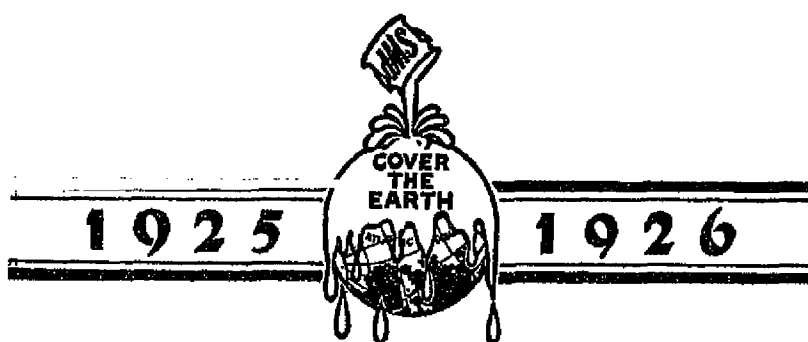

*S*chedule of
SHERWIN-WILLIAMS
ADVERTISING



N46331

0007-SWP-000160697

A Big Campaign all the Year Round

With an especially heavy schedule during the big paint buying months in Fall and Spring

1926 CALENDAR 1926											
SEPTEMBER			OCTOBER			NOVEMBER			DECEMBER		
S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	6
7	8	9	10	11	12	7	8	9	10	11	12
13	14	15	16	17	18	13	14	15	16	17	18
19	20	21	22	23	24	19	20	21	22	23	24
25	26	27	28	29	30	25	26	27	28	29	30
31						31					
JANUARY			FEBRUARY			MARCH			APRIL		
S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	6
7	8	9	10	11	12	7	8	9	10	11	12
13	14	15	16	17	18	13	14	15	16	17	18
19	20	21	22	23	24	19	20	21	22	23	24
25	26	27	28	29	30	25	26	27	28	29	30
31						31					
MAY			JUNE			JULY			AUGUST		
S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	6
7	8	9	10	11	12	7	8	9	10	11	12
13	14	15	16	17	18	13	14	15	16	17	18
19	20	21	22	23	24	19	20	21	22	23	24
25	26	27	28	29	30	25	26	27	28	29	30
31						31					

Read this book for the details

BRIEF FACTS ABOUT THE
1925-1926 ADVERTISING

- Beautiful Color Advertisements
- “Paint Headquarters” Featured
- Continuation of Household Painting Guide
- Strong Messages on Specific Products
- Mail Order Copy in Farm Papers
- More Publications
- More Insertions
- Greater Circulation
- by Far Our Greatest Campaign

The Sherwin-Williams Co.

Read this book for the details

Publications Carrying Household Painting Guide, Paint Headquarters and Color Messages

Publication	Circulation
Saturday Evening Post.	2,315,000
Literary Digest.....	1,300,000
American Magazine.....	2,200,000
Popular Science Monthly..	300,000
Elks' Magazine.....	850,000
Better Homes & Gardens....	700,000
Woman's Home Companion.	2,000,000
Declinator & Designer....	1,700,000
Good Housekeeping.....	1,100,000
Woman's World.....	1,200,000
Country Gentleman.....	800,000
Farm Journal.....	1,300,000
Successful Farming.....	850,000
American Agriculturist....	129,000
The Farmer (St. Paul)....	139,000
Hoard's Dairymen.....	113,000
Kansas Farmer and Mail & Breeze..	124,000
Michigan Farmer.....	85,000
Nebraska Farmer.....	103,000
Ohio Farmer.....	117,000
Pacific Rural Press.....	33,000
Pennsylvania Farmer.....	91,000
Prairie Farmer.....	84,000
Progressive Farmer.....	453,000
Wallace's Farmer.....	84,000
Wisconsin Agriculturist....	79,000
Breeder's Gazette.....	55,000
Missouri Ruralist.....	154,000
Southern Agriculturist.....	485,000
Oklahoma Farmer & Stockman..	170,000
Farm & Ranch.....	135,000
Rural New Yorker.....	235,000
Idaho Farmer.....	31,000
Oregon Farmer.....	33,000
Washington Farmer.....	50,000
Indiana Farmer's Guide	141,000
TOTAL..	19,738,000
Total Messages circulation multiplied by insertions	
	279,279,000

0007-SWP-000160699

What You Should Know About the 1925-1926 Advertising

Important questions and answers of interest
to you as an S-W agent

How do you advertise?

