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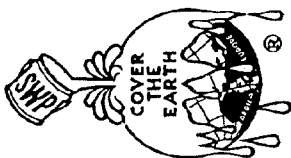
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SHERWIN-WILLIAMS

1955 CATALOG
of

**ADVERTISING and
SALES MATERIAL**

*See if you can
get the 1956 one?
copy from
C. Black*

0007-SWP-040101

IMPORTANT NOTICE

We've made it easy for you by listing all the advertising material available to dealers and branches. Use form numbers shown to save time. To insure prompt shipment of advertising material, print the dealer's name and address clearly. Let's not lose valuable time by returning orders that are not legible. It may take a few more seconds to print a name, but you may gain two weeks on the delivery of material ordered.

Use Form 31x72 for free advertising material -
40x133 for co-op advertising material

BE SURE YOUR REGIONAL CHIEF CLERK
APPROVES ALL ADVERTISING ORDERS!

8 STEPS TO HELP YOU IMPROVE CUSTOMER SERVICE

By planning your ordering of advertising features in advance, you can keep your dealers supplied with adequate stocks of color cards and display material. Don't resort to wires or phone calls. Follow these eight steps to insure prompt handling of advertising orders.

1. Use the right order form — 31X72 for free advertising — 40X133 for Co-Op advertising.
2. Make out a separate order for each Dealer.
3. Print Dealer's name and complete address.
4. Show Dealer's purchases for the last fiscal year on all Dealer's orders.
5. Order advertising material by form number as indicated in this booklet.
6. Specify "Zone" when requesting price lists.
7. Identify each order as to source — such as "Branch Account" or "Direct Territory Account".
8. Be sure your Regional Chief Clerk approves all orders.

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USE THE CORRECT ORDER FORM

Color Cards

Branch Dealers — requirements are to be supplied from the Branches' 60-day stock.

Direct Territory Dealers — order on form 31x72. Send order to Regional Office for approval.

1955 Spring Displays

SWP Spring Display, W-574. Direct Territory Representatives to send 31x72 order to Regional office for approval. Displays will be shipped directly to Dealers from the Ad Service Department in Cleveland. Branches to send one 31x72 order to Regional Office for approval with list attached of S-W Dealers and their last year's purchases. Branches to deliver or ship to their Dealers from the bulk stock. Ready to ship May 1st.

Kem Products Display, KP-90. Do not order. Will be shipped automatically by Ad Service to all Branches. Kem Products and S-W Dealers. For new Dealers sold after March 15, order on form 31x72 and forward to your Regional Office.

Applikat Display, KP-94. Branch and Direct Territory Representatives to place 31x72 order for shipment direct to Dealers. Orders to be forwarded to your Regional Office for approval before being sent to Cleveland Ad Service Department. Ready March 1st.

Booklets & Folders - Displays - Price Lists

All requirements for Branches, Branch Dealers and Direct Rep. Dealers are to be ordered on 31x72 order blanks.

Co-op

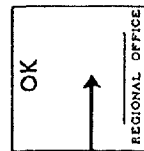
All co-op features are to be ordered on 40x133 order blanks. All co-op orders must have Regional Chief Clerk's approval stamp. Orders which do not have this stamp will be returned to the Regional Office. See pages 8, 9 and 10 for additional information.

Signs

See page 11 for additional information.

Window Valances

Order window valances on Cooperative Advertising Form 40x133 by form number.



3 0007-SWP-040102

NEW!
SHERWIN-WILLIAMS PAINTS AND
KEM PRODUCTS DISPLAY ADVERTISING
FOR SPRING 1955

KEM PRODUCTS FEATURES

SUPER KEM-TONE

KEM-GLO

SUPER KEM-TONE APPLIKAY

Super Kem-Tone Display KP-90

This package contains:

- 1 Large Super Kem-Tone Mounted Display
 - 1 Smaller Kem-Glo and Applikay Mounted Card
 - 3 Window Posters - One each on Super Kem-Tone, Kem-Glo and Applikay will be shipped automatically.
 - 1 Ad Proof Sheet and Radio Spots
- For new dealers sold after March 15th - order on Form 31x72.

Applikay Display KP-94

This package contains:

- 1 Large Mounted Display and Window Poster on SKT Applikay.
- Ready March 1st - Order on Form 31x72.

