



SHERWIN-WILLIAMS
SALES AID
REFERENCE
GUIDE

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A date code appears on most features. This is your guide to determine if the feature you or your customer has is up-to-date.

Additional copies of this Sales Aid Reference Guide may be ordered on Advertising Order Form 31572. Specify "complete guide" or the pages required.

ORDERING INSTRUCTIONS

1. Use the correct order form.

ADVERTISING ORDER FORM 31572 is to be used for "free" features.
CO-OPERATIVE ADVERTISING ORDER FORM 40633 is to be used when there is a charge for the ordered feature. Prepare a separate order for each feature.

Order all newspaper ad materials on Ad Order Form #31600.

Use STATIONERY ORDER FORM 32511 for ordering stationery merchandise.

Obtain the above forms by ordering on stationery form 32511.

2. Completely fill out the order form. Either type or print legibly.
3. Provide the complete "ship to" address, including zip code. Show RD number and nearest Post Office for rural area shipments.
4. Order material by form number as well as descriptive name. Do not indicate the date code. You will receive the latest publication.
5. Send all advertising orders to your Regional Chief Clerk for approval.
6. Obtain Trade Sales Color Cards from the supply carried in the Branch.
7. When ordering material for Dealers:
Prepare a separate order for each Dealer.
Show Dealer's purchases for last fiscal year.
Order only what you know he will use.
Do not order items that are intended only for representatives and managers.
8. When ordering material for a New Dealer, specify by form number and description those features that are wanted.

ADVERTISING MATERIALS

The Dealer Ad Catalog (Form P304) contains copies of ads, proofs and mats now available. Pages for the catalog are revised periodically and should be kept current.

Order all newspaper ad materials on Ad Order Form #31600.

Supplies of Radio Scripts and Special Ads are maintained in your Regional Advertising Dept.

YOUR TOOLS FOR BREAKING THE "I.C.E. BARRIER"

PROFESSIONAL COATINGS

<u>Description</u>	<u>Form Number</u>	<u>Cost</u>	<u>Order From Ad Service On</u>
Industrial Maintenance Brief Folder	MC-60	\$.10	40x133
Industrial Maintenance Reference Manual (Complete)	MC-56	5.00	40x133
Industrial Maintenance Reference Manual (Binder Only)	MC-56A	5.00	40x133
Wet Paint Film Gage	MC-67	.25	40x133
1968 Sweet's Compact Catalog	B-913	.30	40x133
Record of Painting Form	S-3592	No Charge	31x72
MC-56 Check-Off List	S-3614	No Charge	31x72
PMI Territorial List Binder	B-894	No Charge	31x72
Request For Color Styling	72305	No Charge	31x72
Tile-Clad Brochure	B-867	No Charge	31x72
Paint & Colors For Schools	B-873	No Charge	31x72
Hospital Brochure (Medi-Color)	B-912	1.50	40x133
Bloc-Tex Brochure	B-901	.25	40x133
Chek-Gard Brochure	B-902	No Charge	31x72
All-Purpose Enamel	CC-683	No Charge	31x72
Professional Coatings Catalog	P-280	.65	40x133
P/C "Bluebook of Colors"	PA-193	1.55*	40x133
Chek-Gard Envelope Stuffer	E-770	No Charge	31x72
Painter Contract Forms	71631 71632	No Charge	31x72
Federal Specification Materials	S-3727	No Charge	31x72
PMI Territorial List Binder	B-894	No Charge	31x72
PMI Carrying Case	No Assignment	14.95	40x133

* (In sets of 6)

CHEMICAL COATINGS

<u>Description</u>	<u>Form Number</u>	<u>Cost</u>	<u>Order From Ad Service On</u>
Brown Label Manual	B-657-O	No Charge	31x72
Custom Color Book, Vol. I	PF-100	\$15.00	40x133
Custom Color Book, Vol. II	PF-100	5.00	40x133
Sher-Wood Furniture Finishing Brochures, (including 5-ring binder)	B-891	3.75	40x133
Sher-Wood Furniture Finishes Brochure	B-887	.60	40x133
Sher-Wood Custom Finishes Brochure	B-888	1.00	40x133
Sher-Wood Kitchen Cabinet Finishes Brochure	B-889	No Charge	31x72
Tack Rag Insert	B-890	No Charge	31x72
Kem Lustral Brochure	B-784	No Charge	31x72
Kem Lustral Machinery and Equipment Enamel, Semi-Gloss Brochure	S-3793	No Charge	31x72

COLOR CARDS FOR AUTHORIZED DEALERS

Requirements are to be withdrawn from Branch Inventory.

TRADE SALES

Form Number	Date Code	
CC 573	7/67	Utility Paint
CC 602	6/67	Commonwealth Exterior Paints
CC 659	6/67	Ready-Mixed Texture Paint
CC 668	4/68	Oil Stain
CC 687	3/68	Flo-Lac Varnish Stain
CC 710	7/65	SWP Exterior Velvet Flat
CC 714	1/68	Tractor and Implement Enamel
CC 764	5/64	Shake & Shingle House Paint
CC 774	3/68	Epoxy Enamel
CC 776	3/66	Classic Color Glaze and Classic Wood Tones
CC 790	9/66	Floor Enamel
CC 793	9/68	Hospitality Hues
CC 814	2/68	Wood Sealing Stain
CC 819	12/68	Kem Gard
CC 825	8/69	Exterior Transparent Stain

KEM PRODUCTS

KP 280	9/69	Kem Tinting Colors
KP 476	9/69	Super Kem-Tone, Kem-Glo, Kem-Glo Velvet Basic Line
KP 503	9/69 or 3/70	SKT/KGV/KG/Kem-Namel
KP 507	9/69	1970 SKT·KTG/KGV/Kem-Namel Laminated
KP 508	9/69	Kem-Namel
KP 521	3/70	Aquatone Color Card

LOXON PRODUCTS

CC 702	7/67	Loxon Interior Masonry Paint
CC 707	3/70	Loxon Exterior Masonry Paint
CC 726	8/68	Loxon Latex Concrete Floor Enamel

EXCELLO PRODUCTS

CC 802	5/68	Excello Wall, Floor, and House Paint
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COLONIAL PRODUCTS

CC 798	(no date)	Colonial Wall Paint
CC 804	7/67	Colonial Latex Stucco Paint
CC 805	7/69	Colonial Oil Base House Paint and Floor Enamel

ADDITIONAL TRADE SALES FEATURES

Order on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
B 927	(no date)	Dollar Savings Check Promotion Kit (Order on Form 40633. Cost: \$5.00 each.)
B 946	8/69	Exterior Stain Booklet
KP 251	4/68	Loxon Finishes Booklet
KP 346	(no date)	Colormeter Formula Book (Lexide binder with formula pages. One Formula Book is available free with each Colormeter Unit purchased. An order must be entered for this free book. Order on form 31572 and specify "for new Colormeter". Additional books are to be ordered on form 40633. Cost: \$2.00 each)

ADDITIONAL TRADE SALES FEATURES — Continued

Order on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
KP 346 Pages	(No date)	Colormeter Formula Book Pages (no binder)
KP 346	(no date)	Classic Color Glaze Kit Component Chart
Page 72A		
S 3850	9/69	Kem-Namel Ad Proof Sheet
KP509	9/69	SKT/KG/KGV/Kem-Namel Sheets of Color Names for Shelf Edges
P 302	5/69	1970 Point of Sale Display Brochure
PA 191	(no date)	Shake & Shingle Color Pack
PA 195	3/70	A-100/SWP House Paint Color Pack (Order on Form 40633. Cost: \$1.00 each. Minimum quantity: Six.)
PC 565	1/65	Color Harmony Guide Lending Card
S 692	(no date)	Painter Caps (Order on form 40633. Cost: \$28.00 per C Minimum order quantity: twenty-five)
S 2136	9/68 or 12/68	Wet Paint Signs (Order on form 40633. Cost: \$1.45 per C Minimum order quantity: five hundred)
S 3641	(no date)	Custom Color Sticker (500 stickers per roll)
S 3677	6/64	Repainting Aluminum Siding Folder
S 3713	(no date)	"Reorder from The Sherwin-Williams Co." Sticker (2½" x 1" sticker — 200 per roll)
S 3759	8/69	Kem-1-Coat Folder
S 3817	11/68	Kem Gard Folder
S 3867	3/70	"Spot 'n Solve" House Paint Folder
S 3868	3/70	Kwite Brite for Color/Profit
		Paint Paddles — 14" x ½" x 1½" (Order on Form 40633. Cost — \$18.00/M. Minimum quantity — 500)

ENVELOPE STUFFERS

E 761	2/63	Loxon Products
E 763	2/63	Wash Away
E 771	8/69	Kem-Namel

WALLCOVERING FEATURES

		1970-71 Handi-Hang Sample Book Volume IV (Order by letter to Wallcovering Division, Cleveland, Ohio. No purchase order needed. Cost: \$9.95 each.)
		Style Perfect Sample Books (Order by letter to Wallcovering Division, Cleveland, Ohio. No purchase order needed. Cost: \$9.45 each)
		Fairview Collection Sample Books (Order by letter to Wallcovering Division, Cleveland, Ohio. No purchase order needed. Cost: \$9.95 each.)
		1970-71 Style Perfect Vinyl Wallcloth Sample Book Volume I (Order by letter to Wallcovering Division, Cleveland, Ohio. No purchase order needed. Cost: Counter Size \$12.00 — Loaner Size \$6.85.)
		Style-Cote Commercial Vinyl Wallcovering Catalog Catalog (Prepare purchase order to: S-W Vinyls — Box 310 — New Castle, Indiana 47362. Send this purchase order to Wall- covering Division, Cleveland, Ohio. Cost: \$9.95 each.)
W-634		Labels for Wallcovering Books
		Handi-Hang Hanging Instruction Sheets (Order by letter to: Imperial Wallpaper Mill, Inc., 3645 War- rensville Center Road, Shaker Heights, Ohio 44122 Cost: No charge for reasonable quantities.)
		Training Manual "Living Walls" (Order by letter to Wallcovering Division, Cleveland, Ohio. Limited quantity available. Cost: No charge.)
27555		Wallcovering Stock Control Record Form (Three hole drilled, 8½" x 11" sheet with space for record- ing 21 patterns. Order on Stationery Order Form 32511. Cost: Minimal stationery billing)

(Continued on Page 4)

ADDITIONAL TRADE SALES FEATURES — Continued

Order on Advertising Order Form 31572, unless otherwise indicated.