In our advertising we use magazines—general, women's and farm; newspapers; painted bulletin boards and direct mail. Through our agency organization we use dealer advertising helps of all sorts including color cards, panels, window, store and mailing material. Industrial products are advertised in trade and technical papers.

How do you reach my local market?

By advertising in the magazines and in the national and your local state farm papers, the same thing you have to advertise in your store—Paint Headquarters service, the Household Painting Guide and proper color suggestions.

Why the magazines?

- (a) In this way we can reach more people more often than in any other way.
- (b) Magazine readers can be influenced by the printed word—they willingly pay out their money for reading material.
- (c) Magazine readers are above the average in purchasing power as well as in intelligence.
- (d) Magazine readers are largely home owners—the substantial class—your best customers.
- (e) Magazine readers are responsive to paint advertising—the magazines we have selected devote editorial matter to decoration, building and painting.
- (f) Magazine advertising lives—a week to a month and then the magazines are often passed on to other readers.
- (g) In the magazines we can get color, which is so intimately related to paint, well printed on good paper.
- (h) The magazines we are using enable us to get our message to the better prospects in the city, town and on the farm.

Is it a real campaign?

Yes. Our largest, by far! There are thirty-seven leading publications in all with a combined circulation of 19,738,000 or a coverage of 80% of all the families in the United States not allowing for duplication. In all there are two hundred and thirty-one individual advertisements. Multiplying the circulation of the various publications by the number of insertions and adding these together we get the perfectly stupendous number of 79,279,000 advertising messages. On page 2, you will find a complete list of the magazines with circulations. There are magazines written for men, others for women, others for farm people—all to the kind of people we want to sell—those interested in painting.

How do you mean largest? Isn't every campaign the largest?

Chart showing relative advertising expenditure—The Sherwin-Williams Co., 1921-1926

Year	Relative Advertising Expenditure
1921-1922	33% increase over 1921-22
1922-1923	28% increase over 1922-23
1923-1924	70% increase over 1921-22
1924-1925	11% increase over 1921-24
1925-1926	88% increase over 1921-22
1926-1927	31% increase over 1924-25
1927-1928	148% increase over 1921-22

This chart tells a big story. It shows a steady increase year by year. This increase means stronger and stronger support to you as a Sherwin-Williams agent. It shows that our Household Painting Guide and Paint Headquarters advertising has brought results and that we are counting on greater results with the large increase. Each of those little lines represents hundreds of thousands of dollars and in 1925-1926 Sherwin-Williams Paint Headquarters agents are backed up by more advertising than ever before offered by any paint or varnish manufacturer. It takes faith to spend millions, but we have the faith in our dealer organization to cash in on these huge expenditures.

How does the advertising appear?

All year around, with the heaviest schedules falling in the heavy paint buying seasons. The complete schedule by months follows these questions and answers. Study it. Tie up with the advertising.

It's fine to have 10,738,000 total circulation, but I'm interested in my own town. Can this be localized in any definite way so that I know exactly how much is coming in here?

Yes, we can give you the figures for your town and county and we're sure that you will be amazed at the fine coverage. In fact your very best customers and others you want for customers (the same people you have on your mailing list) are reading these advertisements and it's up to you to get the benefit of this advertising by letting them know you are "Paint Headquarters" which is featured so strongly in each advertisement. Here are the figures:

Report of Sherwin-Williams Magazine Advertising

For Town: Burlington, Iowa, County: Des Moines

Town Information	County Information
Total Town Circulation 7,409	Total County Circulation 11,309
Population 24,037	Population 35,190
Number Families 4,811	Number Families 7,031
% Coverage to Families 152.5%	% Coverage to Families 150.4
Income Tax Returns 1,776	Income Tax Returns 2,916
% Coverage to Returns 418.1	% Coverage to Returns 387.5

Magazine	Town	County
Saturday Evening Post	785	866
Literary Digest	472	584
American Magazine	1,653	2,124
Elks Magazine	669	669
Republican Science Monthly	679	790
Home and Garden	650	739
Woman's World	850	1,056
Woman's Home Companion	1,138	1,436
Illustrated Country Gentleman	382	488
Successful Farmer	1,153	1,453
Hoard's Dairyman	74	609
Breeder's Gazette	2	2
Nebraska Farmer	2	2
Wallace's Farmer	254	254
TOTAL	7,402	11,309

These figures do not take into account duplication in circulation. Note: This town was much selected at random figures will be gladly given for any town over 1,000 in population and for all counties.