SWP Spring Display W-574

This package contains:

- 1 Large Mounted Window Display
 - 1 Window Poster
 - 1 Interior Counter Display Card
 - 1 SWP Panel Board
 - 1 Porch and Floor Enamel Panel Board
 - 1 Newspaper Ad Mat and Radio Spot Brochure
- Ready May 1st - Order on Form 31x72

Color Cards - Booklets - Folders

CC-549	S-W Super Kem-Tone Color Card
CC-550	S-W Kem-Glo Color Card
E-755	Super Kem-Tone, Kem-Glo Enclosure
KP-67	Applikay Color Book - See Page 8
KP-75	Applikay Consumer Folder - See Page 8
KP-90	Super Kem-Tone Display - See Page 4
KP-92	Decor-Aider Book - See Page 8
KP-93	Color Selector Display - See Page 8
KP-94	Applikay Display - See Page 4
KT-1-L	Kem-Tone Color Card
S-3393	Super Kem-Tone Customer Service Sheet
S-3394	Kem-Glo Customer Service Sheet

TRADE SALES FEATURES

Booklets and Enclosures

B-761	Sales Aids Catalog
B-789	1955 Catalog of Advertising Features
E-751	Antiquing Folder (Stuffer)
E-755	S-W Super Kem-Tone Enclosure
S-3177	Customer Service Sheet, Enameloid
S-3179	" " " Porch and Floor Enamel
S-3181	" " " Mar-Not
S-3183	" " " Flo-Lac
S-3185	" " " Semi-Lustre
S-3344	" " " Flat-Tone
S-3398	" " " SWP
S-3393	" " " Super Kem-Tone
S-3394	" " " Kem-Glo
S-3361	Style Guide Lending Service Card
S-3362	Registration Card for Color Service Branches Only
S-3377	Unpainted Furniture Folder
S-3423	SWP Door Knob Hanger
S-3466	Style Guide Mailer
S-3471	Dealer Sign Catalog 1954-55
PA-165	Furniture Finishes Book - See Page 8

Color Cards and Color Packs

CC-504	First Quality Tinting Colors
CC-515	Flat-Tone Color Card
CC-516	Semi-Lustre Color Card
CC-533	Brick and Stucco Color Card
CC-536	Kem-Dura Color Card
CC-537	Oil Stain Color Card
CC-542	SWP Color Card
CC-542 ADD.	SWP Custom Mix Color Card
CC-544	Porch & Floor Enamel Color Card
CC-548	Flo-Lac Color Card
CC-549	S-W Super Kem-Tone Color Card

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Color Cards and Color Packs (Cont.)

CC-550	S-W Kem-Glo Color Card
CC-551	Enameloid Color Card
CC-569	Shingle Stain Color Card
CC-571	Tractor & Implement Color Card
CC-572	Commonwealth Paint Color Card
CC-573	R & B Utility Paint Color Card
CC-574	SWP Addenda showing 4 custom colors
KP-75	Applikatay Consumer Folder
KT-1-L	Kem-Tone Color Card
<u>Counter and Window Features</u>	
W-201	Cover the Earth cardboard cut-out 21" x 42" and 2 small 24" cut-outs - all mounted and easled.
W-231	Cover the Earth Door Decal 14" high
W-466	Cover the Earth Truck Decal 24" high with Sherwin-Williams Shield at the bottom.
W-494	Cover the Earth Truck Decal 24" high
W-549	Kem-Glo, Super Kem-Tone Door Decal 10-1/2" high
W-574	SWP Spring 1955 Display - See Page 4
S-3472	Dealer Display Package - Fall 1954

Sales Training Courses

B-709	Sales Training Lesson #1
B-714	" " " #2
B-716	" " " #3
B-736	" " " #4
B-740	" " " #5
B-750	" " " #6
B-754	" " " #7
B-764 A & B	" " " #8

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CO-OP FEATURES

Order on 40X133

Style Guides	Dealer Price	Branch Price	Jobber Price
1-10 copies	\$7.75 each		
11-25 copies	7.50 each	\$7.25 all copies	Same as dealer's price
26-50 copies	7.25 each		
Over 50 copies	7.10 each		

Style Guide free of charge for New Dealers

2 free to a New Dealer whose opening order is over \$500.00
1 free for each additional \$250.00 to the \$500.00 opening order
Amount of opening order must be shown on 40x133 order blank

KP-67 Applikay Color Book - 12" x 15"

Dealer Price	Branch Price	Jobber Price
\$8.00 each	\$8.00 each	\$8.00 each

KP-75 Applikay Consumer Folder in quantities exceeding approved allotments
No Imprinting.

