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"To Be Helpful"

EXECUTIVE ASSISTANT,

APR 3 1921
CHIEF CLERK

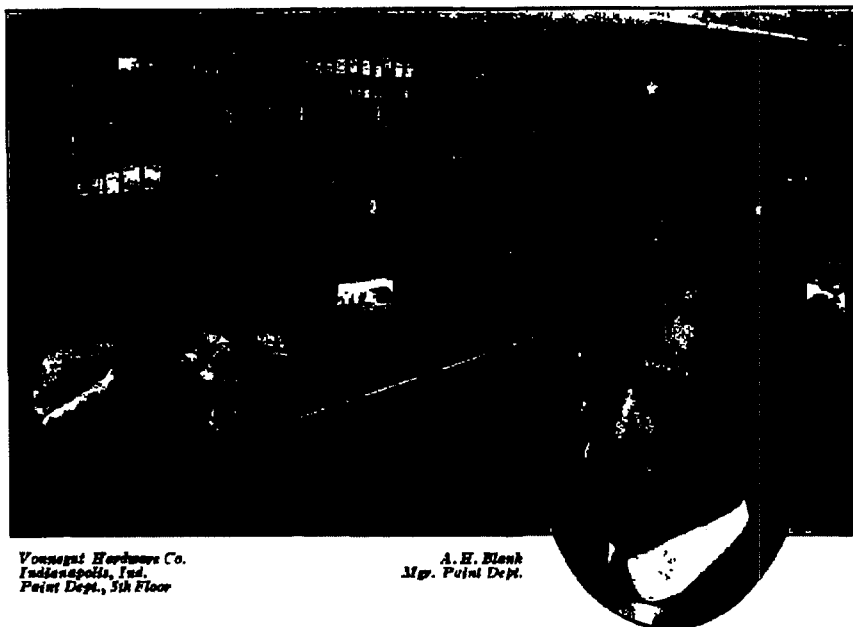
THE SHERWIN-WILLIAMS COMPANY

601 CANAL ROAD, N. W., CLEVELAND, OHIO

CONFIDENTIAL BULLETIN NUMBER Seven

DATE April 2, 1921

SUBJECT: Indianapolis, Ind.



Vonnegut Hardware Co.
Indianapolis, Ind.
Paint Dept., 5th Floor

A. H. Blank
Mgr. Paint Dept.

**DOING \$60,000 A YEAR WITH THE S-W LINE AND
AIMING AT \$100,000 FOR 1921**

By A. H. Blank, Mgr. Paint Dept. Vonnegut Hardware Co., Indianapolis, Ind.

After taking our inventory for 1920, I am pleased to advise that our total sale of Sherwin-Williams Products, not including insecticides, amounted to \$60,000, an increase of \$10,000 over the previous year, which was the first year for us to handle your line.

When we stop to consider that our house had handled a competitive line of paint for a period of twenty years, and our total sales never exceeded \$5,000 for any one year, we do not hesitate to say that we are more than satisfied with the results we have been able to secure since taking on the S-W proposition.

Our investment in this department at no time during the year exceeded \$3,000, so you can see we have had seven and one-half

