

ATIONAL DVERTISING

for Spring 1928
will push "cheap" paint still further
into the background

Sunset Magazine

February

2 facing pages - 2 colors

The Saturday Evening Post

March 17

2 facing pages - 2 colors

American Magazine

March

2 facing pages - 2 colors

Better Homes & Gardens

March

Center Spread - 2 colors

Hollands Magazine

March

Center Spread - 2 colors

Sunset Magazine

March

2 facing pages - 2 colors

The Saturday Evening Post

April 14

2 facing pages - 2 colors

Better Homes & Gardens

April

Center Spread - 2 colors

The Literary Digest

April 21

2 facing pages - 2 colors

Hollands Magazine

April

Center Spread - 2 colors

Collier's

April 7

Center Spread - 2 colors

The Saturday Evening Post

May 12

2 facing pages - 2 colors

American Magazine

May

2 facing pages - 2 colors

Better Homes & Gardens

May

Center Spread - 2 colors

The Literary Digest

May 19

2 facing pages - 2 colors

The Saturday Evening Post

June 2

2 facing pages - 2 colors

Better Homes & Gardens

June

Center Spread - 2 colors

Collier's

June 9

Center Spread - 2 colors

This means

homes reached in March

homes reached in April

homes reached in May

homes reached in June

SWF messages for four months

0007-SWP-039850



0007-SWP-039851

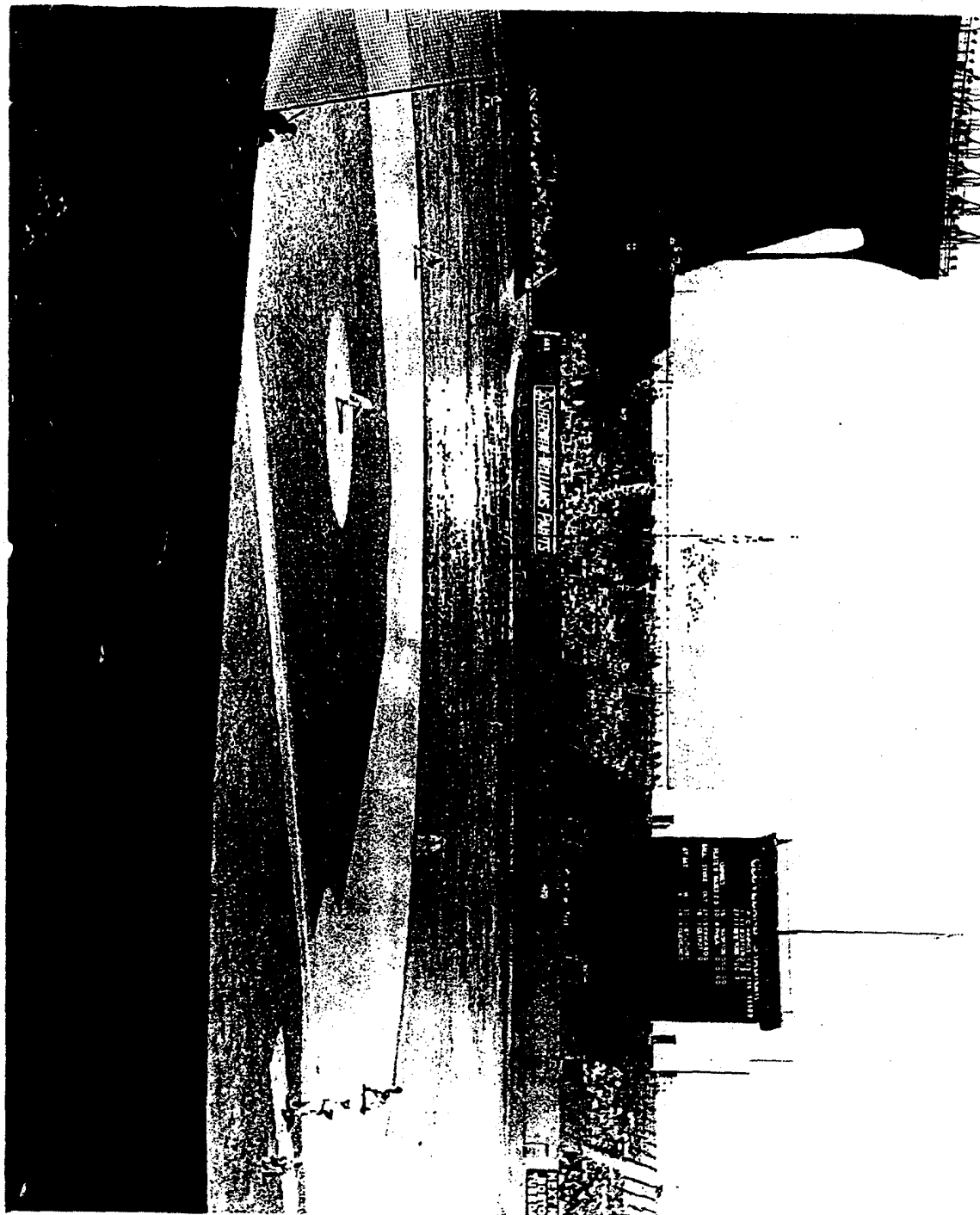
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0007-SWP-000123238