Dealer Price	Branch Price	Jobber Price
\$1.00 per 100	\$1.00 per 100	\$1.00 per 100

KP-92 Decor-Alder Book

Dealer Price	Branch Price	Jobber Price
\$3.95 each	\$3.95 each	\$3.95 each

KP-93 Color Selector Display

Package consists of:
Black Plastic Color Selector Stand
Laminated Headpiece showing new Applikay patterns
Decor-Alder Book (without cover)

Dealer Price	Branch Price	Jobber Price
\$6.00 each	\$6.00 each	\$6.00 each

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CO-OP FEATURES

Order on 40X133

PA-165 Furniture Finishes Book

Dealer Price	Branch Price	Jobber Price
\$2.25 each	\$2.25 each	\$2.25 each

PA-166 Quali-Kote Color Consultor

Dealer Price	Branch Price	Jobber Price
\$3.00 each	\$3.00 each	\$3.00 each

PA-169 Quali-Kote Color Harmonizer

Dealer Price	Branch Price	Jobber Price
\$2.90 each	\$2.90 each	\$2.90 each

PA-170 Architects Color Harmonizer

Dealer Price	Branch Price	Jobber Price
\$5.00 each	\$5.00 each	\$5.00 each

Home Decorator 1955 -- Exclusive of Envelopes and Imprint

Dealer Price	Branch Price	Jobber Price
\$1.06% each	\$1.06% each	\$1.06% each

NOTE: It is mandatory that Branches handling Wallpaper order the 1955 Home Decorator with Wallpaper page. Branch price \$.06% each.

Home Decorator Envelope - Exclusive of Imprint

Dealer Price	Branch Price	Jobber Price
\$1.01 each	\$1.01 each	\$1.01 each

Imprinting Cost Either Home Decorator or Envelope

Dealer Price	Branch Price	Jobber Price
\$1.90 each	\$1.90 each	\$1.90 each
Additional 100's per 100	\$1.30 each	\$1.30 each

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SIGNS AND WINDOW VALANCES

Order on 40X133

SIGNS

All signs shipped 1:0.B. sign company. Dealer or Branch pays transportation cost.

MM-12 Porcelain Enamel Facia Sign 3' x 18' (For longer signs refer to Sign Program for Sherwin-Williams dealers S-3471 for size and price.)

Shipping weight 200 lbs. 3' x 18' sign.
Signs shipped f.o.b. Sand Springs, Oklahoma.
Dealer or Branch pays freight charges.
Co-op price \$50.00

MM-40 Plastic Double Faced Outdoor Stick-out Sign 4' x 6'

Shipping weight 150 pounds.
Signs shipped f.o.b. Philadelphia, Pa.
Dealer or Branch pays freight charges.
Dealer and Branch Co-op price \$99.00

MM-39 Porcelain Enamel Stick-out Sign 42" x 55"

Shipping weight 85 pounds.
Signs shipped f.o.b. Sand Springs, Oklahoma.
Dealer or Branch pays freight charges.
Dealer and Branch Co-op price \$12.50

MM-18 Sherwin-Williams Paints

Plastic Clock Window Sign 15" x 24"

Shipping weight 19 pounds.
Signs shipped f.o.b. Chicago, Illinois.
Dealer or Branch pays express charges.
Dealer and Branch Co-op price \$18.95

MM-41 Porcelain Enamel Highway Sign 4' x 6' (Double faced, includes

galvanized iron frame and pipe support.)
Shipping weight 300 pounds.
Signs shipped f.o.b. Sand Springs, Oklahoma.
Dealer or Branch pays freight charges.
Dealer and Branch Co-op price \$50.00

MM-43 Baked Enamel Highway Sign 30" x 36" (Sold only in sets of two.)

Shipping weight 30 pounds.
Signs shipped f.o.b. St. Louis, Missouri.
Dealer or Branch pays freight charges.
Dealer and Branch Co-op price \$9.00 per set

MM-44 Porcelain Enamel Highway Sign 30" x 48" Single faced. Dealer Panel sep-

arate 12" x 36" (Sold only in sets of two.)
Shipping weight 100 pounds.
Signs shipped f.o.b. Sand Springs, Oklahoma.
Dealer or Branch pays freight charges.
Dealer and Branch Co-op price \$25.00 per set

MM-46 Super Kem-Tone

Plastic Clock Window Sign 15" x 24"

Shipping weight 19 pounds.
Signs shipped f.o.b. Chicago, Illinois.
Dealer or Branch pays express charges.
Dealer and Branch Co-op price \$18.95

AA-42 Baked Enamel Painter Job Signs 18" x 24"

1 Sign Imprinted \$3.50
2 Signs Imprinted \$7.00
3 Signs Imprinted \$9.00
(Painter Job Signs shipped Express Prepaid)

Special Plan for New "A" Dealers

MM-39 Porcelain Enamel Stick-out Sign. Free to new "A" dealers with an opening order of \$500.00 or more. Dealer pays transportation charges. Amount of opening order must be shown on 40 X 133 order blank.

