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S-W MERCHANDISING

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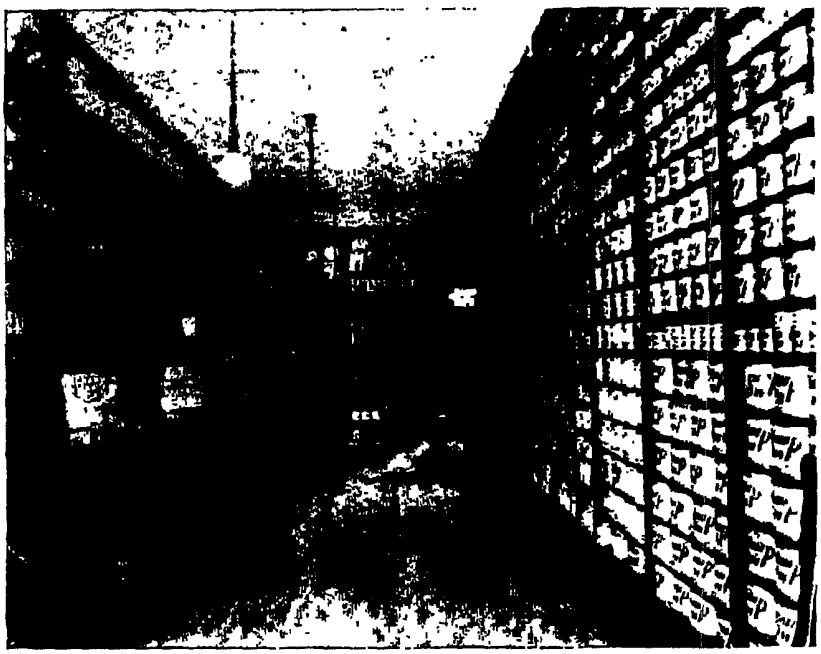
"To Be Helpful"

THE SHERWIN-WILLIAMS COMPANY
501 CANAL ROAD, N. W., CLEVELAND, OHIO

CONFIDENTIAL BULLETIN NUMBER FOUR — DATE Feb. 21, 1921

SUBJECT Vining & Borrner, Springfield, Mass., Pop. 129,500



Interior of Vining & Borrner Store, Springfield, Mass.

IT PAYS TO ADVERTISE

Vining and Borrner run a paint and wall-paper store at 179-181 State Street, Springfield, Mass. In 1914 they did a nice decorating and paint contracting business—$75,000 a year. They sold paint and wall-paper too; over $4,000 in paints, over $3,000 in wall-paper.

The business was developing nicely, and in 1915, it jumped to nearly $6,000 in paint, but showed a 10% decrease in wall-papers, with some growth in the decorating line. But in 1916, paints dropped off 10% and wall-papers picked up about a thousand dollars. They began to look around for ways to stop irregularities.

They began inside the store; dressing counters, dressing windows, making every effort to attract customers. They soon learned that

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they had to make the customer glad he came in; had to give him prompt, efficient service. To do this, they found they could not hand him what he asked for and let him go away. They had to find out what he ought to have and sell him that, if they would bring him back to buy more. This meant that they had to train their salesmen to know what their customers should have and how to apply it. It meant selling quality goods at higher prices. It meant a real selling effort. But they found it paid.

In 1917 they showed a 36% gain in paint and a 20% gain in wall-papers. In 1918 they showed a 35% gain in paint and a 7% gain in wall-papers. And their decorating business was increasing steadily.

Then it happened. They noticed the Sherwin-Williams retail advertising in the Albany, N. Y. papers that came to Springfield every day. So Mr. Vining took a trip to Albany to see what this advertising was doing and what results it was bringing.

He went back to Springfield and began to advertise and his 1919 paint sales jumped from $9,979 to $16,448.

His wall-paper sales jumped from $4,694 to $5,973.

It was a bit irksome to prepare advertisements every week, but it paid. So he went down to New York and talked with the Sherwin-

Window Display, Vining & Forner

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Williams advertising agents, Calkins and Holden, 250 Fifth Ave., and arranged that they should handle his advertising just as they handle the advertising of Sherwin-Williams.

On top of 1919's gain, his 1920 paint sales jumped from $16,448 to $25,983.

His 1920 wall-paper sales increased from $5,975 to $8,899.

And this was not all.

He says: "We only give the paint and wall-paper store credit for charge and cash sales; not for the paint we spread ourselves, or the wall-paper we hang. Our decorating department gets the full benefit of all the wall-paper and paint used on the job and this department has increased from $75,000 in 1914 to $175,335 in 1920. We figure about one-third of this is stock."

VINING & BORRNER'S RECORD IN A NUTSHELL

1914, Total Painting and Decorating Business ..... $ 75,000
1920 Painting and Decorating Business 175,000

Paint Sales		Wall-paper Sales	
1914	$4,218.77	1914	$3,000.00
1915	5,966.28	1915	2,700.00
1916	5,403.27	1916	3,700.00
1917	7,380.23	1917	4,440.00
1918	9,979.34	1918	4,600.00
They started a real advertising plan.			
1919	$16,448.11	1919	$5,975.00
1920	25,983.74	1920	8,899.00

That means a $33,000 increase in five years, which is not taken into account at all in figuring their paint and paper sales.

Do you wonder that Vining and Borrner believe in advertising?

Mr. A. W. Vining writes: "My advice to all retail stores is to advertise and do it with some system. Keep your name before the public some way all the time. Holler your head off on standards of quality, and the fellow who sells paint for $2.50 a gallon, when you are getting more for SWP, will soon die a natural death.

"Make your windows talk: they are the silent salesmen. Change them often; keep the glass shining. Train your salesmen to know what the customer should use and not to sell him what he thinks he wants.

"Don't think that because you own the store, you should stick your feet under the desk and let George do it. Try and be the pace maker and you will find you will have more pep than the rest of the bunch.

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"Make your customers feel at home. The minute one enters the store, meet him with some pleasant remark. You will find when he wants paint, he will put himself out to come to your store again.

"These are only a few of the many little things that count. To sum them all up, what is it but **SERVICE.** the simple fundamental of business?"

That is Mr. Vining's story and there is nothing about it that any agent can't follow who **has got the determination, wants to succeed badly enough to help himself.**

You will notice that there are really three essentials:

Give the customer what he ought to have, not what he asks for;

Holler quality all the time, and get the price that quality warrants;

Advertise: with windows, store displays and newspapers to tell the people where you are in business.

SHERWIN-WILLIAMS makes the quality goods that command the price and give satisfactory service.

SHERWIN-WILLIAMS sales force will teach the merchant's clerks to know what the customer ought to use so that they can tell the customer and will not have to give him what he ought not to have.

SHERWIN-WILLIAMS will furnish the window trims and the counter displays to help dress the store and make it attractive.

SHERWIN-WILLIAMS will furnish the material so that the merchant can advertise most effectively. Indeed,

SHERWIN-WILLIAMS is advertising now on a big scale, but to get the greatest specific result in a given town, doesn't this Springfield example prove conclusively that a local tie-up, done along the right lines, will pay any S-W agent? We think so. So do Vining and Borrner.

NOTE—We will gladly supply full information to any agent wishing to follow Vining & Borrner's plan of advertising with Calkins & Holden—it is a practical plan and we recommend it. Mr. Vining's record proves its soundness.

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Showing some of the effective newspaper advertising that is responsible for Vining & Borrner's big increase in sales.

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