WALLCOVERING FEATURES — Continued

Form Number	Date Code	
27617		Wallcovering Price Cards (Two sided 5 x 3' card. Enter regular retail price on one side or use other side for special sale price. Cost: Minimal stationery billing.)
		Movie "Both My Husbands" on Style Perfect Vinyl Wallcloth (Secure copy of film from Division Manager or Regional Office.)
S 3856	9/69	Style Perfect Vinyl Wallcloth Brochure (Order on Form 40633. Cost: \$8.00/C. Minimum quantity — 100.)

CO-OPERATIVE ADVERTISING POLICY FORMS

September 1, 1969 — August 31, 1970

Requirements are to be withdrawn from Regional Office inventory.

Form Number	Date Code	
CAP 72	8/69	For Established Authorized Dealers
CAP 73	8/69	For New Accumulative Authorized Dealers
CAP 74	8/69	For New Authorized Dealers
CAP 75	8/69	For Kem Products Dealers

FOREST PRODUCTS SPECIFICATION SHEETS

To be ordered on Advertising Order Form 31572.

Form Number	Page Number	
S 3630	A-1	Armstrong Cork Company
	A-101	Abitibi Corporation
	D-1 and D-2	Durafake Company
	E-1 through E-5	Evans Products Company
	F-1 through F-6	Forest Fibers Products Co.
	G-1 through G-8	Georgia-Pacific Corporation
	H-1 through H-8	Edward Hines Lumber Co.
	I-1 through I-3	Minnesota and Ontario Paper Co. (Insulite/Mando)
	M-1 through M-11	Masonite Corporation
	P-1	Pacific Lumber Co. (Palco)
	R-1	Roseburg Lumber Co.
	U-1 through U-5	U. S. Plywood Co. (Weldwood)
	W-1 through W-3	Weyerhaeuser Company

ADDITIONAL REPRESENTATIVE'S EQUIPMENT

Order on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
B 862	11/69	1970 Brush and Roller Catalog
B 894	(none)	Representatives Territorial List (This is a multi-purpose unit for use by all sales personnel. Hard cover binder containing a set of tab pages (S-3752), Sales and Call Record Form (40598) and/or Architectural Call Record Form (40595). Specify quantity of each Call Record Form required.)
S 3752	(none)	Set of six Index/Tab Pages for B 894 Special Trades Dealer Graphic Arts Industrial Building Maintenance Contractors/Painters
(none)	(none)	Representative's Carrying Case (This is a multi-purpose unit for use by all sales personnel. Order on form 40633. Cost: \$14.95 each)

ADDITIONAL REPRESENTATIVE'S EQUIPMENT — Continued

Order on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
B 892	9/68	Sales Personnel General Information Brochure
40598		Sales and Call Record Form (Order on stationery order form 32511. Cost: Minimal stationery billing.)
40599		Architect or Engineer Call Record Form (Order on stationery order form 32511 Cost: Minimal stationery billing.)

BRUSH SAMPLE CASES

Order on Branch Stock Request Form 23674.

Mail order direct to: Rubberset Co., P.O. Box 231, Crisfield, Md. 21817

- #956 Consumer Brush Sample Case
(Contains 26 S-W Consumer brushes mounted on three sample boards. Cost: \$33.45 each, complete)
- #960 Professional Brush Sample Case
(Contains 12 Professional Coatings brushes mounted on two sample boards. Cost: \$50.82 each, complete)

DEALER WINDOW VALANCES

TRUCK DECALS

Order on Co-operative Advertising Order Form 40633.

Form Number	Cost (each)		Size (inches)	Form Number	Cost (each)		Size (inches)
V-1	free	Sherwin-Williams Paints center panel	48 x 12½	V 18	\$1.00	Rental Equipment panel	32 x 12½
V 2	free	Trade Mark end panel	16 x 18½	V 19	1.00	Painter Supplies panel	32 x 12½
V 3	free	Filler strip	32 x 12½	V 20	1.00	Budget Terms panel	32 x 12½
V 4	free	Super Kem-Tone panel	32 x 12½	V 21	1.00	Wallpaper panel	32 x 12½
V 5	free	Kem-Glo panel	32 x 12½	V 22	1.00	Artist Supplies panel	32 x 12½
V 10	\$1.00	Lumber panel	32 x 12½	V 30	free	Automotive Finishes center panel	48 x 12½
V 11	1.00	Roofing panel	32 x 12½	V 40	1.00	SW Double Face Door Decal	14 x 6½
V 12	1.00	Hardware panel	32 x 12½	V 41	1.00	SW Truck Decal	20 x 9½
V 13	1.00	Appliance panel	32 x 12½	V 42	1.25	SW Truck Decal	24 x 11½
V 14	1.00	Housewares panel	32 x 12½	V 43	1.50	SW Truck Decal	30 x 14½
V 15	1.00	Floor Coverings panel	32 x 12½	V 44	2.00	SW Truck Decal	36 x 17½
V 16	1.00	Garden Supplies panel	32 x 12½	V 50	1.00	SKT/KG Double Face Door Decal	10 x 10
V 17	1.00	Plumbing Supplies panel	32 x 12½				

PROFESSIONAL COATINGS FEATURES

To be ordered on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
B 867	12/68 or 6/69	*Tile-Clad Folder
B 874	5/64	Kem Save-Lite Brochure
B 911	(no date)	National Account Information Manual (Order from Regional Professional Coatings Mgr)
B 939	12/68	Hi-Hide Latex Semi-Gloss Enamel Folder
B 951	9/69	Exterior Stain Brochure (Order on form 40633 Cost 50c each)
CC 662	3/69	Multi-Color Color Card
CC 683	7/64	All Purpose Enamel Color Card
CC 754	7/69	Hi-Hide Color Card
CC 773	3/68	Quali-Craft/Quali-Kote Accent Color Card
CC 781	4/65	PVA Masonry Paint Color Card
CC 820	12/68	Hi-Level House Paint Color Card
CC 830	12/69	Tile Clad II Color Card
CC 831	12/69	Metalastic II Color Card
E 770	4/68	Chek-Gard Envelope Stuffer
MC 56	(no date)	Prof. Coat. and Spec. Manual (Complete Manual) — \$5.00 (Maintenance Finishes) (Hard cover binder containing the following MC56 catalog inserts Order on form 40633)

A number of the following MC-56 catalog inserts carry a P-280 form number prefix.
As these pages are reprinted the prefix will be changed to MC56.

MC 56	A	9/67	Tab Page Index for METAL PRIMERS section
	A2	7/68	Galvanized Iron Primer
	A3	10/68	Rust Control Primer No. 49
	A4	7/68	Zinc Chromate Primer
	A5	6/68	Kem Kromik Metal Primer
	A7	8/65	Gripclad Primer and Activator
	A8	10/68	C & M Hi-Bild Primer
	A10	6/69	Kromik Metal Primer
	A12	4/65	Kem Fast-Dri Machine Primer
	A13	3/69	Kem A & A Epoxy Primer
	A15	4/66	Kem Bond Metal Primer
	A16	4/67	Tank Clad Hi-Bild Enamel Primer
	A17	8/69	Zinc Clad 5
	A18	8/69	Zinc Clad 7
	A19	8/69	Zinc Clad 8
	A20	8/69	Zinc Clad Performance Chart
	A21	11/69	Hi-Hide Metal Primer
MC 56	B	9/67	Tab Page/Index for ALUMINUM FINISHES section
	B1	6/68	Silver-Brite Aluminum Paint
	B2	6/68	Silver-Brite Hi-Heat Resisting Aluminum Paint
	B3	6/68	Silver-Brite Heavy Duty Rust Resistant Aluminum Paint
	B5	10/68	Kem-Plate Aluminum Paint
	B9	6/68	Fibrasal Roof Coating
	B10	12/68	Silver-Brite Hi-Heat Silicone Alkyd Aluminum Paint
MC 56	C	9/67	Tab Page/Index for EXTERIOR BUILDING FINISHES section
	C1	10/68	SWP Exterior Building Paint
	C4	5/63	Hi-Level House Paint
	C6	6/68	Hi-Level House Paint Exterior Undercoater
	C7	8/69	Hi-Level Exterior Latex House Paint

