	11.88	12.13	12.38		

Terms: 1% for cash in 10 days - 30 days net.
No contracts beyond March 31st.

RAILROAD & MARINE ACCOUNTS - EASTERN ZONE

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>
White Lead in Oil & Zilo				
Under 5 tons	11.50	11.75	12.00	12.25
5 tons - one delivery	10.50	10.75	11.00	11.25
Red Lead in Oil				
Under 5 tons	12.00	12.25	12.50	12.75
5 tons - one delivery	11.50	11.75	12.00	12.25

Terms: 30 days net. No contracts beyond March 31st.

SHIPMENTS TO RAILROADS - F.O.B. our nearest warehouse
or factory. Freight allowed to nearest point on
buyer's line of road

SHIPMENTS TO STEAMSHIP LINES - Delivered to dock. No
further freight allowance.

GOVERNMENT, STATE, MUNICIPAL, WPA ETC.

The following prices are subject to 2% cash discount in
10 days or deduct the 2% discount and drop any fraction
of a cent and submit bid - net 30 days.

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>
EASTERN ZONE				
White Lead in Oil & Zilo	10.05	10.30	10.55	10.80
Red Lead in Oil	11.75	12.00	12.25	12.50
Dry White Lead	9.50	9.75	10.00	10.25

ZONE DIFFERENTIALS

On all the above prices where the delivery point is
outside the Eastern territory add to these prices the
full advance differential shown on the price list
insert attached to Bulletin No. 28.

0007-SWP-042499

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GENERAL TRADE SALES DEPARTMENT

Bulletin No. 29 (Addendum No. 1)

March 16, 1937

Subject: WHITE LEAD IN OIL, ZILO, RED
LEAD IN OIL, DRY WHITE LEAD,
DRY RED LEAD AND LITHARGE

Effective immediately Industrial,
Railway and Marine Account Contracts on Lead
Products may be taken for the second quarter at
prices listed in Bulletin No. 29.

The extension of the contract period
voids the March 31st dating shown on Page 2 of the
above bulletin. The date should be corrected
to read June 30, 1937.

HBB:M

W. H. Brown

Dist-Div-MSD-Credit-Branch Mgrs.
All Representatives (Except Pacific Coast)
KHW SBC HDW AWS TGM FAS LFC AHB ETE JRH
RMB JOH WJM HMK HLH RWT HJ

0007-SWP-042500

0007-SWP-000125865

GENERAL TRADE SALES DEPARTMENT

Bulletin No. 26

January 13, 1937

Subject: RED LEAD IN OIL

The following prices effective immediately are applicable to the various classifications of accounts listed herein.

CONSUMERS PRICE

Minimum Schedule

S-W DEALERS

One Schedule only

Terms: 2% for cash in 10 days - 60 days net

CONTRACTING PAINTERS AND LARGE MAINTENANCE
ACCOUNTS SOLD DIRECT

Less than 500 pounds

500 pounds - one delivery

1000

Terms: 2% for cash in 10 days - 60 days net

INDUSTRIAL ACCOUNTS (including Petroleum Industry but excepting Railroad & Marine)

Under 5 tons

5 tons - (one delivery)

Terms: 1% for cash in 10 days - 30 days net

0007-SWP-042501

0007-SWP-000125866

Bulletin No. 26

RAILROAD & MARINE ACCOUNTS	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>
Under 5 tons	11.00	11.25	11.50	11.75
5 tons - one delivery	10.50	10.75	11.00	11.25

Terms: 30 days net

SHIPMENTS TO RAILROADS - F.O.B. our nearest warehouse or factory. Freight allowed to nearest point on buyer's line of road.

SHIPMENTS TO STEAMSHIP LINES - Delivered to dock. No further freight allowance.

GOVERNMENT, STATE, MUNICIPAL, WPA ETC.

The following prices are subject to 2% cash discount in 10 days or deduct the 2% discount and drop any fraction of a cent and submit bid - Net 30 days.

	<u>100s</u>	<u>50s</u>	<u>25s</u>	<u>12½s</u>
	10.50	10.75	11.00	11.25

ZONE DIFFERENTIALS

On all the above prices where the delivery point is outside the Eastern territory add to these prices the full advance differentials shown on the price insert which accompanied Bulletin No. 24.

W. H. Brown

HBB/M

Dist-Div-MSD-Credit-Branch Mgrs.

All Representatives(except Pacific Coast)

HDW K HW SBC AWS LFC AHB TGM ETE JRH

RMB JOH EWW WHH HMK HJ RWT HLH

0007-SWP-042502

LIBERTY MAGAZINE

INVESTIGATION OF BRANDS OF PAINT USED IN HOME PAINTING

CONDUCTED IN 48 STATES

RELEASED SEPT. 22, 1936

The following is the result of an extensive investigation of house paint brands used recently when painting their homes, as reported by readers of Liberty Magazine. This indicates that consumer preference for SWP continues its triumphant forward march in increased sales.

CONSUMERS' OWN STATEMENTS OF HOUSE PAINT BRANDS
USED IN PAINTING THEIR HOMES RECENTLY

SWP	18%
White Lead, no brand stated	11%*
Dutch Boy White Lead	3%
Moore's House Paint	5%
Patton's Sunproof	3%
DuPont	3%
Sears-Robuck	3%
Mixed own paint	3%
Devco-Raynolds	2%
Cook	2%
Acme	2%
W. P. Fuller	2%
White Lead - named brands other than Dutch Boy	2%
Montgomery-Ward	2%
Lowe Bros	1%
Minnesota	1%
Glidden	1%
Davis	1%
All other brands, none of which were 1% of total	29%
	<u>100%</u>

* NOTE: Grand total for White Lead, all brands 22%

0007-SWP-042503

0007-SWP-000125868

LIBERTY MAGAZINE

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USED IN PAINTING THEIR HOMES RECENTLY

SWP	18%
White Lead, no brand stated	11%*
Dutch Boy White Lead	7%
Moore's House Paint	5%
Patton's Sunproof	3%
DuPont	3%
Sears-Roebuck	3%
Mixed own paint	3%
Dovec-Raynolds	2%
Cook	2%
Acme	2%
W. P. Fuller	2%
White Lead - named brands other than Dutch Boy	2%
Montgomery-Ward	2%
Lowe Bros	1%
Minnesota	1%
Glidden	1%
Davis	1%
All other brands, none of which were 1% of total	29%
	<u>100%</u>

* NOTE: Grand total for White Lead, all brands 22%

0007-SWP-042504

0007-SWP-000125869