How about the actual advertisements? The reading matter, pictures, etc.?

In the first place, this year's advertisements feature color, which is the great appeal for painting. Many are run in four colors with illustrations that stand head and shoulders above anything else in paint and varnish advertising. The color is not run just to attract attention. Each picture shows a beautiful exterior or interior. More than that, specifications are given telling just what material was used on each article or surface. It is helpful advertising because it gives the reader ideas. The color pictures and specifications are tied up with your store not only as "Paint Headquarters" but headquarters for color suggestions. The copy is short and specific. It is adapted to the type of medium used. For example, the farm paper copy is written in mail order style because farmers are used to that type. The copy in the women's magazines differs from the general, etc. In addition to showing appealing color illustrations with specifications and featuring you as "Paint Headquarters," the Household Painting Guide is shown in each advertisement so that the reader may not only get the right color for immediate satisfaction but the right product for each job for lasting satisfaction. The Guide also gives you a definite tie-up in your store and win-down.

In a few words, what does this mean to me?

It means that month in and month out practically every worthwhile family in your neighborhood is being given sound reasons why they will find it advantageous to make all paint purchases from Paint Headquarters where they will find—

- (a) Color suggestions and help on decorating operations
- (b) The correct finish for the work they have in mind as specified on the Household Painting Guide.
- (c) Complete information, advice and courteous attention—in short everything and anything needed for a perfect job.

You cash in on this to the extent you establish yourself as "Paint Headquarters."

This advertising also has a secondary influence. It brings new PAINT customers into your store. You can easily make them STORE customers.

6

Isn't this the third year on the Guide? Why hammer away on that? Why not get something new?

The best advertising is based on a right idea and exploits it consistently. Changes may be made in illustration, appeal in wording, etc., and refinements added as experience shows these changes warranted—just as we made them this year with the addition of the color appeal and a finer appearance and last year with our addition of "Paint Headquarters" which is retained. Along these lines, you surely do not change the sign on your store because you have used it for years—you may have it repainted and the design improved but the name's the same. You wouldn't expect us to change the formula of SWP every year just for the sake of change.

Remember, too, that markets are constantly changing. Old people are constantly passing out, new ones marching in. Every day new people become interested in painting whose interests the day before didn't embrace that. The younger people too are more susceptible to advertising. If you told the same story day in and day out for years it wouldn't become old to every one. If it were possible to wear out a real selling and advertising idea in a year, advertising would be greatly simplified. Remember the Guide is in the interest of the reader—it tells him something. It is a service. It is not merely a catch phrase or slogan.

But why not advertise specific products with all the specially competitive?

This year we bring in specific products in every advertisement. Every illustration portrays the *result* from the right use of a product. Not only is the product itself featured but the actual color or colors. The fact that the Guide is shown too, strengthens the individual products. One of the features of our advertising is that it is helpful with its color suggestions and specifications. Instead of merely saying "Buy Enameloid for beautiful breakfast sets," we show a breakfast room with an appealing set in it and give the Enameloid specifications. The picture says that beautiful effects are possible, without words. The specifications give something definite for the customer to follow. We don't stop here. We give specifications for the entire room and thus feature other products such as Mar-not, Flat-Tone, Old Dutch Enamel, etc. Furthermore, and get this—in each advertisement we tell the customer to go to your store—"Paint Headquarters"—for the products mentioned and for further color suggestions in case he may be thinking of something else.

7

This all sounds great. Better than anything I have ever seen in an advertising way, but I just cannot get it out of my mind that you ought to have some 50-50 local proposition to give it the final touch.

