What's New

CLEVELAND, OHIO

Merchandising—Advertising Features and Instructions

for Spring and Summer -- 1951

To prevent any misunderstanding with regard to available features, ordering of these features and in some instances the dealer's cooperative cost of the features, we are briefly outlining this information —

Dealer and Branch Advertising Features.

All of the Window and Interior Store Display Features, plus enclosures, booklets, etc., will be packed in four separate packages. This will greatly simplify the ordering of these features for your dealers and simplify stocking the packages by our branches for delivery to their dealers. Therefore, we will deal first with the A-B-C and K Packages and furnish instructions for ordering, in addition to listing the features in each Package.

"A" Package

This package is to be ordered ONLY for Authorized Dealers who buy 10 or more Style Guides.

W-514 — Large mounted Style Guide Window Display.
W-513 — Style Guide Window Poster Trim.
W-516 — Style Guide Counter Card (2).
W-521 — " " Can Toppers.
W-520 — " " Paint Dept. Awning.
W-515 — " " Pennant Set.
W-519 — " " Directional Arrow.
W-517 — SWP Mounted Window Display.
S-3869 - Style Guide Lending Card.
W-522 — SWP Paster Trim.
P-219 — " Weatherated Book.
S-3355 - " " Handbill - 50.
KT-602 - Kem-Tone, Super Kem-Tone & Kem-Glo Mounted Window Display.
KT-601 - Kem-Tone, Super Kem-Tone & Kem-Glo Paster Trim.
H-148 — Super Kem-Tone Panel Board.
H-149 — Kem-Glo Panel Board.
B-712 — "How To Do It" Book.

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"B" Package

The "B" Package is to be ordered ONLY for Authorized Dealers who buy from 1 to 10 Style Guides.

W-513 -- Style Guide Window Poster Trim
W-516 -- " " Counter Card (2)
W-521 -- " " Can Toppers
W-515 -- " " Pennant Set
S-2869 -- " " Lending Card
W-522 -- SWP Paster Trim
P-219 -- SWP Weatherated Book
S-3355 -- SWP Weatherated Handbill - 50
KT-602 -- Kem-Tone, Super Kem-Tone & Kem-Glo Mounted Window Display
KT-601 -- Kem-Tone, Super Kem-Tone and Kem-Glo Paster Trim
H-148 -- Super Kem-Tone Panel Board
H-149 -- Kem-Glo Panel Board
B-712 -- "How To Do It" Book

"C" Package

The "C" Package is for Authorized Dealers who do not buy a Style Guide.

W-517 -- SWP Mounted Window Display
W-522 -- SWP Paster Trim
P-219 -- SWP Weatherated Book
S-3355 -- SWP Weatherated Handbill - 50
KT-602 -- Kem-Glo, Kem-Tone and Super Kem-Tone Mounted Window Display
KT-601 -- Kem-Glo, Kem-Tone & Super Kem-Tone Paster Trim
H-143 -- Super Kem-Tone Panel Board
H-149 -- Kem-Glo Panel Board

"K" Package

This Package is for Allied Products Dealers ONLY and contains the following features:

KT-602 -- Kem-Glo, Kem-Tone & Super Kem-Tone Mounted Window Display
KT-601 -- Kem-Glo, Kem-Tone & Super Kem-Tone Paster Trim
H-143 -- Super Kem-Tone Panel Board
H-149 -- Kem-Glo Panel Board

Ordering A-B-C and K Packages

Trade Sales representatives will order the A-B-C or K Package directly from the Ad Service Dept., Cleveland, Ohio. Trade Sales representatives must indicate on their order blank the number of Style Guides the dealer has ordered. This quantity must be verified and approved by the District Chief Clerk.

Branches will stock a quantity of the A-B-C and K Packages for delivery to their dealers at the appropriate time after Jan. 1st. Approximately Dec. 1st every Branch will be supplied with a special order blank for ordering their bulk quantities of A-B-C and K Packages.

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This order blank will enable the Branch to list all of their dealers and to indicate the quantity of Style Guides each dealer has ordered.