PROFESSIONAL COATINGS FEATURES — Continued

To be ordered on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
MC 56 D	9/67	Tab Page/Index for INTERIOR WALL PAINTS section
*D4	10/66	Flat-Tone and Semi-Lustre
D9	3/65	Kem Save-Lite
D10	10/65	
	or 3/65	Wall Primer and Sealer White
D11	3/65	Enamel Undercoater White
D13	5/68	Alkyd Flat Wall Paint White/Spraying Flat White
D14	3/69	Gloss/Semi-Gloss White Alkyd Enamel
D15	9/68	Latex Ceiling Matte White
D16	12/66	Quali-Kote Latex Flat Wall Paint (Also available as a folded color card. Specify either catalog page or color card.)
D17	3/65	Fast-Dri Latex Wall Primer
D18	6/68	Spraying Flat White
D20	4/65	Quali-Craft Alkyd Eg-Shel Enamel
D22	3/66	*Save-Lite Latex White
D23	10/66	Hi-Hide Interior Finishes
D24	10/67	Stipple Alkyd Eg-Shel Enamel White
D25	6/69	Hi-Hide Latex Semi-Gloss Enamel
	or 1/69	
MC 56 E	9/67	Tab Page/Index for METAL TOP COATS section
E1	8/65	*Tank Clad Enamel
E2	8/68	Chemical and Moisture Resisting Enamel
E3	10/69	Kem A&A Epoxy Enamel
E5	8/69	Kem Lustral Enamel
E6	11/69	Metastatic II Enamel
E10	8/65	Selection Guide for Metal Protective Systems
E12	10/68	Tank Clad Hi-Bild Enamel
E13	10/68	Kem Catl-Coat Hi-Bild Enamel
E15	11/69	Sher-Tar
E16	9/68	*Kem Lustral Semi-Gloss Machinery Enamel
E17	7/68	Rexthane Enamel
E18	11/69	Tile-Clad II
MC 56 F	9/67	Tab Page/Index for VARNISHES section
F3/F4	8/68	Marmot Varnish / Rexpar Varnish
F6	6/68	Fast-Dri Floor Sealer / Alkyd Varnish
F8	10/69	Fast-Dri Varnish Sanding Sealer
F10	1/69	Rexthane Heavy Duty Polyurethane Varnish
MC 56 G	9/67	Tab Page/Index for FLOOR COATINGS section
G1	2/69	Floor Enamel / Concrete Floor Primer
G3	10/67	Traffic Marking Paint
MC 56 H	9/67	Tab Page/Index for SPECIAL COATINGS section
H3	4/68	Kem Bulletin Colors and Related Items
H4	8/65	*Non-Corrodible Acid Resisting Paint
H5	10/68	*Stack Paint
H9	4/67	Bloc-Tex
H10	4/68	Chek-Gard Emulsion Primer
H11	2/67	*Clear Flint Epoxy Polyester
H12	11/69	Metaltex
MC 56 I	9/67	Tab Page/Index for REDUCERS AND THINNERS section
I1	8/68	Volatile Reducers and Thinners
MC 56 J	9/67	Tab Page/Index for MISCELLANEOUS PRODUCTS section
J5	11/67	Kem-Kleen

PROFESSIONAL COATINGS FEATURES — Continued

To be ordered on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
MC 56 J8	10/68	Silicone Water Repellent
J10	7/67	Tinting Colors (Also available as a folded color card. Specify either catalog page or color card.)
J11	3/65	*Joint Filler / Stipple Texture
J12	8/68	Mixing Latex Liquid
MC 56 P1	9/69	Table of Contents for Professional Coating and Specifications Manual MC56
P2	11/68	Title Page for Professional Coatings and Specifications Manual MC56
P3	6/67	Introduction Page for Professional Coatings and Specifications Manual MC56
P4	9/65	Color in Industry Folder
P5	10/65	Surface Preparation Folder
P17	9/65	Colors and Methods Brochure
MC 60	(no date)	Maintenance Finishes Brief Folder with Title Page
MC 60 A	(no date)	Set of five Index Tabbed Pages for MC 60 Table of Contents, Specifications, Surface Preparation, Color in Industry, Selection Guide
MC 67	(no date)	Wet Film Gauge in vinyl carrying case (Order on form 40633. Cost: 25c each Minimum order quantity: four)
MM 65	(no date)	Painter Job Sign (Order on form 40633. Cost: \$3.30 each)
MM 68	(no date)	Kem-1-Coat Painter Job Sign (Order on form 40633. Cost: \$3.00 each)
S 3592	10/61 or 8/69	Record of Painting/Inspection Record Form
S 3642	12/62	You're Money Ahead When You Have Your Home Painted by a Professional (Folder)
S 3727	12/67	Sale of Sherwin-Williams Proprietary Merchandise in Lieu of Federal Specification Material (Folder)
S 3812	10/68	Contractor Job Plan (Folder) (Order from Stationery on form 32511)
S 3819	9/69	Check Off List for Manual MC 56

ARCHITECTURAL FEATURES

B 895	(no date)	Branch Color Styling Kit (Order on form 40633. Cost: \$27.25 each)
B 910	(no date)	Architectural Color Selector, Vol. III, Muted Tones (Without box Order on form 40633 Cost: \$3.75 each.)
B 931	(no date)	Architectural Protective Coatings Vol. I (Hard cover binder with index tab set and product data pages Cost: \$5.00 each) Order on 40633 — send to Region.
B 947	(no date)	1970 Architectural Painting Specifications and Product Data Guide (Available on order from your regional office.)
40513		Architectural Advanced Planned Call and Daily Report (Order on stationery order form 32511. Cost: Minimal stationery billing.)
40599		Architect or Engineer Call Record Form (Order on stationery order form 32511. Cost: Minimal stationery billing.)
40600		Record of Architectural Binder Product Data Pages (Order on stationery order form 32511. Cost: Minimal stationery billing.)
40649		Report of Architectural Specifications (Order on stationery order form 32511. Cost: Minimal stationery billing.)

CHEMICAL COATINGS FEATURES

To be ordered on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
B 739	12/68	*Reducers and Thinners Brochure
B 746	12/68	*Metal Preparation Brochure
B 747	12/68	*Common Problems in Products Finishing Brochure
B 784	9/67	*Kem Lustral Enamel Brochure
B 887	12/68	*Sherwood Furniture Finishes Brochure (Order on form 40633. Cost: 50c each)
B 889	12/68	*Sherwood Kitchen Cabinet Finishes Brochure
B 890	5/65	*Industrial Tack Rag Catalog Page
B 940	12/68	Therm-O-Clad V99 VC 180 Folder
BL 300	(no date)	Branch Chemical Coatings Product Information Manual (Hard cover binder containing tab pages, Table of Contents, and those features in this Chemical Coatings section which are preceded by an asterisk. Order on form 40633 Cost: \$8.00 each)
BL 300A	12/68	*Manual Care and Use
BL 301	12/68	*Selling Chemical Coatings Is Selling Sherwin-Williams
BL 302	12/68	*Kem Primer-Surfacer White
BL 303	12/68	*Synthetic Primer Light Gray
BL 304	12/68	*Industrial Shop Coat Primer Brown
BL 305	12/68	*Kem Fast-Dri Primers
BL 307	12/68	*Sher-Wood Top Coats (Tech-Var)
BL 308	12/68	*Sher-Wood 100 Fast-Dry Filler
BL 309	12/68	*Sher-Wood 150 Spray Stains
BL 310	12/68	*Sher-Wood 150 Glazing Liquids
BL 311	12/68	*Sher-Wood 500 Dye Stains
BL 312	12/68	*Sher-Wood 500 Stain Concentrates
BL 313	12/68	*Sher-Wood Shading Lacquers and Sealers
BL 314	12/68	*Sher-Wood 600 Pigmented Lacquer Toners
BL 315	12/68	*Multi-Purpose Flatting Base
BL 316	12/68	*Super Fast-Dri Synthetic Enamel
BL 317	12/68	*Kemfast Bake Enamel
BL 318	12/68	*Fast Production Enamel White
BL 319	12/68	*Production F 75 Red Enamel
BL 320	12/68	*Dimenso One-Coat
BL 321	12/68	*Sher-Wood 100 Furniture Shading Colors
BL 322	12/68	*Sher-Wood 150 Furniture Shading Colors
BL 323	12/68	*Sher-Wood 600 Lacquers
BL 324	12/68	*Sher-Wood 650 Moisture Resistant Lacquer
BL 325	12/68	*Sher-Wood 850 Kemvar Air Dry Finishing Varnish
BL 326	12/68	*Sher-Wood 900 Super Kemvar "C"
BL 327	12/68	*Sher-Wood 950 Super Kemvar "M"
BL 328	12/68	*Industrial Wash Primer
BL 329	12/68	*Strippable Coating
BL 330	12/68	*Kem Lustral Enamel (Available as a color card or 5 hole drilled catalog page. Folded color card will be shipped unless you specify otherwise.)
BL 331	12/68	*Bright Aluminum Lacquer
BL 332	12/68	*Opex Wood Surfacer
BL 333	12/68	*Opex Metal Primers
BL 334	12/68	*Opex Lacquer Primer-Surfacers
BL 335	12/68	*Opex L 60 Industrial Lacquer
BL 336	12/68	*Opex L 61 Industrial Lacquer
BL 337	12/68	*Opex Clear Metal Lacquers

CHEMICAL COATINGS FEATURES — Continued

To be ordered on Advertising Order Form 31572, unless otherwise indicated.

