0007-SWP-039940

N29186

BELIEVES IN ITS DEALERS

THE SHERWIN-WILLIAMS CO.

0007-SWP-039941

THE SHERWIN-WILLIAMS SYSTEM OF DISTRIBUTION

HAS MADE S-W PRODUCTS

The most available to Consumers!

MR. A. W. STEUDEL, our president, believes that close work with our Dealers to make them

MORE SUCCESSFUL

IN THEIR MARKETS IS OUR

Number 1 job!

0007-SWP-039942

0007-SWP-000123329

WE BELIEVE IN THE *SIZE* AND *FUTURE* OF THE PAINT MARKET *AND IN YOUR SUCCESS!*

0007-SWP-039943

0007-SWP-000123330

- Americans are building homes at the rate of 931,300 per year.
- Remodeling and repairs are at an all-time high!
- The paint market is a *REPEAT* market — 4 OUT OF 5 surfaces *ALWAYS* need paint!
- MORE PEOPLE ARE DOING THEIR OWN PAINTING THAN EVER BEFORE!
- Painters are busier than at *ANY* time in history!
- National Paint, Varnish and Lacquer Association, Inc., is spending $1,500,000 in advertising to help build your paint market.
- Americans spend $6.32 per capita for paints and paint products.

... *WHAT IS YOUR PAINT MARKET?*

$6.32 × YOUR POPULATION = YOUR PAINT MARKET!

ARE YOU GETTING YOUR SHARE?

NEW TYPE, EASY TO USE PAINT FINISHES...
THAT CHANGED THE PAINTING HABITS OF AMERICA

SUPER KEM-TONE

KEM-TONE

KEM-GLO

When people do their own painting... or pay today's painting prices...

THEY WANT THE BEST!*

0007-SWP-039944

WORKING TOGETHER

WE CAN **BUILD** YOUR PAINT PROFITS

THROUGH **CONCENTRATED** SELLING EFFORT

THE KEY TO ***S-W*** *SUCCESS*
IN THE PAINT WORLD—



MORE *S-W PAINT FINISHES ARE SOLD* **BY FA**
THAN ANY OTHER PAINT BRAND IN AMERICA!

0007-SWP-000123333

0007-SWP-039946

LET'S TAKE A LOOK

HERE ARE A FEW SUCCESS STORIES FROM MERCHANTS EVERYWHERE WHO AGGRESSIVELY USE *S-W PRETESTED METHODS* TO BUILD THEIR PAINT BUSINESS!

IT'S THE PLAN IN ACTION!

DEALER	CITY	POPULATION	SALES
Hardware Dealer	City "A"	10,000	$37,626
Hardware Dealer	City "B"	40,000	43,069
Auto Accessories	City "C"	12,000	66,769
Hardware Dealer	City "D"	35,147	71,234
Lumber Dealer	City "E"	10,462	46,299
Hardware Dealer	City "F"	15,056	75,557
Paint and Wallpaper Dealer	City "G"	9,000	26,883
Paint and Wallpaper Dealer	City "H"	9,402	28,056
Hardware Dealer	City "I"	9,616	48,231
Hardware Dealer	City "J"	77,141	229,627
Lumber Dealer	City "K"	9,800	15,171
Paint Dealer	City "L"	11,425	20,243
Paint Dealer	City "M"	67,518	72,915
Hardware Dealer	City "N"	25,509	33,335

YOU...

ARE THE SHERWIN-WILLIAMS COMPANY

IN YOUR LOCAL MARKET!

because

"ALL BUSINESS IS LOCAL"

0007-SWP-039947

0007-SWP-039948

0007-SWP-000123335

HERE'S "PROFIT" PROOF

Of SHERWIN-WILLIAMS Branches buying at the same price as the dealer.

BRANCH	POPULATION	NET PROFIT
A	244,791	$19,368
B	160,605	27,023
C	122,157	14,827
D	10,021	4,305
E	11,089	6,941
F	78,720	14,944
G	41,439	2,691
H	34,719	9,180

This is HOW we work TOGETHER!

$12,000 DEALER

"I'm 63 miles from the S-W branch. Just a short service visit to paint applicators that means extra business for me. I can go after painters' orders, besides my retail business, without carrying big, extra inventories of stock."

$1,100 DEALER

"I noticed a new interest in painting in my town since the S-W branch store was opened. Their advertising covers my local area like a blanket and my S-W overhead sign helps me get more customers."