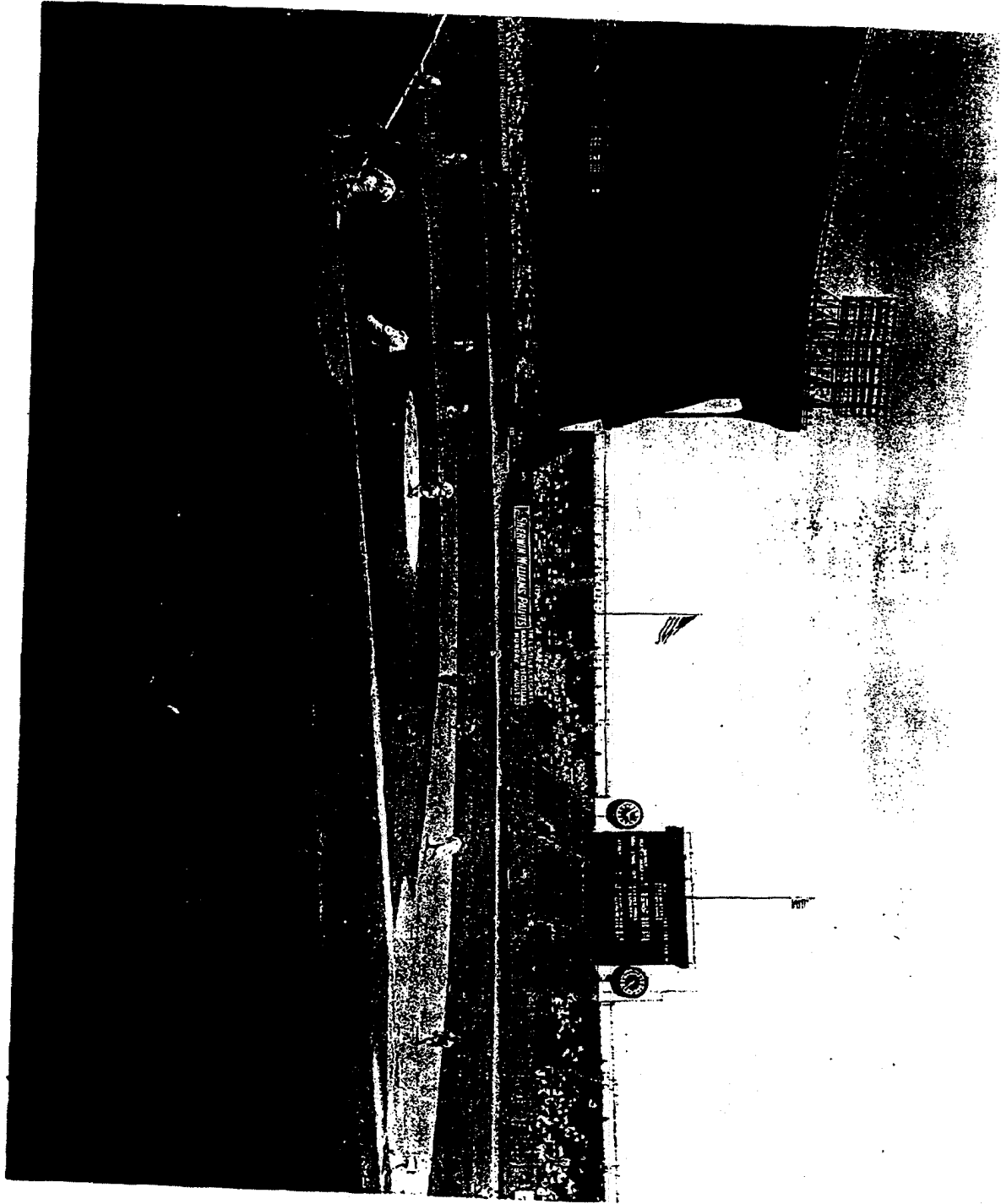
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0007-SWP-000123240



