



SALES DEVELOPMENT DEPT. INFORMATION

NO. 1. (Advertising Department)

SUBJECT: 1925-1926 Advertising. CLEVELAND, OHIO

September 12, 1925.

ANNOUNCING THE 1925-26 ADVERTISING SCHEDULE IN
MAGAZINES AND FARM PAPERS.

Attached is a book giving our complete magazine and farm paper advertising schedule for 1925-26.

In this letter we cannot of necessity give you full details of the campaign. You will find them in the Schedule Book.

It suffices to say here that the coming campaign is by far our largest - the largest ever undertaken in the paint and varnish field.

To thoroughly appreciate its significance to you, you must be thoroughly familiar with the advertising. Only when you have this knowledge and appreciation can you in turn translate this to your agents in terms of local assistance to them.

To enable you to become thoroughly familiar with this advertising, we have placed in the fore part of the book a number of important questions - all of which are answered in complete fashion. If you will read and study these, you cannot help but get a real appreciation of the advertising.

We are now preparing a section for your outfit which will show proofs of many of the advertisements for the coming year. This will be ready in two or three weeks. In the meantime, get copies of current magazines in which our advertisements are appearing and carry these. Even after you have the portfolios continue to do this, because actual advertisements are much more impressive than proofs. Furthermore, they tend to keep the advertising a live issue all thru the year.

A copy of this schedule book will be sent to all agents from Cleveland in a few days, so that they may be in on the advertising from the start. Furthermore, this is in keeping with our policy of being in closer contact with our agents this year both from District points and Headquarters with the establishment of our Sales Development Departments.

0007-SWP-038998

N29075

We are not going to let our agents forget about this advertising during the year. At regular intervals mailings featuring current advertising are going to all agents from Cleveland, with copies for you which will be sent a few days in advance of agents' copies so that you can familiarize yourself with these features. There will also be B P A quantities, to be sent out from District Sales Development Departments.

The first of these mailings leaves here September 20. It contains a jumbo enlargement of the two page two color Saturday Evening Post advertisement of October 3, a proof of the beautiful four color advertisement in October Good Housekeeping, window strips - a suggested window idea using the material we furnish, paint selling ideas that have proved profitable for Paint Headquarters merchants and a letter from Sales Development Headquarters. In other words a complete local tie up for our agents.

Even though we are having this contact with the agents, you have to keep talking up the value of the advertising from the local standpoint of the agent and stress the additional value of tie-up work on his part, and explain our two local 50-50 deals - CC 228 and now farm folder B 465, which will be announced within two weeks - both "knockouts."

Remember this year, we not only have our greatest campaign, but everybody interested is going to be kept familiar with it all the time. The advertising doesn't slow down during the year. Our enthusiasm must not either. You do your part and we'll do ours but remember first of all you must know what it's all about - so study the questions and answers - then keep up on this throughout the year - follow the schedule.

Remember -

the advertising can do a big job by itself but it cannot do it all.

you can do a big job - but you cannot do it all.

the agents can do a big selling job but they cannot do it all alone.

but all three pulling together will give us the biggest and best sales job over.

Yours very truly,

Norman A. Schuele
Advertising Manager.

NAS:CCF

0007-SWP-038999

0007-SWP-000122377