$10,143 DEALER

"I never got anywhere with the leading painters in town, but when I went down to the S-W branch for help I went to the right place. We worked out a plan together, held meetings, demonstrated on jobs, and it just worked wonders."

$7,300 DEALER

"I handled 5 lines of paints but I found out how wrong I've been when I saw the S-W one-line story in action. I'd been using 5 paint selling stories, making it 5 times as hard to make a profit."

$4,940 DEALER

"The S-W line is the most practical in the field. The service they give me in helping sell paint sets has meant extra profit I never would have gotten alone. It's not only the line but the way they help run my other business."

$2,500 DEALER

"I was opposed to S-W opening a new retail branch in my town. Figured they'd pull all my trade their way. It hasn't worked that way; my paint business has increased from the beginning—they sure helped me the way."

$9,760 DEALER

"I'd heard of S-W merchandising 'know-how' but I never meant much to me till I took on the full line. They showed me how to sell paint in my own manner and I'm a good deal more today, selling 4 times the volume."

$5,910 DEALER

"Many have expressed their pleasure about being able to buy products with Sherwin-Williams' name on the label. Right now in the city that although I sell many famous trade-named products in my store, none enjoy a better reputation than Sherwin-Williams."

0007-SWP-039949

WHEREVER WE OPERATE BRANCHES

Dealers Invariably INCREASE THEIR BUSINESS— MAKE MONEY— SALES AND PROFITS!

LET ME SHOW YOU A FEW EXAMPLES

0007-SWP-039950

0007-SWP-000123337

There's NO SECRET to Successful Paint Sellin

- Customers BUY where they have Confidence...
- Customers have Confidence in YOU when they know you have Confidence in ONE PAINT LINE...
- Selling one line eliminates duplicate inventory that eats up profits... takes up expensive space... Creates extra help problems...

Avoid Confusion.. YOU AND YOUR SALES PEOPLE KNOW ONE LINE AND ONE LINE THOROUGHLY!

Remember.

0007-SWP-000123339

0007-SWP-039952

MORE SHERWIN-WILLIAMS PAINTS
ARE SOLD *BY FAR..*
than any other brand!



0007-SWP-039953



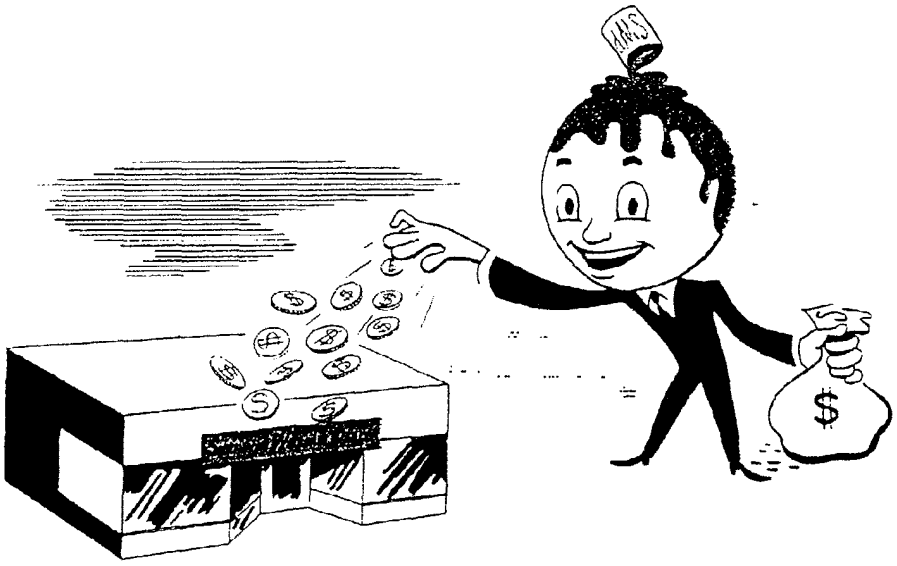
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IN 1951... Sherwin-Williams Dealers Will Have the Tremendous Advantage of...

BIG PRODUCT ADVERTISING

The broadest Product Campaign in the Paint Industry!

CO-OP AD PLAN



a liberal promotion offer...
that you can't afford to miss!