Style Guide Outside Banner.

This large and expensive Outside Banner, Form W-518, will be stocked at Cleveland ONLY. It is to be ordered ONLY for Authorized Dealers who buy 10 or more Style Guides, if these Dealers have a good location and have agreed to erect this Banner on their store front.

When Ready.

The A-B-C and K Packages will be ready for shipment to Sherwin-Williams Dealers and Branches after January 1st. Branch bulk quantities will be shipped direct from the supplier. Trade Sales representatives' individual orders will be shipped direct from the Ad Service Department, Cleveland.

Weatherated Handbill -- S-3355.

50 of these Handbills are included in the A-B or C Package. These are supplied FREE of charge. Additional quantities without dealer imprint can be ordered for the Dealer at a charge of 25¢ per hundred copies. Order on 40X133 blank. Send order to District Credit Manager for processing.

Dealer Cooperative Advertising Plan.

Limited to Authorized Dealers. The Dealer must select the "A" or "B" Plan. Every dealer must fill in and sign the cooperative blank. For dealers who select the "A" Plan, blanks are to be sent to the District Credit Manager for district accounts and to the Branch Credit Manager for Branch accounts. For dealers who select the "B" Plan, the signed blank with a list of the newspapers the dealer plans on using, with circulation and the rate must be sent in to the Advertising Department for approval. The 50-50 Cooperative Advertising will apply ONLY for approved newspapers.

Branch Cooperative Advertising Plan.

Branches can also select the "A" or "B" Plan -- not both. Branches who select the "B" Plan of Cooperative Credit will be limited ONLY by the Branch's approved advertising budget.

Branch Key City Newspaper Advertising.

Branches are to more or less concentrate their newspaper advertising on the Style Guide. A complete assortment of mats have been provided for running 100% Style Guide Ads, Combination

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Style Guide and Paint Products Ads and mats that can be incorporated as a part of some other Newspaper Advertising Plan of the Branch.

IMPORTANT!!

EVERY Newspaper Ad run by EVERY BRANCH after the Style Guides have been received by the Branch, must feature the Style Guide. No Cooperative Credit will be given to any Branch on Newspaper Ads which do not feature the Style Guide after the Style Guides have been received.

Dealer Reference — Branch Newspaper Advertising.

Where there is no rate penalty Branch Ads must include the wording "Available At Your Local S-W Branch" or "Look For the Conveniently Located S-W Dealer in the Yellow Pages of Your Telephone Directory." If there is a rate penalty, no Dealer reference is to apply.

Dealer Tie-In Ads.

Sherwin-Williams Authorized Dealers are permitted to run tie-in Ads alongside of the Branch Ads in cities where there is no rate penalty for doing so. If there is a rate penalty, no Tie-In Ads are to be permitted.

Any Branch that permits Dealer Tie-In Ads and is consequently charged the higher rate will receive Cooperative Advertising credit on the basis of the Local rate ONLY for the Branch portion of the Ad.

Tie-In Ad Cooperative Credit.

Dealers wishing to run Tie-In Ads alongside the Branch Ad must arrange with the newspaper for the Tie-In Ad, pay for the Tie-In Ad and apply for cooperative credit in the regular way.

Listing of Dealer Names In Branch Ads.

There is to be no listing of Dealer names in Branch Ads located in towns of 20,000 or more population. In towns of 20,000 or less population the listing of Dealer names must be confined to the Dealers located within the city limits of the town. Naturally, this will apply ONLY in towns of 20,000 population or smaller towns where there isn't a rate penalty.

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Style Guide Costs and Ordering.

Style Guides are sold to Dealers and Branches at the following costs applying for an individual order — in other words, these quantity costs are not retroactive for accumulative Style Guide purchases for a Branch or Dealer.

1 to 10	Copies	of	Style	Guide	—	$7.75	per	book
11 to 25	"	"	"	"	—	7.50	"	"
26 to 50	"	"	"	"		7.25	"	"
Over 50	"	"	"	"		7.10	"	"

These prices are f.o.b. Dealer or Branch Store.