Form Number	Date Code	
BL 338	12/68	*Opex Lacquers
BL 339	12/68	*Branch-Zone Ground Rules
BL 340	12/68	*Branch-Zone Business
BL 341	12/68	*Bottler's Program
BL 342	12/68	*Flow Process Chart
BL 343	12/68	*Custom Color Manual
BL 344	12/68	*Opex Lacquer Flatting Agent
BL 345	12/68	*Opex Shop Coat Primer Red
BL 346	12/68	*Sher-Wood Primer 220 White
BL 347	4/69	Polane
BL 348	4/69	Polatex
BL 349	11/69	Shop Coat Primer — Red Oxide
CC 662	12/65	Multi-Color Color Card
IF 10	(no date)	Homoclad Brochure
IF 12	(no date)	"A Custom Finish" pressure sensitive label (250 labels per roll)
IF 20	2/60	Kemclad pressure sensitive label (500 labels per package)
IF 21	4/63	Superciad pressure sensitive label (500 labels per roll)
IF 24	(no date)	"Agitate Contents" pressure sensitive label (500 labels per package)
IF 25	10/63	Sherwood Products pressure sensitive label (500 labels per roll)
IF 28	9/65	Pernacclad Pressure Sensitive Labels (250 labels per roll)
IF 30	7/69	Powerclad Pressure Sensitive Labels (250 labels per roll)
K 101-A	(no date)	Kemvar Brochure
PF 100 vol. I		Custom Color Manual Volume I (Not available. Announcement will be made when revision is completed.)
		Kem Lustral Custom Color Selector (For Volume I) (Order on form 40633. Available after April 1, 1970. Cost: \$4.80 each.)
PF 100 vol. II		Custom Color Manual Volume II Hard cover binder containing the following sections: SE (Sherwood Custom Finishes) — OPAL (Opalescents) (Order on form 40633. Cost: \$5.00 each)
PN 1	12/69	Polane Section for Custom Color Manual II (Order on form 40633. Cost: \$4.25 each)
S 3806	8/68	*Sher-Wood Super Finishes Folder
S 3834	5/69	Polane Folder
S 3835	5/69	Polatex Folder
S 3851	7/69	Product Finishes From Your Neighborhood Store (Mailer)

GRAPHIC ARTS FEATURES

Form Number	Date Code	
P 283	(no date)	Graphic Arts Products Manual (Hard cover binder containing a title page, catalog pages GA 1 through GA 13, B 740, and an associated products section)
P 283(258)	(no date)	Graphic Arts Products Folder (Paper folder containing catalog pages GA 1 through GA 13)
P 283 GA 1	5/66	Anchor Bond Catalog Page
P 283 GA 2	12/69	Sher-Will-Glo Fluorescent Inks Catalog Page
P 283 GA 3	2/66	Blaz-on Textile Paint Catalog Page
P 283 GA 4	8/67	Kem Bulletin Colors Catalog Page
P 283 GA 5	6/65	Speed-Print Inks Catalog Page
P 283 GA 7	4/65	Sher-Will-Glo Bulletin Colors Catalog Page
P 283 GA 9	8/63	Kem Screen Process Inks Catalog Page
P 283 GA 13	(no date)	Show Card Colors Catalog Page
CC 636	7/64	Speed-Print Intermix Color Chart
S 3766	1/68	Graphic Arts Marketing Guide

PRICE LISTS

To be ordered on Advertising Order Form 31572, unless otherwise indicated.

Specify price zone required.

Form Number	Effective Date	
(none)	(none)	Price List and Product Information Binder (Hard cover binder for use only by Sherwin-Williams branch and sales personnel. Orders must clearly state reason for request. Order on form 40633. Cost no charge.)
OM-1	6/1/69	Omni-Fill System Price List No. 1 (Universal)
CDM-1	5/1/69	Colorant Dispenser and Mixing Equipment No. 1 (Universal)
(none)	(none)	Tab Page Set for Price List and Product Information Binder
TS 106	6/1/69	Authorized Dealer Price List (Trade Sales finishes except Kem Products, and Dexall Products. Zones: 1, 2, 3, 4, 6, 8. Withdraw requirements from Regional inventory.)
TS 106 sup. 1	9/1/69	Exterior Stain, Semi-Transparent (Dealer and Retail prices. Zones: 1, 2, 3, 4.) (Withdraw requirements from Regional inventory.)
LO 1	12/1/69	Linseed Oil Price List No. 1 (Universal)
DS 2	3/1/70	Deshler Spray Enamel Price List No. 2 (Includes Kwite Brite)
SP 69 (KT)	6/1/69	Kem Products Dealer Price List (Zones: 1, 2, 3, 6, 8. Withdraw requirements from Regional inventory.)
RPC 106	6/1/69	Retail Price List (Trade Sales finishes, Kem Products, Dexall Products, Husky and Super-Koat Paint Rollers. Zones: 1, 2, 3, 4, 6, 8.)
DW 106	6/1/69	Wholesale Price List (Trade Sales finishes, Kem Products, Dexall Products, Husky and Super-Koat Paint Rollers. Zones: 1, 2, 3, 4, 6, 8.)
PR 6	6/1/69	Husky and Super-Koat Paint Rollers Dealer Price List (Zones: Specify either East or West of the Rockies.)
BR-R-55	7/1/69	Brush Retail Price List (Zones: Universal)
BR-W-55	7/1/69	Brush Wholesale Price List (Zones: Universal)
BR-D-55	7/1/69	Brush Dealer Price List (Zones: Universal)
GAT 25W	6/1/69	Graphic Arts and Sign Finishes Wholesale Price List (Zones: 1, 2-6, 3, 4-8.)
GAT 25LL	6/1/69	Graphic Arts and Sign Finishes Low Limit Price List (Withdraw requirements from Regional inventory. Zones: 1, 2-6, 3, 4-8.)
PC 11L	6/1/69	Professional Coatings Wholesale Price List (Zones: 1, 2-6, 3, 4-8.)
PC 11L sup. 1	2/1/70	New Products Supplement to Professional Coatings Wholesale Price List (Zones: 1, 2-6, 3, 4-8.)
PC 11LL	6/1/69	Professional Coatings Low Limit Price List (Withdraw requirements from Regional inventory. Zones: 1, 2-6, 3, 4-8.)
PC 11LL sup. 1	1/1/69	New Products Supplement to Professional Coatings Low Limit Price List (Withdraw requirements from Regional inventory. Zones: 1, 2-6, 3, 4-8.)
Dexall	6/1/69	Dexall Products Price List No. 9 (Dealer and Retail prices. Zones: Universal)
PF 34L	6/1/69	Chemical Coatings Wholesale Price List (Zones: 1, 2-6, 3, 4-8.)
PF 34L sup. 1	10/1/69	New Products Supplement to Product Finishes (Withdraw requirements from Regional inventory. Zones: 1, 2-6, 3, 4-8.)
PF 34LL	6/1/69	Chemical Coatings Low Limit Price List (Withdraw requirements from Regional inventory. Zones: 1, 2-6, 3, 4-8.)
PF 34LL sup. 1	10/1/69	New Products Supplement to Product Finishes (Withdraw requirements from Regional inventory. Zones: 1, 2-6, 3, 4-8.)
NA 24	6/1/69	National Accounts Price List (To be used only for accounts listed in the National Accounts Master List. Withdraw requirements from Regional inventory and specify account to be serviced. Zones: Universal)
S 2781	12/66	"B" Schedule (10%)
S 3276	12/66	"A" Schedule (15%)
S 3256	12/66	"AA" Schedule (20%)

For use with Wholesale Price Lists to provide bulk customer's with applicable discounts

COATINGS MARKETING PRICING

STORE TIN CAN AND PAIL PRICE LIST NO. 16

These Are The Only Can and Pail Items That Can Be Ordered From a Distribution Center
Effective May 1, 1976

TYPE OF CAN	SIZE	REX NO. FOR CARTONS	CANS PER CARTON	STORE COST PER CARTON	STORE COST EACH	WHOLESALE PRICE PER CAN
Round Tripletite Cans .25# Electrolytic Tin Plate						
Unlined (TT 39.25)	Pint	U75X14	50+	9.50	(.19)	.32
Unlined (TT 40.25)	Quart	U75X15	50+	12.00	(.24)	.40
Unlined (TT 168.25)	Gallon	U75X17	46+	25.30	(.55)	.92
Lined (for Latex Material) (TT 40.25 IL)	Quart	U75L15	50+	12.50	(.25)	.42
Lined (for Latex Material) (TT 168.25 IL)	Gallon	U75L18	46+	26.32	(.57)	.95

* Rectangular (oblong) Screw Top 1 1/4" Opening, Unlined (605.25)	Gallon	U75X27	60+	40.20	(.67)	1.12
* Round Pour Top, Unlined .50 ETP (Inside)(78.50) (Intended for use with Automotive Products)	Quart	U75X20	50+	15.00	(.30)	.50

* To be discontinued						
* Orders must be for full carton quantities. No split carton orders will be shipped. Cartons include lids and bails.						

5 Gallon Pails - All 26 Gauge Price Includes Lids

	REX NO. FOR 12 PACK	STORE COST PER 12 PACK CARTON	STORE COST EACH	REX NO. FOR 72 PACK	STORE COST PER 72 PACK PALLET ++	STORE COST EACH	WHOLESALE PRICE PER PAIL
V5-27 Black, Unlined, Black Grip	U75X39	21.00	(1.75)	U75X7239	122.40	(1.70)	2.90
V5-59 Black, Lined, White Grip	U75L41	23.52	(1.96)	U75L7241	137.52	(1.91)	3.25
V5-89 Black, Unlined, Black Grip W/67 mm. opening for Turbo Agitator	U75X48	22.56	(1.88)	U75X7248	131.04	(1.82)	3.15
V5-91 Black, Lined, White Grip W/67 mm. opening for Turbo Agitator	U75L49	24.96	(2.08)	U75L7249	146.16	(2.03)	3.45

++ Approximate Weight 300 lbs.

ENTER ORDERS FOR TIN CAN AND PAIL REQUIREMENTS ONLY FROM
YOUR REGULAR PAINT DISTRIBUTION CENTER.

Refer to your WBI for other empty S-W cans.

TC & P 16 5/76

READ CAREFULLY BEFORE MAKING RECOMMENDATIONS

Sale of Sherwin-Williams Proprietary Merchandise in Lieu of Federal Specification Material

Issue No. 6 March, 1973

This issue supersedes all material previously received from the Professional Coatings Sales Division on the above subject.