0007-SWP-000123344

0007-SWP-039957

PRETESTED MERCHANDISING and SELLING TOOLS

1. CATALOG OF SHERWIN-WILLIAMS PRODUCTS
2. COLOR PANEL RACKS
3. CUSTOMER SERVICE SHEETS
4. COMPOSITE COLOR CARDS
5. NEW HOME DECORATOR
6. WINDOW DISPLAY AND INTERIOR STORE DISPLAYS
7. "SUCCESSFUL PAINT SELLING IDEAS" BOOK
8. OUTSIDE STORE AND INSIDE DEPARTMENT IDENTIFICATION FEATURES
9. DIRECT-MAIL SELLING CARDS
10. EXTRA "BUSINESS GETTERS", CAPS, ETC.
11. SALES TRAINING MANUAL
12. SPECIAL MERCHANDISING UNITS

CATALOG OF SHERWIN-WILLIAMS PRODUCTS

Product Information Is Your BEST SELLING TOOL...

0007-SWP-039958

COLOR PANEL RACKS

Nothing Sells Color like Color Itself!

0007-SWP-039959

0007-SWP-039960

0007-SWP-000123347

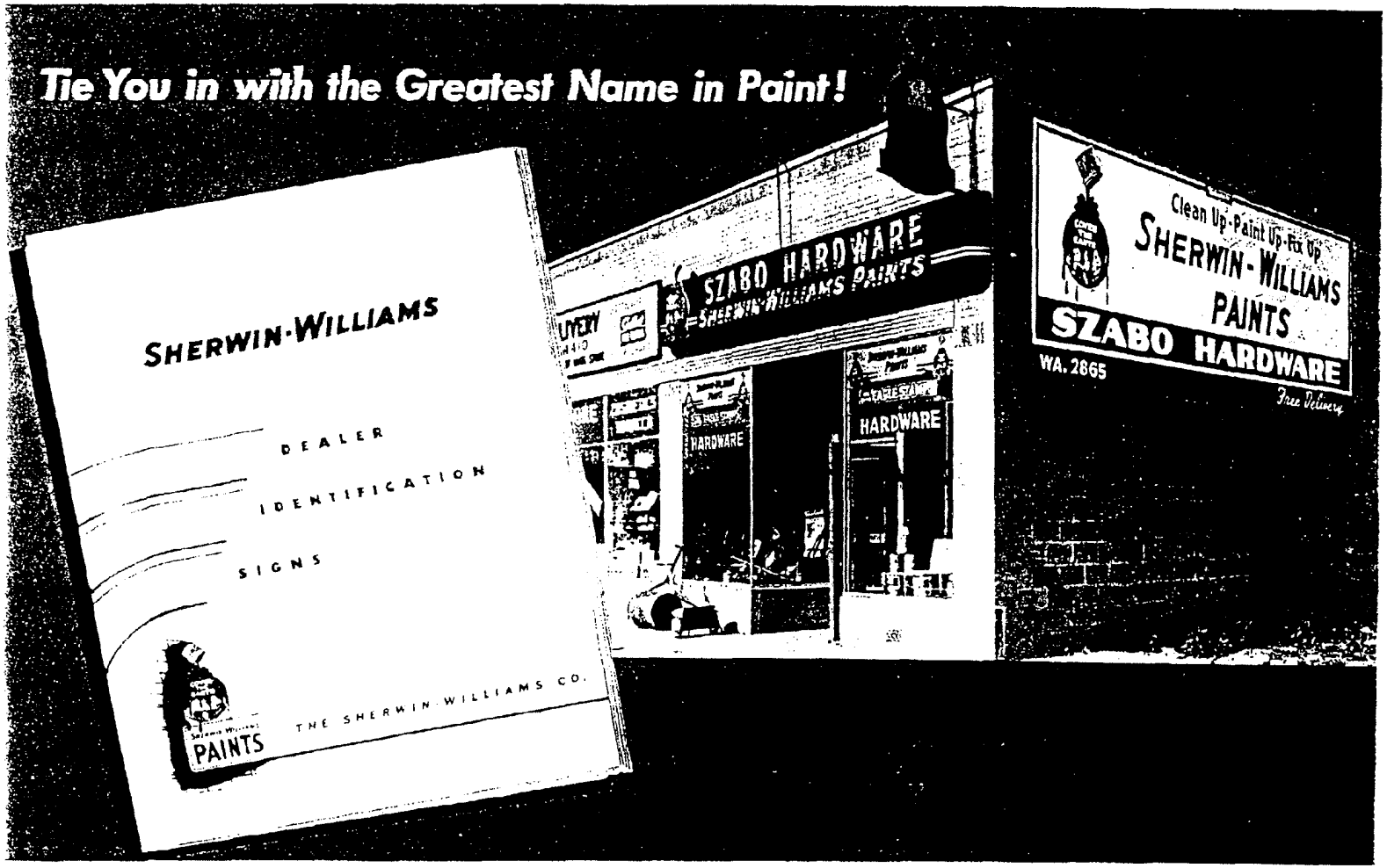
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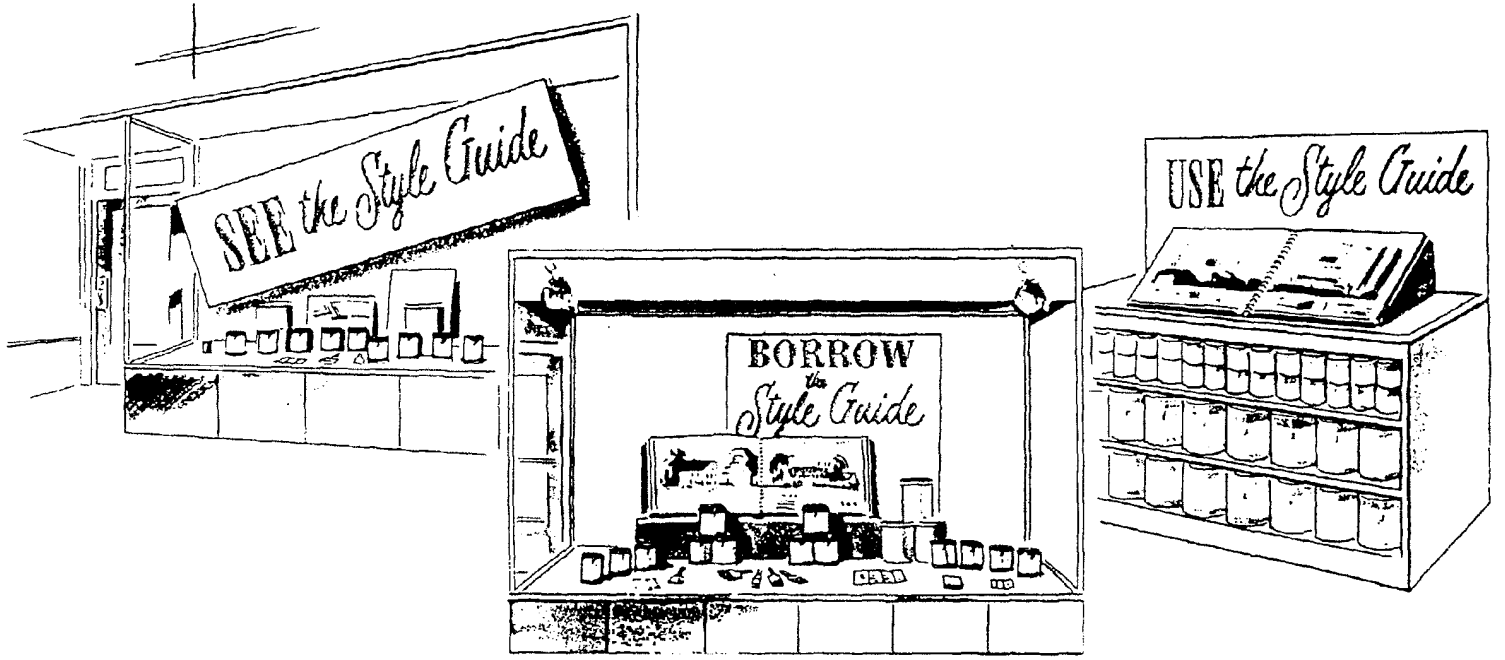
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OUTSIDE STORE and INSIDE DEPARTMENT IDENTIFICATION FEATURES