This Bulletin sent to

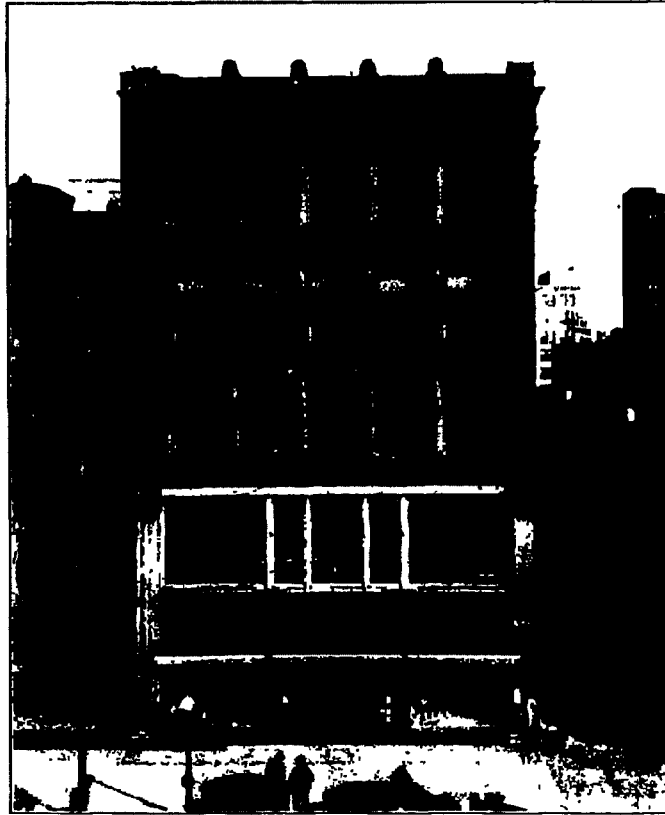
Full S & D List.

All Repts.

Extra supply for BFA use

turnovers with an average profit of 30%. Right here I wish to say that this department has shown more profits than any other in our store, considering the amount invested.

Profits, turnovers and investment are the things Vonnegut Hardware Co. are most interested in.



Vonnegut Hardware Building, Indianapolis

We would not hesitate recommending the S-W line to any dealer who can get it, as the writer personally knows of agencies in towns of less than 500 inhabitants who are doing over \$5,000 yearly with the S-W line.

We attribute the wonderful growth of this department to the following reasons:

1. The line is nationally known.
2. Service. The Indianapolis warehouse enables us to carry a minimum stock to get a maximum turnover.
3. Co-operation. The representatives are trained men and are able to give us expert advice in their various lines. They not

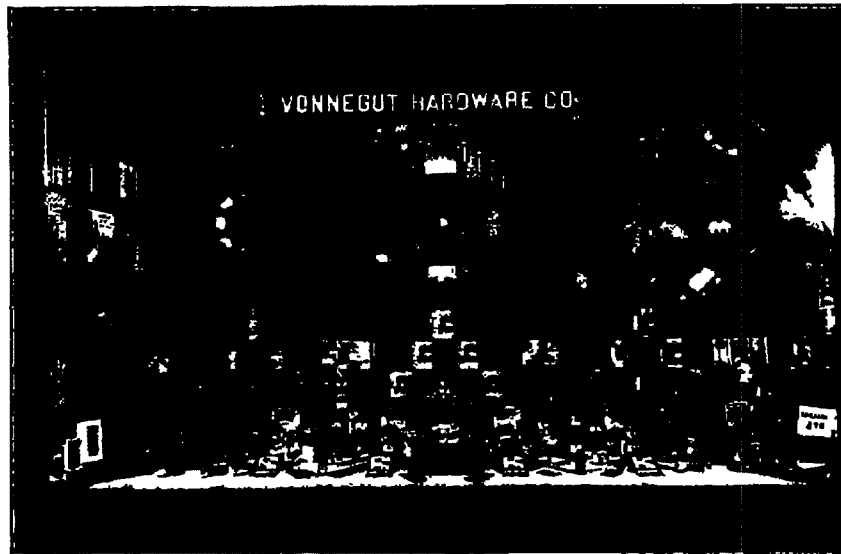
only advise, but go out with our representatives and actually sell goods to the consumer. Too much cannot be said of their resale work.

We feel that we are just beginning to scratch the surface of paint sales, in spite of the fact that there is pretty keen competition here, as you know, with one mail order house and four or five paint makers operating their own stores.

With your continued co-operation, we hope to do \$100,000 in this department in 1921.

We have had notable success with the Floorlac proposition. We had not handled Floorlac until the Spring of 1919, when we decided to take on the free sample proposition and consequently bought a stock of Floorlac samples and brushes.