Early shipments of Style Guides to Branches and Dealers will be made directly from the printer in Chicago. Later quantities of the Style Guide will be stocked at District points and shipments will be made from the District point.

Style Guide Stands.

The Style Guide Stands to begin with, will be stocked at Cleveland ONLY. The Stand will cost Branches and Dealers $9.00 each, f.o.b. the following cities —

Cleveland
Chicago
Kansas City
Dallas
Oakland
Atlanta
Newark and
Philadelphia

When the Style Guide Stand is shipped to a Branch or Dealer from Cleveland, the freight will be equalized to the nearest city on the above list.

Style Guide Companion.

The Style Guide Companion will be stocked at Cleveland ONLY. It will be sold to Branches and Dealers on the following basis —

The Large Companion — Dealer cost, $50.00 less 50%
Dealer Net Cost $25.00.
F.O.B. Branch or Dealer Store

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Style Guide Companion Cont'd.

The Small Companion -- Dealer Cost $15.00 less 50%
Dealer Net Cost $7.50
F.O.B. Branch or Dealer Store

The same prices will apply for the Super Kem-Tone Color Albums.

The Style Guide, the Style Guide Stand and the Style Guide Companion or Super Kem-Tone Color Album will be ready for filling of orders after January 1st.

The Style Guide Companion and the Super Kem-Tone Color Album will be allocated.

All of these features must be ordered on the regular 40X133 blank. Trade Sales representatives should send their orders to the District Credit Manager and Branch representatives to the Branch Credit Manager. No orders are to be sent direct to Cleveland.

1951 Home Decorator.

The new Home Decorator will be ready for dealer shipment on or before January 1st. Specify on your Dealer or Branch order when the Home Decorators are to be received. The minimum Home Decorator order is 100. Below we are listing the 1951 Home Decorator costs: --

1951 Home Decorator	-- 6¢ each	
Envelope	-- 1¢ " Extra	
Imprinting	— Extra	
H.D's.	100 to 249 quantity orders	-- $2.25 per order
	250 to 499 " "	— 2.90 " "
	500 to 999 " "	-- 4.10 " "
	Additional thousands	-- 3.60 per thousand

Envelope Imprinting.

If in addition to the imprinting on the Home Decorators a Branch or Dealer wishes the Home Decorator envelope imprinted, the same quantity prices will apply as shown for the Home Decorator.

Ordering.

Sherwin-Williams Branches are to send in their orders for Home Decorators within two weeks after the Regional Meeting.

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Ordering Cont'd.

The Dealer orders should be taken complete and as early as possible so that most of the orders can be processed during November, December and January and shipped in time so that the Dealer will receive the Decorators when specified.

Dealer Store Front Identification.

Dealers' Store Front Identification for this year will be limited 100% to the three signs as shown in your new Sign Catalog, Form S-3351.

1. Plastic Stick-out Sign
   Dealer's price -- $39.50
   With Dealer Imprint -- 49.50

2. Flat Porcelain Facia Sign
   Dealer's Price -- $39.50
   With Dealer Imprint Panel - 49.50

3. Porcelain Enamel Stick-out Sign
   Free to New Dealers
   Sold to established accounts at $5.00.

No cooperation will be extended on any signs other than those listed above. The cost of these signs as shown above will not be deducted from the dealer's 2% advertising reserve. On all other types of signs, such as Wall Signs, Painted Bulletin Boards, etc., that our dealers now have and on which they are securing cooperative advertising credit -- this credit will still apply, although the amount of the credit will be deducted from the dealer's 2% advertising reserve.

Exterior Composite Color Card.

After January 1st the regular individual Color Cards on SWP, Porch & Floor Enamel, Tractor & Implement Paint, Shingle Stain, Utility Paint and Commonwealth Red will be discontinued and in their place we will have the new Exterior Composite Color Card this year. The regular Color Cards now in use on Sherwin-Williams Products for Interior Paint are to be ordered in the regular way.

G. G. Thorne
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