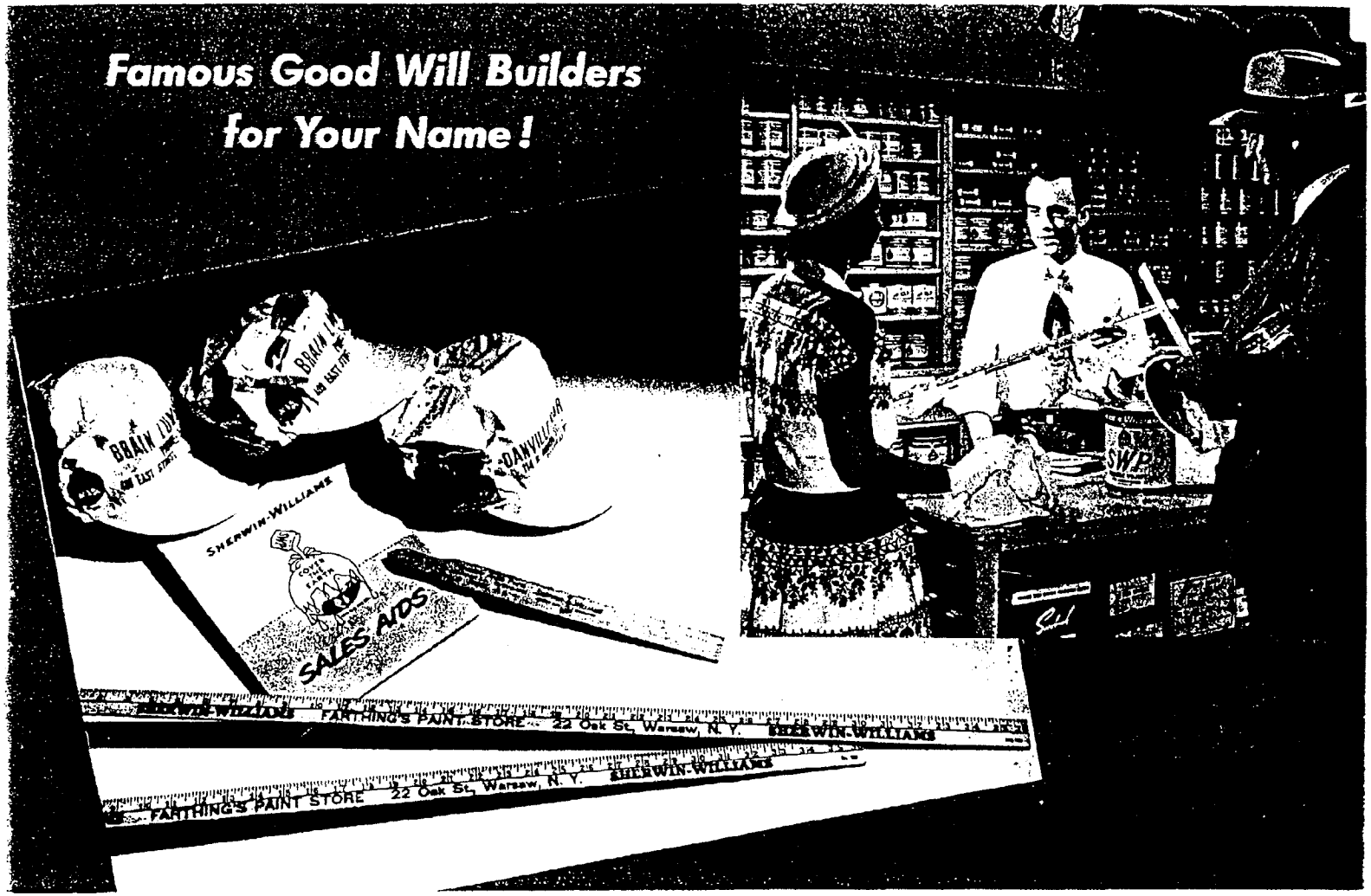
DISPLAY FEATURES



...designed for **YOUR** store!

0007-SWP-039963
0007-SWP-000123350

EXTRA "BUSINESS GETTERS" CAPS, ETC.



0007-SWP-039964
0007-SWP-000123351

SALES TRAINING HELPS

0007-SWP-039965

SPECIAL MERCHANDISING UNITS



0007-SWP-000123354

0007-SWP-039967

"SUCCESSFUL PAINT SELLING IDEAS" BOOK



THE DEALER
WHO DOES ALL THESE THINGS...

Identifies his store...

Displays his merchandise attractively...

Services his customers carefully...

TRULY BECOMES

THE S-W PAINT SERVICE CENTER

0007-SWP-039969

0007-SWP-000123356

LET'S LOOK INTO A STORE...

0007-SWP-039970

LET'S LOOK INTO A STORE...

0007-SWP-039971

LET'S LOOK INTO A STORE...

0007-SWP-039972

0007-SWP-000123359

0007-SWP-000123360