We made good use of the advertising that you furnished. The handbills were distributed over the counter and we also featured the coupon in our newspaper advertising and within two days after putting on the campaign we handed out over 3,000 samples of Floorlac, beside selling a good quantity in larger packages. Within the next two months we sold more Floorlac than we had sold of our old brand of varnish stain in two years. Our offer of the sample brought over 3,000 people into our paint department and gave us an opportunity to talk to them about their paint and varnish requirements and, of course, we took advantage of this opportunity. Any of your agents who fail to use this plan are overlooking a big opportunity to increase their sales and profits.



A Typical Vonnegut Paint Window

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S-W MERCHANDISING



"To Be Helpful"

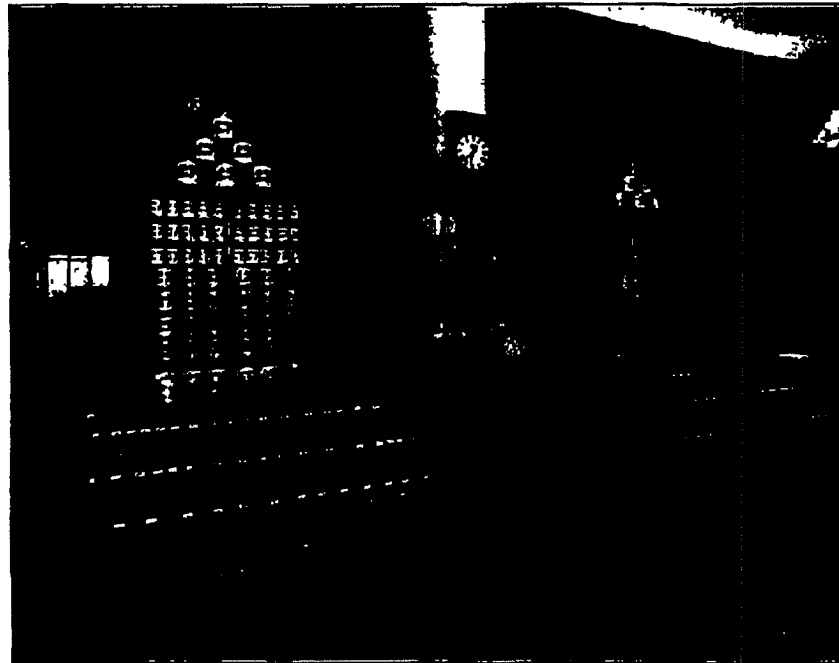
THE SHERWIN-WILLIAMS COMPANY

801 CANAL ROAD, N. W., CLEVELAND, OHIO

CONFIDENTIAL BULLETIN NUMBER **Six**

DATE **March 21, 1921**

SUBJECT **Minneapolis, Minn.**



Warner Hardware Co., Minneapolis

Paint Department

WHY WE HANDLE THE S-W LINE

By Leon C. Warner, Pres. Warner Hardware Co., Minneapolis

Our Paint Department is, we believe, rather peculiar unto itself as a Paint Department might generally be considered.

To begin with, it represents less than 8% of our total business. It is satisfactory to such a degree that we wish the entire business could be done on the same basis, and which we admit at once is so good we cannot hope to attain that end.

This Bulletin sent to
Full S & D List
All Reps
Extra quantity for BPA
use.

Facts on our annual report of 1920 just received run as follows:

Gross Profit to Sales.....	31.66%
Net Profit to Sales	8.95%
Cash Sales of Total Departmental Sales.....	41.88%
Charge Sales of Total Departmental Sales.....	58.12%
Total Cash Customers.....	37,888
Average Purchase.....	\$.92
Total Charge Customers.....	9,994
Average Purchase.....	\$4.84
Total Customers.....	47,879
Return of Goods and Allowances or 3.1% of Gross Charge Sales.....	\$1536.19
Rate of turnover on a basis of total purchases divided by average inventory.....	8.738 times

This is by all means the best showing we have ever made. The last figure on same basis for previous years run as follows:

1917.....	4.93
1918.....	4.49
1919.....	5.85

In the past we have given you figures of sales divided by inventory, which is generally not considered correct, to indicate our turnover which is as follows:

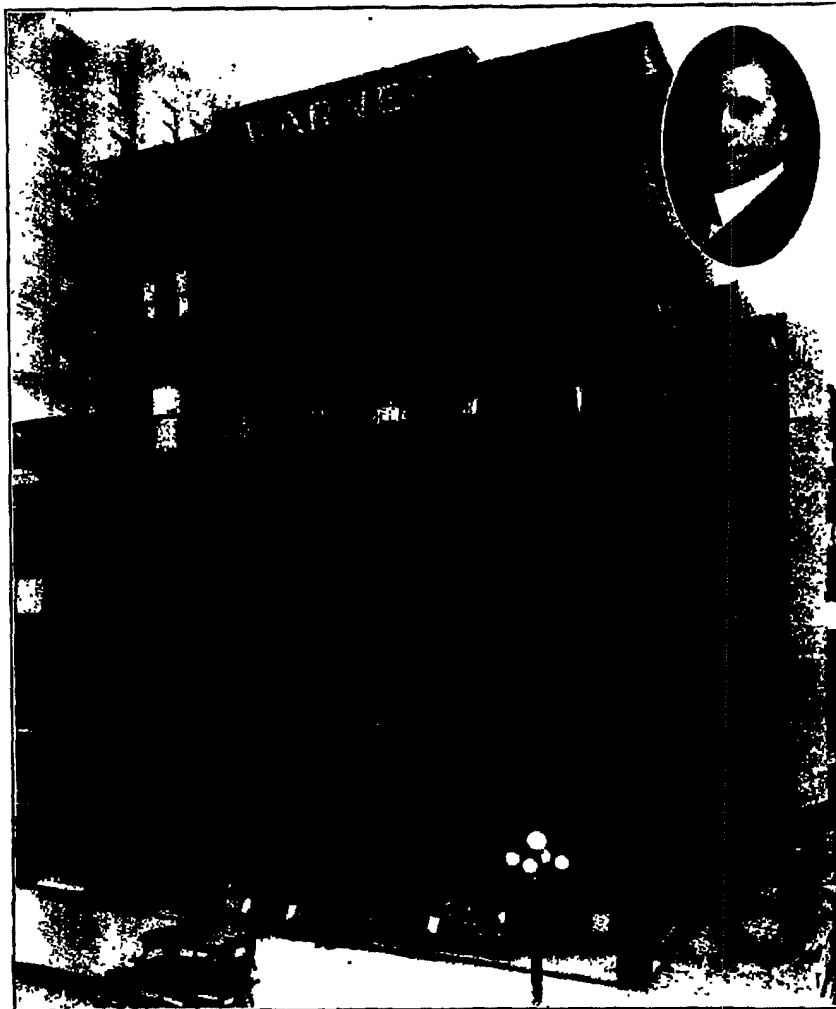
1916.....	9.19
1917.....	7.775
1918.....	6.76
1919.....	8.32
1920.....	9.704

Considering the above figures, bear in mind that our paint business is practically all counter business, and we have very little or no contractor painter's trade.

Our turnover has been made possible by your co-operation, your Minneapolis warehouse, and our department.

Your proposition appeals to us because of your

- 1 Local warehouse.
- 2 Co-operation of Minneapolis organization with us and our department.
- 3 Because one line makes one account.
- 4 Because one line avoids duplications of similar stocks.



Store of Warner Hardware Co., Minneapolis. Inset shows Leon C. Warner, President

- 5 Because one line releases capital, making possible turnover.
- 6 Because in our judgment there is no better line for the particular trade to which we cater—counter trade.
7. Because we have worked on this basis for years, have proven it profitable and more profitable, investment considered, than any department in our store.

We believe the big city merchant, catering to the quantity of small counter sales and directed to household and consumers, can not serve himself better through any other line than through Sherwin-Williams.

We co-operate with your Advertising Department in its national campaign, and have done so profitably for some years past.

Our favorite stunt is the selling of your small can of Floorlac, the brush thrown in, at a nominal price. Your Minneapolis office has letters of our viewpoint of this stunt.

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