We are attaching a current list of those Sherwin-Williams products which, under certain conditions, may be sold in lieu of the listed federal specification items. All such lists previously received from this office are obsolete and should be destroyed immediately.

When reviewing the attached list, keep in mind that regardless of the specification material involved, no Sherwin-Williams product is to be sold for any use for which it is not intended and specifically recommended on the product label or other appropriate literature. For example, Keni Hi-Gloss Enamel which is shown as an alternate for IT-E-489d, is not to be sold for large scale exterior maintenance painting. In this particular case, Metalastic II Enamel is the alternate for exterior maintenance use. It becomes evident that a knowledge of each job and the intended use of the product sold on the part of the man making the sale is essential.

As in the past when branches are asked to quote on large quantities of federal specification materials by governmental agencies, or by painting contractors for use on government jobs, the request for price quotations is to be directed to the Regional Professional Coatings Sales Manager who will in turn contact Cleveland Headquarters.

There is a growing tendency for government inspectors to allow the use of proprietary labeled merchandise in lieu of specification materials where relatively small quantities are involved. Ordinarily the painter's supplier is required to certify that all materials furnished in lieu of specification items will give performance equal to those originally specified. To protect our own interest

in such cases, we must secure in writing - from the responsible inspector - a statement that materials so certified will be accepted and approved for use on a "specification" job. After receiving this information in writing, the following statement may be incorporated in a reply to the inspector listing the materials which we propose to supply against a given specification number. This same statement must appear upon the face of all sales invoices on which material is delivered. To provide the necessary space, an annex copy of the sales invoice may be used.

"The Technical Department of The Sherwin-Williams Company hereby certifies that _____ Rex

is made of first quality materials and in its opinion, if this product is applied according to directions, it will provide performance and service equal to and often exceeding products that are formulated in accordance with Federal Specification _____

This product has been formulated to meet the same end use and achieve the same results as material formulated in compliance with the above named specification."

Any materials not included on the attached list cannot be certified without prior approval in writing from Cleveland Headquarters.

This feature is updated on an annual basis.

Proper handling of each transaction in accordance with the above outlined procedure is of extreme importance with regards to product liability and customer satisfaction. Each such situation is to be handled on an individual basis and supervised by regional personnel.

Note Federal Standard #595 describes the Federal Color System and does not identify any type of material or its composition. Be sure to obtain more information before contacting the regional office.

<u>FEDERAL SPEC. NUMBER</u>	<u>FEDERAL SPECIFICATION NAME</u>	<u>S-W MATERIAL</u>
SS-W-110b	See Special Note, Page 4	
11-C-00498a	Coating Compound, Bituminous, Solvent Type Asbestos Filled and Aluminum Pigmented	Fibradal [®] B5954
11-C-517a	See Graphic Arts, Page 4	
11-C-535b	Coating, Epoxy, 2 Component for interior and exterior use wood, wallboard, painted surfaces, concrete and masonry	TIL-CLAD [®] II Enamel
11-C-540b	Interior Wood Floor & Trim Only Clear Polyurethane Coating Linseed Oil Modified	MARVELTHANE [®] Varnish, Gloss, A67 V 1 and Satin, Satin, A67 F 1
11-C-00542c	Polyurethane Coating, Moisture-Curing	
Type I, Class II	Pigmented	Polane [®] with Catalyst V66 V29
Type II, Class I	Clear See Special Note, Page 4	
Type II, Class II	Pigmented	Polane with Catalyst V66 V27
11-C-550a	Glaze Coating System for Interior Masonry	TIL-CLAD II Enamel
11-C-00598c	See Special Note, Page 4	S-W Floor Enamel
11-C-001224	Epoxy Glaze for Interior Surfaces, Class A	DI-SIL-ER [™]
11-E-00487c	Enamel, Floor and Deck	All Surface Enamel, KEM [®] Hi-Gloss
11-E-489f	Alkyd Gloss Enamel, Interior and Exterior Surface	Enamel or METALASTIC [®] II Enamel
11-E-491b	Gloss Synthetic Enamel	KEM LUSTRAL [®] Enamel
11-E-505a	Enamel, Odorless Alkyd High Gloss, Interior	P/C Gloss Alkyd Enamel, B47 W 9 or KEM LUSTRAL Enamel (Trim in small areas)
11-E-00506H	Alkyd Gloss Enamel	KEM SAVE-ITE [™] Gloss Enamel, B47 W 10
11-E-508b	Interior Semi-Gloss Tints and White	SEMI-LUSTRE [®] Alkyd Finish, A36 W 80 or P/C Semi-Gloss Enamel, B47 W 8
11-E-509b	Interior Odorless Alkyd Enamel, Semi-Gloss Tints, and Whites	SEMI-LUSTRE Alkyd Finish, A36 W 80 or P/C Semi-Gloss Alkyd Enamel, B47 W 8 or HI-HIDE [™] Latex Semi-Gloss Enamel, B40 W 37
11-E-543a	Enamel Undercoater, Tints and White	P/C Enamel Undercoater, B49 W 2
11-E-545a	Enamel Undercoater, Interior Odorless Alkyd, Tints and White	Wall Primer and Sealer A53 W 21 or P/C Wall Primer and Sealer B49 W 1
11-E-1126b	Enamel, Low Lustre, Thixotropic for Interior Use (See Special Note - Page 4, Dover White)	Quall-Craft [™] Alkyd Eg-Shel Enamel B47 Series
11-E-336d	Filler, Wood Paste	SHER-WOOD [®] Fast-Dry Fillers
11-E-1098b	Filler, Styrene Butadiene, for porous surfaces, concrete block, etc. (Solvent Type)	BLOC-TEX [®] B42 W 1
11-G-410c	See Special Note, Page 4	
11-L-58d	Spraying Lacquer	
Type I Clear		
Class I		High Gloss SHER-WOOD 600 Lacquer, Std., T70 C 30 Water White, T75 C 30
Class II		Semi-Gloss SHER-WOOD 600 Lacquer, Std., T70 F 32 Water White, T75 F 12
11-I-190c	See Special Note, Page 4	
11-I-215c	See Special Note, Page 4	
11-P-19b	Acrylic Emulsion, Exterior	A-100 [™] Latex Paint, HI-LEVEL [™] Exterior Latex Paint B42 W 9 or Metalatex [™] Semi-Gloss
11-P-0025d	Primer, Paint, Exterior Undercoater for Wood White and Tints	SWP [®] Exterior Wood Undercoater, A2 W 5 or HI-LEVEL Undercoater, B46 W 31
11-P-0026b	Fire Retardant Paint, Interior	KEM GARD [™] Fire Retardant Latex Paint, K16 W2
11-P-28c	Paint, Aluminum, Heat Resisting (1200°F) See Aluminum Paints, Page 4	

**FEDERAL SPEC.
NUMBER**

FEDERAL SPECIFICATION NAME

S-W MATERIAL

11-P-29g	Latex Base Interior Flat White and Tints	QUALIKOIL [®] Latex Flat Wall Paint or HI-HIDE Alkyd Latex Flat Wall Paint
11-P-30d	Odorless Alkyd Interior Flat White and Tints	FLAT-TONE [®] Alkyd Finish, A45 W 81 or QUALIKOIL [®] Alkyd Flat Wall Paint, B48 W 37
11-P-31c	Oil, Iron Oxide, Ready Mixed, Red and Brown	COMMONWEALTH [®] Colonial Barn Red, All R 15
11-P-32a Type II	Blackboard Coating	DEFXALL [®] Chalkboard Finish Green, N83 G 7
11-P-38d	Paint, Aluminum, Ready Mixed See Aluminum Paints, Page 4	
11-P-47c	Oil Interior Non-Penetrating Flat Ready Mixed Tints and White	P/C Alkyd Flat Wall Paint, B48 W 4 or HI-HIDE Alkyd Flat Wall Paint, B78 W 37
11-P-51e	Oil Interior Flat Tints and White (Spec. now cancelled)	P/C Alkyd Flat Wall Paint, B48 W 4 or HI-HIDE Alkyd Flat Wall Paint, B78 W 37
11-P-0052c	Alkyd Oil - Wood Shakes and Rough Siding	Exterior Stains, Solid, Series A14
11-P-55b	Polyvinyl Acetate Emulsion, Exterior	A-100 Latex Paint or HI-LEVEL Exterior Latex Paint, B42 W 9
11-P-56b	Primer Coating (Primer Sealer), Pigmented, Oil-Type for Plaster & Wallboard (Superseded by TT-S-179a)	P/C Wall Primer and Sealer, B49 W 1
11-P-57b Type I	Paint, Zinc Yellow-Iron Oxide Base, Ready Mixed	P/C Zinc Chromate Primer, B50 Y 1
11-P-61d	Ready Mixed Black	SWP Exterior Gloss Paint, Black, A2 B 18
11-P-71d	Ready Mixed Exterior Chrome Green	SWP Trim Color Verdas Green, A2 G 38
11-P-81d	Ready Mixed Exterior Medium Shade on a Lead Zinc Base	SWP Trim Colors
11-P-0086f Type II	Ready Mixed Red Lead Base	KROMIK [®] Metal Primer, E41 N 1
11-P-0091c Type I	Rubber Base Paint Interior for Concrete and Masonry Floors	POOL CLAD [™] Swimming Pool Paint and C & M Enamel
11-P-95a	Rubber Paint for Swimming Pools and other Masonry and Concrete Surfaces	POOL CLAD Swimming Pool Paint
11-P-96c	Latex Exterior Paint for Wood and Metal	A-100 Latex Paint and HI-LEVEL Exterior Latex Paint
11-P-00102c Class B	Ready Mixed Exterior Oil Paint	KFM-1-COAT [®] , Alkyd House Paint A3 W 16 or Premium Alkyd House Paint, Boldwhite, B46 W 8
11-P-103b	Titanium, Zinc & Oil Exterior Fume Resisting - Ready Mixed	SWP Mildew & Fume Resisting White, A2 W 87
11-P-104b	White Lead & Oil Exterior Ready Mixed White and Tints (Cancelled, Use 11-P-105a)	
11-P-105a	Lead Free Chalk Resistant Exterior Ready Mixed White and Tints	METALASTIC II Enamel White, B53 W 10
11-P-115c Type I	Traffic Highway White and Yellow	SHER-GIDE [®] Traffic Paint, White, A86 W 7 and Yellow, A86 Y 8 or P/C Traffic Zone Marking Paint, White B46 W 16 and Yellow, B46 Y 2
11-P-320c	Aluminum Pigments See Aluminum Paints, Page 4	
11-P-381c	Pigmented Oil Tint Colors	P/C Universal Tinting Colors or KEM [®] Tinting Colors
11-P-620c	Exterior Masonry Conditioner	S-W Masonry Conditioner, A5 V 2
11-P-636d	Primer Coating, Alkyd, Wood and Ferrous Metal	KEM KROMIK [®] Primer, B50 N 2
11-P-641f Types I & II	Primer, Zinc Dust-Zinc Oxide	P/C Galvanized Iron Primer, B50 A 1
11-P-645	Zinc Chromate Primer, Alkyd Type	P/C Zinc Chromate Primer B50 Y 1
11-P-650b Type I (R/M) Type II (Paste)	Primer Latex Base Interior White for Gypsum Board Primer Coating	FAST-DRY [®] Latex Wall Primer, B45 W 3 BLOC-TEX, B42 W 1