We have a 50-50 local proposition and it's a corker. It is the CC 228 mailing folder which for the past two years by actual test has sold more paint per dollar invested for our agents than anything ever devised. This year we are coming out with a new edition that positively backs anything off the boards. It is artistic and beautifully done by a noteworthy artist. It can be sent to anyone and will be kept. It is far out of the usual "advertising" class. Nine leading lines are featured with actual color samples. One dollar per CC 228 is a conservative estimate of its sales value. Each copy is imprinted with your name and address and you can mail it to a selected list or large list or pass it out. It straddles head and shoulders above any other 50-50 proposition.

In addition we have a companion folder particularly for farm use. The form is B 463. This is also a high grade feature with illustration, particularly adapted to farm use. It features even more lines than the CC 228 and includes Insecticides, Dips, Disinfectants, etc., as well as paints and varnishes. The reading material is mail order style. Facts are given in plain language. Both these mailing folders present sure means of keeping business at home. They beat the mail order houses at their own game. The ideal method is to use two shots—one of each feature. In any case, the feature should be used particularly adapted to the audience you are reaching.

Be sure to get complete information about these two 50-50 sure selling mailing folders from our representative.

Are you going to keep me informed about this advertising throughout the year? I'm a busy man and quite likely to forget about it.

We're not going to let you forget about it. At regular intervals you will receive mailings from us telling of current advertising. Proofs and banners for window use will be enclosed along with an illustration of a suggested window and directions for obtaining it. This service will go further. Selling ideas that have proved profitable in retail paint stores will be a part of it. In addition, tie-up advertising suggestions for local use. In other words as a partner in our advertising you will at all times be kept informed as to what is going on so that you may reap full benefit.

8

You keep saying that the way for me to cash in on this advertising is to establish myself as "Paint Headquarters." Can you help me achieve this?

Absolutely! That's our job. If we couldn't help we wouldn't keep pounding away on the theme that "it pays to trade at 'Paint Headquarters.'" Our representatives who understand merchandising, work with you on a definite basis. They have a complete "Paint Headquarters" sales plan. We furnish you with "Paint Headquarters" and "Household Painting Guide" material for your window and store as well as window and sales ideas. You on the other hand have certain responsibilities to fulfill. You must make proper use of the material we furnish you, must be on the alert for new business, you must give the sort of service we advertise you as being able to give—true "Paint Headquarters" service which includes:

- (1) The right product for each job, as specified on the Household Painting Guide.
- (2) Giving of correct directions for using the material as well as helpful hints, which information may be obtained from the reference pad attached to the Counter Guide, which also tells the amount for a job, shows color samples of all lines on the Guide and has a place for your prices.
- (3) Suggesting pleasing color schemes for articles, rooms and houses. A great number of these are shown on the Counter Guide reference pad as well as in your Dealer Book. Such things as courtesy and promptness on the part of clerks is taken for granted.

It will pay you to become "Paint Headquarters," because Headquarters in any line gets the business—the first store does more business than the next two combined.

9

The Schedule by Months

SEPTEMBER

Date	Publication	Space	Colors
1	Better Homes & Gardens	2 col.	B & W
1	Elks Magazine	2 col.	B & W
5	The Saturday Evening Post	1 page	{2 colors OPEX
10	Popular Science Monthly*	2 col.	B & W
10	Woman's World *	1 page	4 colors
19	The Saturday Evening Post	1 1/2 page	B & W
20	American Magazine *	2 col.	B & W
25	Good Housekeeping *	1 page	4 colors
26	Literary Digest	2 pages	2 colors
1	Country Gentleman	1 1/2 page	B & W
25	Successful Farming *	2 col.	2 colors
12	American Agriculturist	1 1/2 page	B & W
10	Breeder's Gazette	1 1/2 page	B & W
12	Farm & Ranch	1 1/2 page	B & W
12	The Farmer (St. Paul)	1 1/2 page	B & W
11	Hoard's Dairymen	1 1/2 page	B & W
10	Idaho Farmer	1 1/2 page	B & W
12	Indiana Farmer's Guide	1 1/2 page	B & W
12	Kansas Farmer Mail & Breeze	1 1/2 page	B & W
12	Michigan Farmer	1 1/2 page	B & W
15	Missouri Ruralist	1 1/2 page	B & W
12	Nebraska Farmer	1 1/2 page	B & W
12	Ohio Farmer	1 1/2 page	B & W
15	Oklahoma Farmer & Stockman	1 1/2 page	B & W
10	Oregon Farmer	1 1/2 page	B & W
12	Pacific Rural Press	1 1/2 page	B & W
12	Pennsylvania Farmer	1 1/2 page	B & W
12	Prairie Farmer	1 1/2 page	B & W
12	Progressive Farmer	1 1/2 page	B & W
12	Rural New Yorker	1 1/2 page	B & W
15	Southern Agriculturist	1 1/2 page	B & W
11	Wallace's Farmer	1 1/2 page	B & W
10	Washington Farmer	1 1/2 page	B & W
12	Wisconsin Agriculturist	1 1/2 page	B & W