MM-42 Porcelain Enamel Facia Sign 3' x 18'. Free to new "A" dealers with an opening order of \$500.00 or more. For longer signs refer to Sign Catalog S-3471. Deduct \$50.00 from price shown to arrive at dealer's cost on signs over 18'. Dealer pays transportation charges. Amount of opening order must be shown on 40 X 133 order blank.

A dealer may obtain the MM-39 and MM-42 signs free with an opening order of \$750.00 or more if both signs can be hung on the front of the store.

A new "A" dealer with a minimum opening order of \$750.00 may buy the standard 3' x 18' MM-42 sign for \$50.00 and take advantage of the special co-op price of \$99.00 on the MM-40, or pay the regular co-op price of \$230.00 for the MM-40 and receive the MM-42 sign free.

All signs to be ordered on Form 40X133.
For additional information refer to Sign Program for Sherwin-Williams Dealers S-3471.

WINDOW VALANCES

BASIC PANELS

WV-1 Center Piece - 40" wide by 15" deep
WV-2 Cover the Earth End Piece - 13 1/2" wide by 18 1/2" deep
WV-3 Riller Strip - 30" wide by 12 1/2" deep

FREE SELECTIVE PANELS - 20" wide by 12 1/2" deep

WV-4 Kem-Tone
WV-5 Super Kem-Tone
WV-6 Kem-Glo

SELECTIVE PANELS - 20" wide by 12 1/2" deep
50 cents each

WV-10 Lumber
WV-11 Roofing
WV-12 Hardware
WV-13 Wallpaper
WV-14 Painter Supplies
WV-15 Brushes
WV-16 Radios
WV-17 Appliances
WV-18 Housewares

To be ordered on Form 40X133 by form number.

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INDUSTRIAL FEATURES

Booklets - Folders - Tags

B-657-D	Kemclad & Kem Appliance Finishes Booklet
B-657-H	Finishing Complaints Booklet
B-657-N	Industrial Maintenance Paints Booklet
B-657-O #274	Kem Lustral Color Chip Page for Product Finishes Brochure
B-657-O #274	Wrinkle Finish Color Chip Page for Product Finishes Brochure
B-657-O #275	Furniture Finishes Color Chip Page for Product Finishes Brochure
B-657-O #320	Opex Industrial Lacquer Color Chip Page for Product Finishes Brochure
B-657-O #321	Kem Bake Enamel Color Chip Page for Product Finishes Brochure
B-657-O #322	Fast Dry Synthetic Enamel Color Chip Page for Product Finishes Brochure
B-706	Kem Var Furniture Finishes Booklet
B-708	Heat Clad Lacquer Folder
B-711	Furniture Finishes Brochure 24 Pages
B-718	Fast-Dri Synthetic Industrial 4 Page Brochure
B-719	Kem Fast-Bake Enamel Industrial 4 Page Brochure
B-720	Dimenso One-Coat Metallic Industrial 4 Page Brochure
B-721	Opex B-H Lacquer Industrial 4 Page Brochure
B-722	Opex Industrial Lacquer Industrial 4 Page Brochure
B-728	TV Lacquer Industrial 8 Page Brochure
B-744	Ajax Insulating Materials Industrial 8 Page Brochure
B-746	Metal Preparations for Industrial Finishes Industrial 8 Page Brochure
B-747	Common Finishing Problems Industrial 12 Page Brochure
B-748	Kem Art Metal Industrial 4 Page Brochure
B-749	Glossary of Industrial Coating Terms Industrial 16 Page Brochure
B-760	Hot Spray Book Industrial 4 Page Brochure
B-767	Industrial Tag Booklet

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Booklets - Folders - Tags (Cont.)