<u>FEDERAL SPEC. NUMBER</u>	<u>FEDERAL SPECIFICATION NAME</u>	<u>S-W MATERIAL</u>
11-P-650b	Primer Surfacer, Synthetic, Ink and White Enamel Type (For Wood and Metal Surfaces)	KEM FAST-DRI Primer White, B41 W 8
TT-P-001728	Latex Base Paint, Interior Flat, Deep Tone	SUPR KEM-TONE® Latex Wall Paint or QUALI-KOTE Latex Wall Paint
11-R-251h Type II (Flammable)	Paint Remover, Organic, Solvent Type	WASH-AWAY™ Paint Remover, A81 K 3
11-S-17nd Class II	Sealer, Floor Varnish Type (Wood or Cork)	DESHLER Paint Remover, K21 K 1
11-S-179a	Sealer, Surface Pigmented Oil-Type, Plaster and Wallboard (Supersedes TT-P-56b)	FAST-DRI Floor Sealer, B44 V 6
TT-S-190d	Sealer, Sanding, Lacquer Type for Wood Furniture	P/C Wall Primer and Sealer, B40 W 1
11-S-708a	Stain, Oil, Semi-Transparent, Wood, Exterior	SHER-WOOD 600 Lacquer Sealers (T60 F 10, T62 F 10, and T65 F 10)
11-S-711b	Stain, Oil Type Wood Interior	Exterior Stains, Semi-Transparent Series A14
11-T-291e	Thinner, Volatile Spirits (Petroleum Spirits)	S-W Oil Stains
11-T-306b	Thinner, Synthetic Resin Enamel	Mineral Spirits, R1 K 4
11-V-711	Varnish, Interior Floor & Trim	Xylo, R2 K 4
11-V-86c Type I	Varnish, Rubbing, Cabinet	MAR-NOT® Varnish Gloss, A66 V 5
11-V-109b	Varnish, Spar, Alkyd Resin	or P/C Alkyd Varnish, B44 V 7
11-V-00119c	Varnish, Spar, Phenolic Resin	Super TECH-VAR® Varnish Gloss, V82 V 11
11-V-121g	Varnish, Spar, Water Resisting	REXPART® Varnish, A67 V 4
11-W-572b Type II	Wood Preservative, Water Repellent See Special Note Below	REXPART Varnish, A67 V 4
11-X-91bb	Zylene (For use in Organic Coatings)	
*MIL-P-2323b	See Special Note Below	Xylo, R2 K 4
*SSPC-Paint-104-64	White or Tinted Alkyd Paint	MF1 ALASTIC II Enamel, B53 W 10
ALUMINUM PAINTS		
*AASHO M64-70	Aluminum Paint for Steel Structures	SILVER-BRITE® Heavy-Duty Rust Resisting Aluminum Paint, B59 S 2
11-P-28e	Aluminum Paint, Heat Resistant (1200°F)	SILVER-BRITE Hi-Heat Silicone Alkyd Aluminum Paint, B50 S 8 (500°F - 700°F)
11-P-38d	Aluminum Paint, Ready Mixed	SILVER-BRITE Aluminum Paint, B59 S 1
11-V-109b (Varnish) plus TT-P-320c (Pigment)	Aluminum Paint Formula	SILVER-BRITE Aluminum Paint, B59 S 1
GRAPHIC ARTS		
11-C-517a	Strippable Masking Coating	ZIP MASK Strippable Coating, F25 T 9 or F25 G 6
SPECIAL NOTE: The following specifications are fully met by the indicated products and can be sold as such without the necessity of a Waiver of Specification or a qualified certification on our part.		
*SSPC-FS-12.00-68T	Zinc Rich Coating Systems	ZINC CLAD™ 5, 7 & 8
SS-W-110b	Water Repellent, Colorless, Silicone Base	S-W Silicone Water Repellent, A5 V 23
11-C-00542c Type II (Class I, Clear)	Polyurethane Coating, Moisture Curing	REXTHANE™ Heavy Duty Polyurethane Varnish B44 V 20
11-C-00598c	Caulking Compound	DEXALL Caulking Compound, N96 W 4
11-F-1126b	Enamel, Low Lustre Thixotropic, Interior Use	QUALICRAFT Alkyd Egg-Shell Dover White B47 W 37
11-G-410e	Glazing Compound, Sash (Metal)	DEXALL Glazing Compound
11-L-190c	Boiled Linseed Oil	S-W Boiled Linseed Oil, A61 V 19
11-L-215c	Raw Linseed Oil	S-W Raw Linseed Oil, A61 V 20
11-W-572b (Comp. A)	Wood Preservative, Water Repellent	KEM Penta-Type Wood Preservative, No. 1 A17 V 1
*MIL-P-2323b Type I, Class 3	Paint, Coating Systems, Steel Ship tank, Fuel and Salt Water Ballast	(USDA Registration No. 557-508) Zinc Clad 8 Primer B69 A 4a QPL 23236-18

* Not Federal Specification AASHO refers to American Association of State Highway Officials. SSPC refers to Steel Structures Painting Council MIL indicates Military Specification.

THE SHERWIN-WILLIAMS Co.

PROFESSIONAL COATINGS DIVISION
CLEVELAND, OHIO 44101

CORPORATE BRANCHES COST AND SELLING PRICES

Effective: September 1, 1970

Both cost and selling prices must be known to determine and protect profit. Knowledge of prices and the method of application for credit due on various types of sales is extremely important to the financial success of a Branch. Observance of the established pricing practices and procedures outlined in this brochure will insure a satisfactory gross profit on all sales.

This information is issued in price list insert form for placement in the managers confidential price book.

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THE SHERWIN-WILLIAMS Co.

Executive Offices • Marketing Operations
Cleveland, Ohio 44101

COST PRICES — LISTED PRODUCTS

These costs are charged to Corporate Branches regardless of selling prices, on the basis of material and packages ordered. If it is necessary for factory or warehouse to make package substitutions on drum orders, not more than ten five gallon packages may be substituted at the drum cost and on five gallon package orders, not more than ten one gallon packages may be substituted at the five gallon package cost.

There are a number of instances where the same rexes are included in more than one price list. Except for parallel items in the Consumer Products Price List, branches are billed on the lowest net cost basis for rexes listed in more than one price list.

For gross profit calculation purposes, the cost is determined by the current printed Schedules less case, cash and truckload discounts where these discounts are provided. A Branch cost determination chart fully explaining discounts accorded Branches on the goods of our manufacture is included in this brochure. Refer to page 5.

TRUCKLOAD DISCOUNTS

Branches receive a minimum truckload discount of 4½% which is calculated at the end of the fiscal year and appears in the Branch Trading Statement. The truckload discount is accorded on the net billing prices (after cash discounts where applicable) shown on the Monthly Branch Merchandise Billing Tapes.

The truckload discount applies only on goods manufactured by the Corporation and with some exceptions. The products subject to truckload discounts are outlined in the Branch Cost Chart on page 5.

A 5% truckload discount applies on truckloads of Consumer Products and Kem Products shipped direct to dealers from factory points. State destinations control the truckload weight requirements—the minimum weight requirements vary by location. The Cleveland Sales Accounting Department periodically will issue information on the minimum requirements for your location.

Where prior approval has been obtained to sell dealers manufactured goods other than Consumer Products and Kem Products (such as Professional Coatings, Chemical Coatings, and Graphic Arts) they may be included to make up truckload weight, however, dealers do not receive the truckload discount on these items.

Branches must notify Cleveland Branch Merchandise Billing Division by letter of truckloads shipped direct to dealers listing order number and name of dealer, so that these orders may be given the special handling required to reimburse the branch for the difference between their rate and the 5% truckload discount allowed dealers. Do not neglect to handle C.F.'s from carloads on the same basis.

SPECIAL COST ADJUSTMENTS ON LISTED MANUFACTURED PRODUCTS

A special cost adjustment of 10% of the selling price is allowed on sales of specific products to Painter, Bulk Market and Industrial accounts. The adjustment does not apply on sales to retail customers. The lines on which you are entitled to an adjustment are detailed in the Branch Cost Determination Chart on page 5.

