

SHERWIN-WILLIAMS



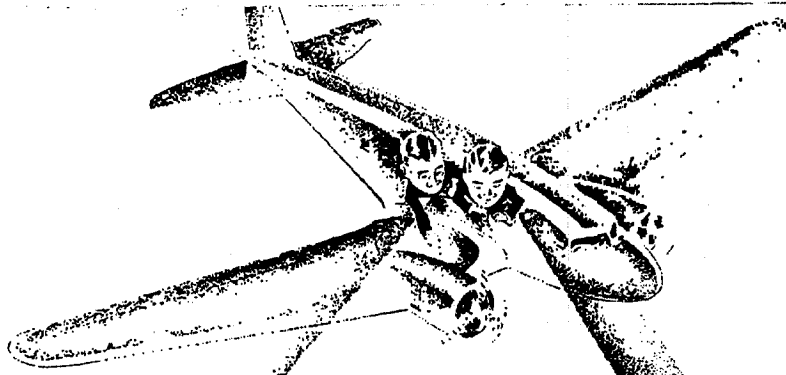
ADVERTISING AND MERCHANDISING

1937

0007-SWP-039840

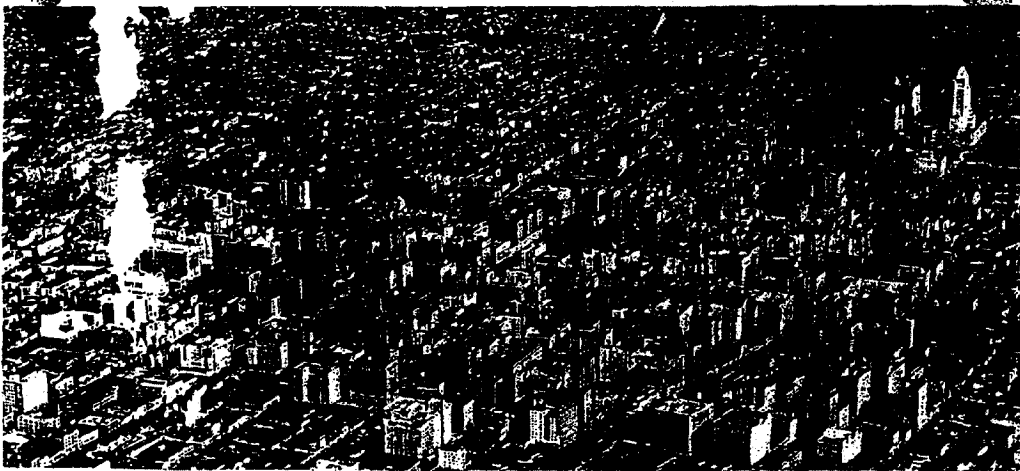
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N29163



YOUR 1937 PAINT MARKET

Every indicator points to 1937 as the greatest paint year in history. Construction...remodeling...better business...higher wages...**BETTER TIMES** will mean paint sales in excess of 1936, a record paint year for Sherwin-Williams Dealers.



1937 . . . THE GREATEST YEAR IN PAINT



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0007-SWP-000123229



ILLUSTRATION BY ROCKWELL, 1937. PHOTOGRAPH BY E. M. CULLAND. © 1937 THE SHERWIN-WILLIAMS CO.

PRESENTING YOUR



**ADVERTISING and MERCHANDISING
PLANS FOR 1937**

0007-SWP-039843

0007-SWP-000123230

SHERWIN-WILLIAMS CO-OPERATION



IT'S THE BEST EVER!

And it's the reason for the Sherwin-Williams 4 to 1 preference . . . for more homes being painted with SWP than any other paint . . . for the tremendous sales for Sherwin-Williams Paints . . . for your banner year in 1937

"IT'S YOURS TO USE IN THE BIGGEST PAINT YEAR EVER"

23

0007-SWP-039844

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FOR THE BIGGEST SELLING YEAR IN PAINT HISTORY!

Look at this advertising schedule!

THE MARKET

AM IRRESISTIBLE HOME DECORATOR

108,449,447 MESSAGES

THE HOME DECORATOR

PROFESSIONAL MAGAZINES

THE PLAN

NEWSPAPER ADVERTISING

BUSINESS MAGAZINES

TOUR WINDOWS

WINDOW ADVERTISING

TRUTH ABOUT HOUSE PAINT

WOMEN

THE TRUTH ABOUT HOUSE PAINT

YOUR BEST SWP SALESMAN

DAILY SPOT ANNOUNCEMENTS ON RADIO STATIONS THROUGHOUT THE COUNTRY

THE BIGGEST AND BEST PAINT SELLING PROGRAM YOU'VE EVER HAD!

0007-SWP-039845

0007-SWP-000123232

NEWSPAPER ADVERTISING

"TRUTH ABOUT HOUSE PAINT" BOOK

BUSINESS MAGAZINES

WOMEN'S MAGAZINES

WINDOW ADVERTISING

SPOT BROADCASTS

CONSUMER PREFERENCE

OUTDOOR ADVERTISING

COMPLETE COVERAGE

LOW COST, HIGH POWER ADVERTISING

YOUR SPRING CATALOGUE

FREE PUBLICITY FOR YOUR STORE AT NO COST TO YOU

COVER THE EARTH

IT'S THE BEST-KNOWN SIGN ON THE ROAD

IT'S THE BEST ALRIGHT - LET'S GO

**ALL THIS SHOULD MEAN THAT 1937 WILL
BE YOUR MOST PROFITABLE PAINT YEAR.
IT DEPENDS UPON YOU!**



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0007-SWP-039848

0007-SWP-000123235

FAMED HERSHEY ESTATES AT HERSHEY, PA. ARE SERVED BY SHERWIN-WILLIAMS ESTATE PAINTING SERVICE



To Every Estate Owner and Superintendent—an offer

Dear Sir:

It is our belief that there are few things that rank with a gentleman's interest in his estate. To create its proper beauty and insure its lasting protection is an obsession of every estate owner and superintendent. Right painting—and the right paint—are such important essentials to both beauty and protection, we wish to make this offer.

The Sherwin-Williams Company will place at your disposal, the services of a paint engineer. He will devote whatever time is necessary to study your estate painting in all its ramifications; he will prepare qualifications for your estate just as he would for your plant, your office building, or your properties; he will act as your

painting engineer and consultant. **THERE WILL BE NO CHARGE.**

As you desire, the painting engineer will work directly with you, your superintendent, or your painting contractor. You can obtain this service without obligation by communicating with the nearest Sherwin-Williams dealer or The Sherwin-Williams Company, Estate Painting Service, Cleveland, Ohio. The coupon attached to this page is for your convenience. To serve you will be the privilege it is to serve Hershey Estates and many others, small and large.

Estate Painting Service
The Sherwin-Williams Co., Cleveland, Ohio



SHERWIN-WILLIAMS PAINTS

"All you need to know about Paint"

An advertisement reprinted from FORUMS, October, 1936

0007-SWP-039849

0007-SWP-000123236