0007-SWP-039854

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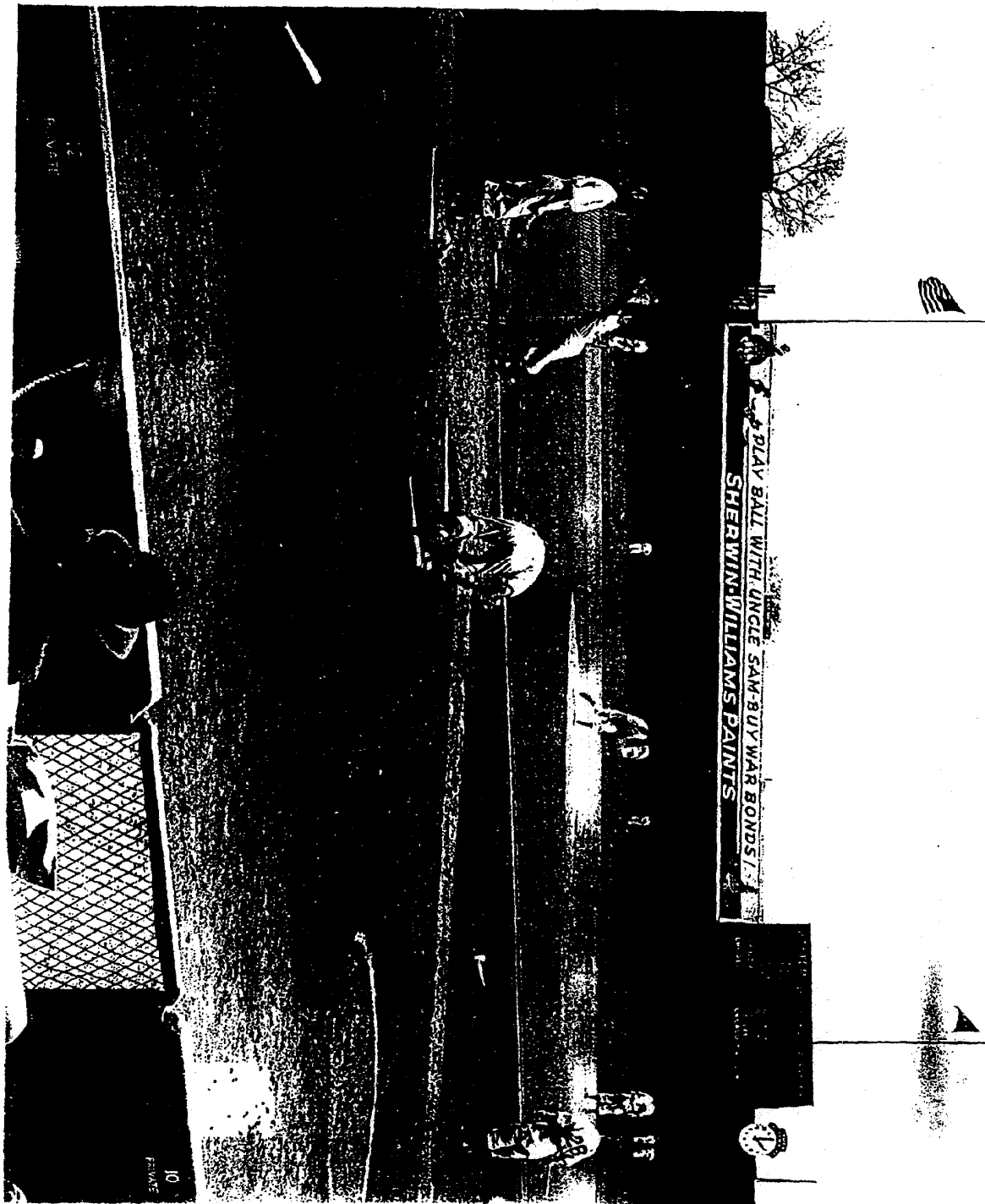
BATTER **P C INNINGS** 123456
NEW YORK
CINC AGO
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ST. LOUIS
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WASHINGTON
PITTSBURGH
CHICAGO

0007-SWP-000123242



0007-SWP-039856

0007-SWP-000123243



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0007-SWP-039858

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