B-768	Kem-Krete Industrial 8 Page Brochure
B-769	Metal Primer Industrial 12 Page Brochure
B-770	Petroleum Refining Industrial 12 Page Brochure
B-783	Sher-Will-Cure Industrial 4 Page Brochure
B-784	Kem Lustral Industrial 24 Page Brochure with Color Chips
E-752	Kem-Krete Enclosure

Color Cards and Color Packs

CC-311	Kromik Metal Primer & Metalastic Color Card
CC-446	Industrial Paint and Color Guide Color Card
CC-482-Rev.	Kem Lustral 42, Lustral 67, Opex Lacquer 36, Color Card
CC-483	Machine Tool Finishes Color Card
CC-505	Textured and Dimensional Color Card
CC-508	Opex B-H Lacquers Color Card
PA-145	Crank Case Sealer Color Pack
CPI-1	Test Data Sheet for Product Finishes Binder "Weathering Test"
CPI-2	Test Data Sheet for Product Finishes Binder "Cold Check Test"
CPI-3	Test Data Sheet for Product Finishes Binder "Hardness Test"
CPI-4	Test Data Sheet for Product Finishes Binder "Taber Abrasive Test"
CPI-5	Test Data Sheet for Product Finishes Binder "Hiding Test"
CPI-6	Test Data Sheet for Product Finishes Binder "Salt Spray Test"
CPI-7	Test Data Sheet for Product Finishes Binder "Viscosity Test"
IF-10	Homoclad Brochure

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GRAPHIC ARTS FEATURES

Color Cards

CC-372 Show Card Colors Color Card
 CC-440 Poster Silk Screen Process Color Card
 CC-492 Kern Sign Finishing System Color Card (Temporary)
 CC-503 Kern Bulletin Color Card
 CC-534 Day-Glo Color Card
 B-780 Kern Bulletin Brochure

Manuals

CA-Manual 1 Technical Shop Reference Manual
 CA-Manual 2 Basic Equipment Necessary for Screen Processing
 CA-Manual 3 Use and Application of Color Media

PAINTER MAINTENANCE FEATURES

Booklets and Folders

B-657-N Industrial Maintenance Paints Booklet
 B-737 "You Wrote the Specifications" Booklet
 B-765 Dry Wall Construction Brochure
 B-769 Metal Primer Brochure
 B-770 Petroleum Refinery Brochure
 B-782 Opal Glo Brochure
 F-967-D Color Harmony Manual
 PA-157 Co-op — See Page 9
 PA-166 Co-op — See Page 9
 S-3465 Wood Finishing System Brochure for Painting Contractors
 S-3467 SWP Mailer for Painting Contractors
 SC-604 International Harvester Standards

Color Cards and Color Packs

CC-311 Kromik Metal Primer & Metalastic Color Card
 CC-446 Industrial Maintenance Paint & Color Guide
 CC-521 Painter Craft Quali-Kore Color Card
 CC-545 Quali-Kore Color Card
 CC-546 Texture Finish Color Card
 CC-553 Opal Glo Color Card

PRICE LISTS

TS-92 Dealer Net Price List - Show Zone Number 1, 2, 3, 4, or 5 on orders.
 RPS-92 Resale Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
 DW-92 Painter Maintenance Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
 SP-8 Kern Products Price List - Show Zone Number 1, 2 or 3 on orders.
 KP-8 Retail Kern Products Price Card
 HP-15 Flaxoap Price List
 PC-9 Painter Craft Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
 PCWL-9A Painter Craft Wholesale Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
 IND-MAINT. L-8 Industrial Maintenance Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
 PF-14 Product Finishes Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
 GAT-14 Graphic Arts Finishes Trade Price List
 GAW-14 Graphic Arts Finishes Wholesale Price List
 S-3339 Brush Price List (Dealer)
 S-3204 Brush Price List (Painter Maintenance)
 S-2518 Brush Price List (Retail)
 S-3191 Trade Sales "A" Schedule
 S-2781 Industrial "B" Schedule
 S-3276 Industrial "A" Schedule
 S-2783 Industrial "LL" Schedule
 CAP-7 S-W Dealer Cooperative Advertising Policy
 CAP-8 S-W Plan "B" Cooperative Advertising Policy
 CAP-9 S-W Kern Products Cooperative Advertising Policy
 CAP-10 Plan "B" Application

SHERWIN-WILLIAMS

FLAXOAP



The outstanding features of Flaxoap are:

Provides plenty of suds—cleans exceptionally well—mild on the skin—may be used more safely than most other cleaning aids. Paste Flaxoap is a pure Vegetable-Oil Soap of excellent quality, readily soluble in hot or cold, hard or soft water. A well-known household product, it is wonderful for any cleaning task where an efficient and safe cleaner is needed. The uniform high quality is your guarantee of satisfactory results.

PRICES REDUCED			
Package	Dealer Net Price		Suggested Retail Price
	Each	Per Case	
1 lb. cans.....	25	(24) 6 00	39 each
5 lb. pails.....	95	(6) 5 70	1 49 each
40 lb. pails.....	17 per pound		27 per lb.
Drums.....	15 per pound		24 per lb.

Trade Sales HP 15 9-52-25

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September 15, 1952

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