* October number, out in September on date shown.

The Schedule by Months

OCTOBER

Date	Publication	Space	Colors
3	The Saturday Evening Post	2 pages	2 colors
5	Delicicator and Designer*	1 page	4 colors
10	Popular Science Monthly*	2 col.	B & W
17	Literary Digest	2 col.	1 color
20	Woman's Home Companion*	1 page	4 colors
31	The Saturday Evening Post	1 page	{2 colors OPEX
1	Farm Journal	2 col.	B & W

*November number, out in October on date shown.

NOVEMBER

1	Better Homes & Gardens	2 col.	B & W
1	Elks Magazine	2 col.	B & W
14	The Saturday Evening Post	1 1/2 page	B & W
28	The Saturday Evening Post	1 page	{2 colors OPEX
14	American Agriculturist	1 1/2 page	B & W
12	Breeder's Gazette	1 1/2 page	B & W
14	Farm & Ranch	1 1/2 page	B & W
14	The Farmer (St. Paul)	1 1/2 page	B & W
13	Hoard's Dairymen	1 1/2 page	B & W
12	Idaho Farmer	1 1/2 page	B & W
14	Indiana Farmer's Guide	1 1/2 page	B & W
14	Kansas Farmer Mail & Breeze	1 1/2 page	B & W
14	Michigan Farmer	1 1/2 page	B & W
15	Missouri Ruralist	1 1/2 page	B & W
14	Nebraska Farmer	1 1/2 page	B & W
14	Ohio Farmer	1 1/2 page	B & W
15	Oklahoma Farmer & Stockman	1 1/2 page	B & W
12	Oregon Farmer	1 1/2 page	B & W
14	Pacific Rural Press	1 1/2 page	B & W
14	Pennsylvania Farmer	1 1/2 page	B & W
14	Prairie Farmer	1 1/2 page	B & W
14	Progressive Farmer	1 1/2 page	B & W
14	Rural New Yorker	1 1/2 page	B & W
15	Southern Agriculturist	1 1/2 page	B & W
13	Wallace's Farmer	1 1/2 page	B & W
12	Washington Farmer	1 1/2 page	B & W
14	Wisconsin Agriculturist	1 1/2 page	B & W

The Schedule by Months

DECEMBER

Date	Publication	Space	Colors
26	The Saturday Evening Post	1 page	{2 colors OPEX}
JANUARY			
10	Popular Science Monthly *	2 col.	B & W
10	Woman's World *	2 col.	2 colors
20	The Saturday Evening Post	1 page	{2 colors OPEX}
20	American Magazine *	2 col.	B & W
20	Woman's Home Companion *	2 col.	B & W
23	The Saturday Evening Post	1 page	{2 colors OPEX}
25	Good Housekeeping *	2 col.	B & W
* February number, out in January on date shown.			

FEBRUARY

1	Elks' Magazine	2 col.	B & W
1	Better Homes & Gardens	2 col.	B & W
5	Delineator & Designer *	1/2 page	B & W
6	The Saturday Evening Post	1/2 page	B & W
6	Literary Digest	2 col.	B & W
10	Woman's World *	1 page	4 colors
20	American Magazine *	2 col.	B & W
20	The Saturday Evening Post	1 page	{2 colors OPEX}
1	Farm Journal	2 col.	B & W
25	Successful Farming *	2 col.	2 colors
* March number, out in February on date shown.			

