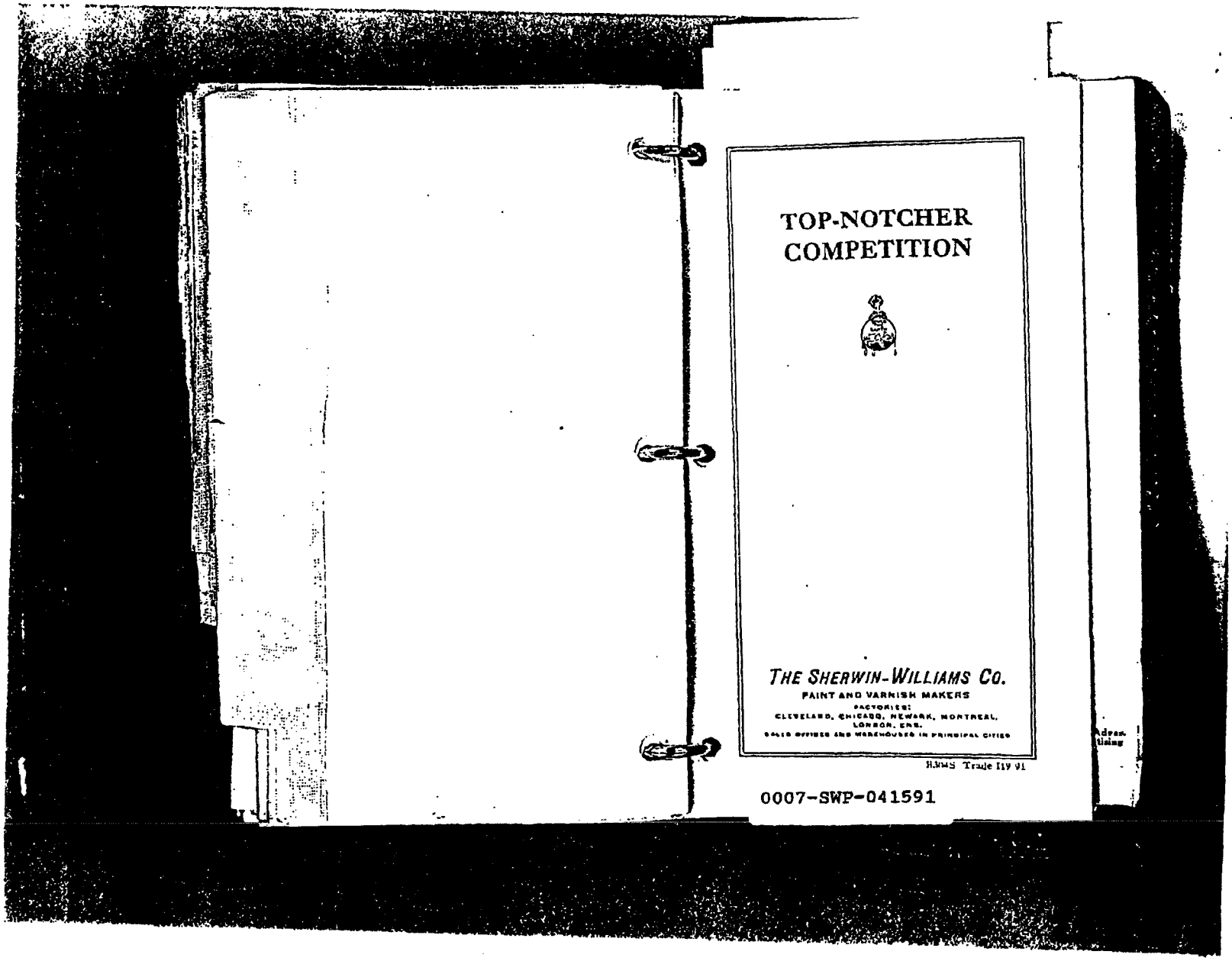
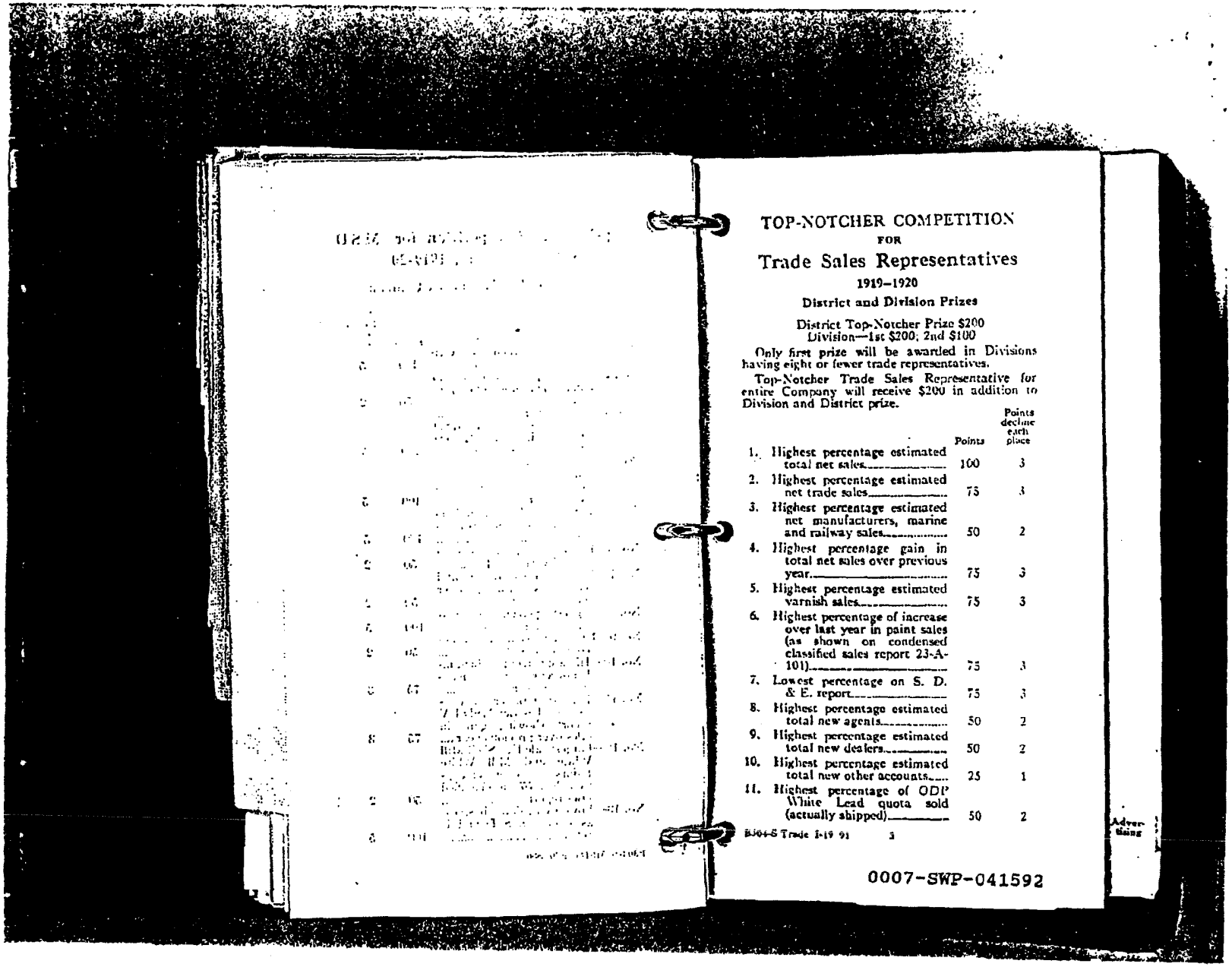