If a branch is authorized to sell below the Dealer schedule, "Price Record Cards" must be approved and branch profits will be protected through application on "Special Price Protection"—Form 23636. For detailed instructions, refer to Branch Manual, Article 50.

VIVA PROGRAM

The VIVA Program has been designed to obtain a fair share of the highly competitive large volume bulk market business. Should it be necessary due to competition to use the VIVA Program in quoting a selling price below Low-Limit or Dealer prices, the branch must submit to the Region Office a Request for Special Selling Price Form 23619.

Branch profit on sales at special schedules for which advance approval is obtained will be protected through the Special Price Protection Form 23636. Complete information on the VIVA Program is detailed in Brochure S-3756.

COST PRICES CHEMICAL COATINGS SPECIALS

The demand for specials, including Graphic Arts materials, should be limited under the Chemical Coatings Sales Policy, for branches basically will promote our regularly listed products. In the event a special is required, all requests for branch costs or selling prices, including all rexes not listed in current price lists, are to clear through the Regional Branch Chemical Coatings Manager.

In the original request supply complete information on quantity involved, package size, name of account, competitive prices or approximate selling price required. Prices will be cleared back to the branch on Form 27616 through the Region Office, or through such office as designated by the Region Director.

A record of all branch costs supplied will be registered with the Cleveland Branch Merchandise Billing Division for branch billing purposes. Branches will be protected on such prices for a period of 90 days.

Branches placing orders for unlisted Chemical Coatings will clear these through to the Region Chemical Coatings office for approval. The Region Chemical Coatings office will designate the producing point. This procedure is important inasmuch as factories are not permitted to fill orders for unlisted specials without proper approval of the Region Chemical Coatings office.

COST PRICES BRANCH-ZONE BUSINESS

Branch-Zone business involves the joint effort of Branches and Chemical Coatings Zone for geographic, technical, or price reasons to develop large volume Product Finishes accounts. Only those rexes registered on Special Chemical Coatings Account Form 27614 (also referred to as the B-Z Registration) are classified as Branch-Zone.

Customer direct shipments to Branch-Zone accounts are billed to Branches at the B-Z approved cost before truckload discounts are applied. Shipments of special goods into the branch are billed at the highest registered (Form 27614) billing prices in effect. When sales are made to B-Z accounts from branch stock any profit protection credits due, based on the Branch-Zone registration, will be computed from the sales slips. These credits will clear via the Monthly Branch Billing Tapes with which will be received copies of the Adjustment Sheets.

The Chemical Coatings account number and the proper territory number (CC40 through CC49) must appear on the face of the Auditor and Office copies of sales slips. The Branch must batch sales slips for Branch-Zone accounts separately and identify them accordingly before sending the Auditor copies to the Cleveland Sales Accounting Department. No further action is required of the Branch—profit protection will be provided automatically if the foregoing procedure is followed.

COST PRICES PROFESSIONAL COATINGS SPECIALS

When goods of our manufacture not regularly listed are required, a request for Branch cost must be directed to the Region Professional Coatings Sales Manager who will obtain price information from the proper Cleveland Sales Department where necessary and clear to the branch. These prices are registered with the Cleveland Branch Merchandise Billing Division and are effective for not more than 90 days.

The following is the standard pricing practice.

1. UNLISTED SPECIALS OF TRADE SALES (CONSUMER PRODUCTS) FORMULATIONS

All special rexes in the Trade Sales line which are not included in the printed Dealer Price lists are billed to the Branch at Special Quoted Dealer Prices. The regular discounts and allowances applicable to listed Trade Sales Products apply to Trade Sales specials when sold to Bulk Market accounts. Approval of the Region Director is required for the manufacture of Trade Sales Specials for branch stock.

2. UNLISTED SPECIALS OF PROFESSIONAL COATINGS

Unlisted rexes in these classifications are billed on a Net Cost Basis. The Branch's profit will be the difference between the selling price and net cost, plus the truckload discount.

3. SPECIALS MANUFACTURED TO GOVERNMENT SPECIFICATIONS

Special manufactured merchandise made to Government Specifications are billed at costs based on Special Quoted Selling Prices.

COST PRICES GOVERNMENT BID BUSINESS

When bid prices are authorized by the ~~SEPARATE INSTRUCT.~~ ~~SEPARATE INSTRUCT.~~ the Branch Merchandise Billing Division, Cleveland, receives a copy of the authorized bid prices. Special manufactured goods are billed at the bid prices less the percentage allowed the branch for handling. Be certain to indicate the S-W Bid No. on the stock order and sales slip, and there will be no question of receiving the correct branch cost. If regularly listed merchandise is involved, submit "Special Price Protection" Form 23636.

It is not possible to handle some of the large volume low profit government bid business on the branch books. Instructions covering these situations are included in the footnote of authorized bid forms, including special handling margin or compensation that will be allowed, and proper procedure to follow in placing the order and billing the customer.

The Region Office is permitted, when time does not allow contacting Cleveland, to authorize bid prices. Copies of these bids must be referred to the Supervisor of Bid Sales and the Branch Merchandise Billing Division, Cleveland.

The above instructions do not cover Defense Order business with other than direct government agencies on which you are quoted a net branch cost and establish your own selling price.

UNMANUFACTURED MERCHANDISE

Corporate Branches exist primarily for the distribution and sale of goods of our own manufacture. Branches may also sell approved lines closely allied to the painting and decorating fields that are obtained from outside sources. Merchandise required that is not regularly approved should not be purchased without confirmed special approval. Inventories of unauthorized stocks are depreciated 100% at the close of the fiscal year.

Associated Products and Floorcoverings

Regularly approved related sundry products, decorator items, and floorcoverings are listed in the Where-To-Buy-It. This buying guide contains sources of supply, branch costs and suggested prices for sales to various classes of trade. Where only retail prices are shown, the selling prices recommended for the professional trade are retail less "B," "A," and "AA" discounts established for specific accounts based upon the potential volume of their paint purchases.

Wallcoverings

Corporate branches are furnished lists containing cost and suggested resale prices on our own lines of wallcovering at the time of introduction. Questions pertaining to these printed schedules should be referred to the Wallcovering Division, Cleveland, Ohio. Cost and suggested selling prices on room-lot purchases from local distributors should be obtained from the supplier. All orders for wallcoverings to be stocked, whether our own exclusive lines or of other manufacture, must have prior approval from the Wallcovering Division Office in Cleveland.

INTER-BRANCH TRANSFER OF MERCHANDISE

The cost prices applying to all transfers of merchandise between Corporate Branches will be the following schedules.

Manufactured Goods

Transfer of current listed Company manufactured goods including brushes will be made at the normal branch cost. Merchandise of special manufacture that is transferred between branches should be costed. The same cost should be used that applied when the merchandise was originally received. Freight on this type of transaction should be handled in keeping with the Branch Manual Article 55, Page 1. Freight on Company manufactured merchandise should be listed on the I.C.S.S. covering the transaction.

Associated Products and Floor Coverings

The price applying on inter-branch transfer of current merchandise classified either Associated Products or Floor Coverings is cost, including freight, plus handling charge not exceeding 15%. This charge for handling applies to all transfers with the exception of overstocks moved as an accommodation to the shipper.

Transfers of non-current and obsolete goods should be made on the basis of depreciated value, f.o.b. shipping point. If non-current (one or two years old) the transfer should be made on the basis of depreciated value, f.o.b. shipping point. If obsolete (over two years old) the merchandise has no value, and should be transferred accordingly.

Items not listed in the "Where To Buy It" that are transferred are considered unapproved unless the receiving Branch makes application and receives special approval to stock such merchandise.

Wallcoverings

Stocking branches giving room lot service on current lines to non-stocking branches will do so on the basis of actual cost per single roll, plus a handling charge not to exceed 33 1/4% of cost, plus average per roll incoming freight. The receiving branch will also pay the final destination transportation charges. The exception to this will be when preset price schedules are provided by the Wallcovering Division Office in Cleveland for specific lines such as Handi-Hang and Style Perfect Vinyl Wallcloth.

NOTE: The transfer of non-current and obsolete Associate Products, Floor Coverings, and Wall Coverings between branches does not qualify such merchandise to be considered current by the receiving Branch. The inventory value, determined by the date of purchase, is in no way changed as a result of transfers, and all such merchandise must be identified by the proper year-date label.

SELLING PRICES DISCOUNT SCHEDULES

The selling price system used in Corporate Branches was devised after considerable thought and research. For selling Consumer (Trade Sales) Products, there are three printed lists, Dealers, Consumers (Retail) and Wholesale. The Wholesale list has been set up for selling the ordinary painter. Selling contractors, hotels, real estate companies and other large volume users not classified as dealers sometimes requires lower prices. These accounts can be quoted "B," "A," and "AA" discount prices. Branches also are authorized to quote prices between the Wholesale, "B," "A," "AA" and Dealer schedules thereby providing a wider range of prices and gross profit return.

THE "B," "A," and "AA" discount schedules eliminate figuring discounts and provide a uniform system of pricing. In the first column (L) are the printed Wholesale List prices and opposite are the net prices. As an example, a product priced in the Wholesale List at \$2.00 if sold at the "B" price is \$1.80. If sold on the "A" Schedule the price is \$1.70. The "AA" schedule price is \$1.60. The "B" schedule is a 10% discount schedule, the "A" schedule is a 15% discount schedule and the "AA" schedule is a 20% discount schedule.

The "B," "A," and "AA" schedules also may be used in conjunction with the Wholesale Price List for Brushes.