MARCH

1	Elks Magazine	1 page	2 colors
1	Better Homes & Gardens	1 page	B & W
5	Delineator & Designer *	1 page	4 colors
6	Literary Digest	2 col.	B & W
10	Popular Science Monthly *	2 pages	2 colors
20	The Saturday Evening Post	2 pages	2 colors
20	American Magazine *	2 pages	2 colors
* April number, out in March on date shown.			

Continued on following page

The Schedule by Months

MARCH—Continued

Date	Publication	Space	Colors
20	Woman's Home Companion *	1 page	4 colors
25	Good Housekeeping *	1 page	4 colors
27	Literary Digest	2 col.	B & W
1	Country Gentleman	2 pages	2 colors
18	Breeder's Gazette	1 page	2 colors
13	Farm & Ranch	1 page	2 colors
11	Idaho Farmer	B. Cov.	2 colors
13	Indiana Farmer's Guide	B. Cov.	2 colors
1	Missouri Ruralist	B. Cov.	2 colors
15	Oklahoma Farmer & Stockman	B. Cov.	2 colors
11	Oregon Farmer	B. Cov.	2 colors
13	Rural New Yorker	B. Cov.	2 colors
15	Southern Agriculturist	B. Cov.	2 colors
11	Washington Farmer	B. Cov.	2 colors
	(American Agriculturist	1 page	4 colors
	The Farmer (St. Paul)	1 page	4 colors
	Hoard's Dairymen	1 page	4 colors
	Kansas Farmer Mail & Breeze	1 page	4 colors
	Michigan Farmer	1 page	4 colors
	Nebraska Farmer	1 page	4 colors
A	Ohio Farmer	1 page	4 colors
	Pacific Rural Press	1 page	4 colors
	Pennsylvania Farmer	1 page	4 colors
	Prairie Farmer	1 page	4 colors
	Progressive Farmer	1 page	4 colors
	Wallace's Farmer	1 page	4 colors
	(Wisconsin Agriculturist	1 page	4 colors
* April number, out in March on date shown.			
A—Standard Farm Paper 4-color Unit.			
B. Cov.—Back Cover.			

APRIL

3	The Saturday Evening Post	1/2 page	B & W
10	Popular Science Monthly *	2 pages	2 colors
10	Woman's World *	1 page	4 colors
17	The Saturday Evening Post	2 pages	2 colors
20	Woman's Home Companion *	2 col.	B & W
24	Literary Digest	2 pages	2 colors
* May number, out in April on date shown.			

Continued on following page

The Schedule by Months

APRIL-Continued

Date	Publication	Space	Colors
25	Good Housekeeping *	2 col.	B & W
1	Country Gentleman	1 page	2 colors
1	Farm Journal	2 pages	2 colors
25	Successful Farming *	2 pages	2 colors
17	American Agriculturist	1/2 page	B & W
15	Breeder's Gazette	1/2 page	B & W
17	Farm & Ranch	1/2 page	B & W
17	The Farmer (St. Paul)	1/2 page	B & W
16	Hoard's Dairymen	1/2 page	B & W
15	Idaho Farmer	1/2 page	B & W
17	Indiana Farmer's Guide	1/2 page	B & W
17	Kansas Farmer Mail & Breeze	1/2 page	B & W
17	Michigan Farmer	1/2 page	B & W
15	Missouri Ruralist	1/2 page	B & W
17	Nebraska Farmer	1/2 page	B & W
17	Ohio Farmer	1/2 page	B & W
15	Oklahoma Farmer & Stockman	1/2 page	B & W
15	Oregon Farmer	1/2 page	B & W
17	Pacific Rural Press	1/2 page	B & W
17	Pennsylvania Farmer	1/2 page	B & W
17	Prairie Farmer	1/2 page	B & W
17	Progressive Farmer	1/2 page	B & W
15	Southern Agriculturist	1/2 page	B & W
16	Wallace's Farmer	1/2 page	B & W
15	Washington Farmer	1/2 page	B & W
17	Wisconsin Agriculturist	1/2 page	B & W

* May number, out in April on date shown.