TOP-NOTCHER
COMPETITION
THE SHERWIN-WILLIAMS CO.
PAINT AND VARNISH MAKERS
FACTORIES:
CLEVELAND, CHICAGO, NEWARK, MONTREAL, LONDON, ENG.
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES
Trade 119 91
0007-SWP-041591

N23020



TOP-NOTCHER COMPETITION
FOR
Trade Sales Representatives
1919–1920
District and Division Prizes

District Top-Notcher Prize $200
Division—1st $200; 2nd $100

Only first prize will be awarded in Divisions having eight or fewer trade representatives.

Top-Notcher Trade Sales Representative for entire Company will receive $200 in addition to Division and District prize.

	Points	Points decline each place
1. Highest percentage estimated total net sales	100	3
2. Highest percentage estimated net trade sales	75	3
3. Highest percentage estimated net manufacturers, marine and railway sales	50	2
4. Highest percentage gain in total net sales over previous year	75	3
5. Highest percentage estimated varnish sales	75	3
6. Highest percentage of increase over last year in paint sales (as shown on condensed classified sales report 23-A-101)	75	3
7. Lowest percentage on S. D. & E. report	75	3
8. Highest percentage estimated total new agents	50	2
9. Highest percentage estimated total new dealers	50	2
10. Highest percentage estimated total new other accounts	25	1
11. Highest percentage of ODP White Lead quota sold (actually shipped)	50	2

B-64-S Trade 1-19 91 3

Adver-tising

0007-SWP-041592

0007-SWP-000124987

	Points	Points decline each place
12. Lowest percentage of regular suspense to net sales	50	2
13. Largest number of following Trade Sales Products on which gains are shown over last year	5 points for each line showing gain.	

01 ODP Lead	25 Flat-Tone
1 Varnishes	26 Old Dutch Enamel
2 Driers	27 Enameloid and other Enamels
6 SWP	28 1st Q. and M. P. Oil Colors
7 Porch and Deck Paint	31 Auto Enamels
8 Inside Floor Paint	32 Auto and Buggy Paint and Top Dressings
9 Floor Wax and C. & S. Filler	33 Wagon and Implement Paint
10 Floorlac	35 Varnish and Oil Stains
11 Family Paint	36 Screen and Stove Pipe Enamel
12 Commonwealth Barn Paints	37 Aluminum and Gold Paint
13 Shingle Stain	41 Taxite
14 Roof and Bridge Paint	
23 Handcraft, Woodcraft and Water Stains	

NET SALES

Net sales shall be gross sales, less sale of ODP White Lead, Linseed Oil and unmanufactured sundries, also freight allowances, returned goods, overcharges and errors in billing plus percentage credit for sale of S-W Old Dutch Process White Lead (4 cents per lb.), and Linseed Oil (6 cents per gal.).

TOP-NOTCHER COMPETITION

FOR

Railway, Street Railway and Marine Representatives

1919—1920

First Prize.....$200
Second Prize..... 100
Third Prize..... 50

	Points	Points Decline Each Place
1. Highest percentage estimated total net sales.....	100	5
2. Highest percentage of gain in total net sales over previous year.....	50	2
3. Largest gain in dollars and cents net total sales over previous year.....	100	5
4. Highest percentage estimated varnish sales.....	50	2
5. Largest gain in dollars and cents net varnish sales over previous year.....	50	2
6. Highest percentage of gross profit on net sales.....	100	5
7. Greatest number of captions on Railway H. V. Report showing gain in dollars and cents over previous year....	75	3
8. Lowest cost of doing business as shown by S. D. and E. Report.....	100	5
9. Greatest percentage of reduction against previous year in cost of doing business as per figures on S. D. & E. Report	50	2

Advertising

0007-SWP-041593

0007-SWP-00012498