MAY

1	Better Homes & Gardens	1 page	B & W
1	Elks Magazine	2 pages	2 colors
1	The Saturday Evening Post	1/2 page	B & W
5	Delinicator & Designer *	1 page	4 colors
8	Literary Digest	2 col.	B & W
15	The Saturday Evening Post	1 page	2 colors
20	American Magazine *	2 pages	OPEX
20	Woman's Home Companion *	1 page	2 colors

* June number, out in May on date shown.

Continued following page

The Schedule by Months

MAY-Continued

Date	Publication	Space	Colors
25	Good Housekeeping *	1 page	4 colors
29	The Saturday Evening Post	1/2 page	B & W
29	Literary Digest	2 col.	B & W
1	Country Gentleman	1/2 page	B & W
1	Farm Journal	1 page	2 colors
25	Successful Farming *	1 page	2 colors
13	Breeder's Gazette	1 page	2 colors
15	Farm & Ranch	1 page	2 colors
13	Idaho Farmer	B. Cov.	2 colors
15	Indiana Farmer's Guide	B. Cov.	2 colors
1	Missouri Ruralist	B. Cov.	2 colors
15	Oklahoma Farmer & Stockman	B. Cov.	2 colors
13	Oregon Farmer	B. Cov.	2 colors
15	Rural New Yorker	B. Cov.	2 colors
15	Southern Agriculturist	B. Cov.	2 colors
13	Washington Farmer	B. Cov.	2 colors
	American Agriculturist	1 page	4 colors
	The Farmer (St. Paul)	1 page	4 colors
	Hoard's Dairymen	1 page	4 colors
	Kansas Farmer Mail & Breeze	1 page	4 colors
	Michigan Farmer	1 page	4 colors
	Nebraska Farmer	1 page	4 colors
	A Ohio Farmer	1 page	4 colors
	Pacific Rural Press	1 page	4 colors
	Pennsylvania Farmer	1 page	4 colors
	Prairie Farmer	1 page	4 colors
	Progressive Farmer	1 page	4 colors
	Wallace's Farmer	1 page	4 colors
	(Wisconsin Agriculturist	1 page	4 colors

* June number, out in May on date shown.
A—Standard Farm Paper 4-color Unit.
B. Cov.—Back Cover.

JUNE

1	Better Homes & Gardens	2 col.	B & W
1	Elks Magazine	2 col.	B & W
5	Delinicator & Designer *	1/2 page	B & W
10	Woman's World *	2 col.	2 colors

Continued on following page

The Schedule by Months

JUNE—Continued

12	The Saturday Evening Post	1 page	2 colors OPEX
19	Literary Digest	2 col.	B & W
26	The Saturday Evening Post	1 1/2 page	B & W
1	Country Gentleman	1 page	2 colors
1	Farm Journal	1 page	2 colors
25	Successful Farming *	1 page	2 colors

* July number, out in June on date shown.

JULY

10	The Saturday Evening Post	1 page	2 colors OPEX
1	Country Gentleman	1 1/2 page	B & W
1	Farm Journal	2 col.	B & W
25	Successful Farming *	2 col.	2 colors
10	American Agriculturist	1 1/2 page	B & W
8	Breeder's Gazette	1 1/2 page	B & W
10	Farm & Ranch	1 1/2 page	B & W
10	The Farmer (St. Paul)	1 1/2 page	B & W
9	Hoard's Dairymen	1 1/2 page	B & W
8	Idaho Farmer	1 1/2 page	B & W
10	Indiana Farmer's Guide	1 1/2 page	B & W
10	Kansas Farmer Mail & Breeze	1 1/2 page	B & W
10	Michigan Farmer	1 1/2 page	B & W
15	Missouri Ruralist	1 1/2 page	B & W
10	Nebraska Farmer	1 1/2 page	B & W
10	Ohio Farmer	1 1/2 page	B & W
15	Oklahoma Farmer & Stockman	1 1/2 page	B & W
8	Oregon Farmer	1 1/2 page	B & W
10	Pacific Rural Press	1 1/2 page	B & W
10	Pennsylvania Farmer	1 1/2 page	B & W
10	Prairie Farmer	1 1/2 page	B & W
10	Progressive Farmer	1 1/2 page	B & W
10	Rural New Yorker	1 1/2 page	B & W
15	Southern Agriculturist	1 1/2 page	B & W
9	Wallace's Farmer	1 1/2 page	B & W
8	Washington Farmer	1 1/2 page	B & W
10	Wisconsin Agriculturist	1 1/2 page	B & W

* August number, out in July on date shown.

AUGUST

7	The Saturday Evening Post	1 page	2 colors OPEX
---	---------------------------	--------	------------------

16

Just Think!!

231	Advertisements
37	Publications
13	Double spreads in two colors
79	Single pages
	41 in four colors
	36 in two colors
	2 in one color
33	Two columns advertisements (2/3 page)
	5 in two colors
	28 in one color
106	Half page advertisements
	19,738,000 Circulation
	279,279,000 Messages

A Truly Great Program!

17

Magazine and Farm Paper Circulation by States with Comparisons to Number of Families and Income Tax Returns

STATES	Grand Total Circulation	No Personal Income Tax Returns	No of Families Per State	Percentage of Family Coverage
Alabama	222,850	43,612	508,750	43.8
Arizona	52,800	20,079	80,200	66.2
Arkansas	107,800	32,072	190,950	56.6
California	993,450	420,921	990,250	109.3
Colorado	244,300	67,463	250,850	105.06
Connecticut	253,250	128,431	311,600	81.7
Delaware	52,600	17,141	52,050	63.4
District Columbia	107,750	77,923	96,200	114.5
Florida	163,350	41,531	234,150	69.6
Georgia	225,650	69,988	628,500	35.7
Idaho	117,400	23,369	100,500	115.7
Illinois	1,298,250	613,449	1,514,050	83.3
Indiana	693,300	153,469	717,700	92.9
Iowa	720,000	131,870	586,050	123
Kansas	461,650	86,915	435,600	105.9
Kentucky	272,800	69,666	546,100	50
Louisiana	161,450	66,972	389,900	41.2
Maine	137,950	43,041	186,100	79.5
Maryland	172,450	110,896	124,750	53.2
Massachusetts	671,650	397,241	874,800	77.1
Michigan	870,650	267,953	862,750	100.00
Minnesota	594,200	122,885	536,050	112.7
Mississippi	174,600	26,897	403,200	43.6
Missouri	671,600	173,728	920,050	81
Montana	118,550	38,014	139,500	85
Nebraska	401,600	67,503	301,450	132.6
Nevada	17,550	9,723	21,850	81.8
New Hampshire	93,700	31,787	108,300	87.0
New Jersey	495,400	301,834	721,850	68.5
New Mexico	37,800	11,553	81,700	45.2
New York	1,708,950	1,102,748	2,441,100	69.4
North Carolina	281,500	58,009	513,400	54.9
North Dakota	134,100	18,750	134,900	99.2
Ohio	1,354,250	364,988	1,414,050	94.3
Oklahoma	387,900	72,063	444,500	87.1
Oregon	265,000	61,879	202,900	131.0
Pennsylvania	1,354,950	587,770	1,923,100	69
Rhode Island	89,150	50,076	132,150	64
South Carolina	126,150	26,830	349,100	36.1
South Dakota	174,450	21,462	142,800	120.0
Tennessee	267,850	63,551	519,100	51.8
Texas	722,550	180,865	1,017,400	70.3
Utah	66,750	27,125	98,150	68.3
Vermont	76,750	17,901	85,800	89.5
Virginia	265,750	71,523	483,350	55
Washington	192,000	121,216	342,700	111.0
West Virginia	202,100	69,501	310,100	68.3
Wisconsin	625,400	160,519	595,300	105.5
Wyoming	49,150	21,943	46,500	100.2
Canada--Foreign	501,050			
101 MI	19,738,000	6,775,884	24,351,450	80.0

18

The state coverage figures give you an approximate coverage for your own locality, naturally, these can be only approximate because magazine circulations vary according to race standard of living, incomes, etc.

For exact figures in your own town and county write the Advertising Department of The Sherwin-Williams Co., 601 Canal Rd., Cleveland, Ohio

You will be amazed to learn how many of your customers and prospects are reading the advertisement featuring your store as "Pain Headquarters" and your will surely want to be up locally in every possible way to focus this attention directly on your store.