The Chemical Coatings (L) Price List, Graphic Arts and Sign Finishes (L) Price List and Professional Coatings Wholesale (L) Price List are printed lists with prices established for selling the average commercial users. Industrial concerns, sign shops, and contractors that purchase sizeable quantities can be quoted "B," "A," and "AA" prices and with special authorization (LL) prices. Under certain circumstances a retail customer may be sold products designed for the commercial field. When this is necessary, the printed "L" (Wholesale) prices should be advanced a minimum of 20%.

The foregoing pricing policy provides a wide range of wholesale selling prices and gross profit return. Management of selling prices is one of the most important responsibilities of a Branch Manager. Selling prices quoted specific customers should be on the basis of their individual sales volume potential. Profit-conscious managers will obtain the best possible prices on each transaction.

Adhering to this policy of pricing and maintaining a record of selling prices (as explained further in this bulletin) will systematize selling to the extent that time ordinarily spent in pricing sales slips and other clerical work will be available for productive work.

BRANCH COST DETERMINATION

The chart on page 5 will facilitate the determination of branch cost for regular price listed goods of our manufacture and also indicates the resale price lists available. The features of this chart are defined in the following.

Printed Resale Price Lists: These are the published price lists for each of the designated product lines. The type price list ("Retail," "Wholesale," "L," "Low-Limit," "Dealer") that is available is indicated with an X. The bracketed (X) denotes the list that is the base from which the branch billing price is calculated.

Section (A): Shown in this section are discounts from the base lists that branches receive and are included in the prices in the Branch Merchandise Billing Tapes.

Section (B): Branches receive a Functional Allowance on specific lines that are sold to authorized dealers at a price which parallels branch cost. On sales of certain products to qualified bulk market accounts, branches are accorded a special discount referred to as Special Cost Needed Credit. The Functional Allowance and Special Cost Needed Credit adjustments appear in the Branch Merchandise Billing Tapes.

Section (C): Some of the goods of our manufacture are subject to a Truckload Discount. This is calculated at a minimum of 4-2% of the branch billing price and appears under Merchandise Credits in the year-end Trading Statement.

SHERWIN-WILLIAMS TRADE SALES BRANCH COST DETERMINATION CHART

REVISED January 1, 1973 (Replaces Page 5 (S-W))

Price Book Tab Section	Product Line Description	A		B		C
		Base Price List for Branch Cost Calculation	Branch Discount	Cash 2% Discount	Functional Allowance SCN	Truckload Disc.
1	Deshler/Sprayon Equipment Parts	DEALER	NONE	NONE	NONE	NO
1	Linseed Oil (Sherwin-Williams)	DEALER (Also Shows Retail Price)*	10%	NONE	NONE	NO
1	Omni-Fill System - Cans	DEALER (Also Shows Retail Price)	25%	NONE	NONE	NO
1	Equipment	Same List As Cans	20%	NONE	NONE	NO
1	Tin Cans & Pails	DEALER & Branch Cost On Same List	NONE	NONE	NONE	NO
1	Tinting & Mixing Equipment	DEALER	10%	NONE	NONE	NO
2	Consumer Products (Trade Sales)	DEALER (Separate Retail & Wholesale)	NONE	2%	12 1/2%	YES
2R	Rogers Paint Products	DEALER (Also Shows Retail Price)	NONE	2%	12 1/2%	YES
2L	Lawrence Best Paint Products	DEALER (Also Shows Retail Price)	NONE	2%	12 1/2%	YES
3	Kem Products (See Exceptions)	NET COST - DEALER - 10%	NONE	2%	12 1/2%	YES
	Kem Tinting Colors	DEALER (Also Shows Retail Price, Retail & Wholesale Prices on Consumer Products Retail & Wholesale)	10%	NONE	NONE	NO
	Kem Brush & Roller Cleaner	Net Cost - Dealer - 25%	25%	NONE	NONE	NO
6	Sherwin-Williams Brushes	AUTHORIZED DEALER (Separate Retail & Wholesale)	15%	NONE	NONE	NO
6	Super-Koat Rollers	AUTHORIZED DEALER (Also Shows Retail Price)	15%	NONE	NONE	NO
6	Husky Rollers	AUTHORIZED DEALER (Also Shows Retail Price)	15%	NONE	NONE	NO
6	Special Purpose & Wire Scratch Brushes	AUTHORIZED DEALER (Also Shows Retail Price)	15%	NONE	NONE	NO
7	Graphic Arts & Sign Finishes	LOW LIMIT (Separate Wholesale)	15%	NONE	NONE	NO
8	Professional Coatings	LOW LIMIT (Separate Wholesale)	15%	NONE	NONE	YES
9	Dexall Products	DEALER (Also Shows Retail Price)	25%	NONE	NONE	NO
9	Deshler Products (incl. All-Surface)	SAME LIST AS DEXALL	NONE	NONE	25%	YES
10	Product Finishes Chem. Ctggs.)	LOW LIMIT (Separate Wholesale)	15%	NONE	NONE	YES

* Indicates only source of Retail Price

- A - These Discounts are deducted from Base Price at time of Branch Billing. (See Page 4)
 B - Functional Allowance and Special Cost Needed Credit are credits earned by certain sales and appear in total on Branch Merchandise Billing Tape entries. (See Page 4)
 C - Truckload Discount appears on the Annual Trading Statement under Merchandise Credits (See Page 4)

SHERWIN-WILLIAMS BRANCH COST DETERMINATION CHART (9/1/70)

PRODUCT LINE (PRICE LIST DESIGNATION)	PRINTED RESALE PRICE LISTS			(A)			(B)			(C)	
	RETAIL	WHOLESALE or "L"	LOW LIMIT	DEALER	BRANCH DISCOUNT	CASH DISC.	CASE DISC.	F.A.	SCN	TRUCKLOAD DISCOUNT	
CONSUMER PRODUCTS (TRADE SALES)	X	X		(X)	None	2%	Yes	12.5%	10%	Yes	
Except: Exello Products					None	2%	None	10.0%	None	Yes	
Flaxoap					None	2%	None	12.5%	10.0%	Yes	
COLONIAL PRODUCTS				(X)	None	None	None	10.0%	None	None	
DESHLER SPRAY ENAMELS				(X)	None	None	None	25.0%	None	None	
KEM PRODUCTS (d)				(X)	None	2%	Yes	12.5%	10.0%	Yes	
Except: Kem Tinting Colors					10%	None	None	None	None	Yes	
Kem Kleen					25%	None	None	None	None	None	
BRUSHES, ROLLERS	X	X		(X)	25%	None	None	None	None	None	
GRAPHIC ARTS		X	(X)		15%	None	None	None	None	Yes	
PROFESSIONAL COATINGS		X	(X)		15%	None	None	None	None	Yes	
DEXALL PRODUCTS (d)				(X)	25%	None	None	None	None	None	
CHEMICAL COATINGS		X	(X)		15%	None	None	None	None	Yes	
LINSEED OIL				(X)	10%	None	None	None	None	None	
TIN CAN & PAILS				X(X)	None	None	None	None	None	None	
OMNI-FILL SYSTEM - Cans			(X)	X	25%	None	None	None	None	None	
-- Equipment			(X)		20%	None	None	None	None	None	
DESHLER/SPRAYON PARTS				(X)	None	None	None	None	None	None	
COLOR MIXING EQUIPMENT				(X)	10%	None	None	None	None	None	

(A) Discounts included in Branch Billing Price

(B) Functional allowance and Special Cost Needed Credit received through monthly Branch Merchandise Billing Tape entries.

(C) Annual entry in Trading Statement under Merchandise Credits.

(d) Retail and Wholesale prices included in Consumer Products (Trade Sales) Price Lists.

(X) List used in determining Branch Cost.

COLOR MIXING CHARGES

The standard mixing charge, outlined here, is to be added to the net selling price of the paint product after deducting any applicable discount such as "B," "A," or "AA." This pricing policy is based upon machine mixes using Kem Tinting Colors in quarts. When tubes are used in mixes, for whatever reason, the fact must be so identified. Prices for tubes and tube mixes are shown in the regular price lists.

Because of extreme conditions in some markets, there may be isolated cases where the Branch will be unable to adhere to the following pricing policy and remain in a competitive position. In these instances, the authorization of the Division Manager is required for a supplemental policy that will obtain the business as well as provide the minimum acceptable gross profit.

I. FORMULA MIXES:

Color Harmony Guide
Exterior House Paint Colors
Interior and Exterior Masonry Colors
Regular Trade Sales and Professional Coatings
Color Cards with Formulas

RETAIL SALES:

To the retail price of the base color add:
25c per quart
75c per gallon

WHOLE SALE THROUGH DEALER LOW/LIMIT: To the price at which the customer is sold the base color add:
20c per quart
60c per gallon

These additions will apply regardless of amount of Kem Tinting Colors used. Mixed colors made from the formulas listed in the above sources average less than two ounces Kem Tinting Color per gallon. The 60c standard charge per gallon on all sales at wholesale prices or lower will result in an annual branch profit of nearly 50 per cent for all of the Kem Tinting Color dispensed through color meters and used to make colors from the regular Color Formulas sources listed above.

II. CUSTOM COLORS. Chemical Coatings Brown Label Custom Color Formula Books, or Professional Coatings Color System.

To the regular price at which the customer is sold the base color add:
25c per ounce or portion of an ounce regardless of Tinting Color used.

II(a). PRICING OF COLORS MADE BY INTERMIXING: The prices for these colors should always reflect the selling price of material actually used, the selling price of any containers, and should be consistent on repeated orders for the same colors by the same customer. The determination of the price should be in line with the price schedule normally accorded to the purchaser.

III. COLOR MATCHING (SHADING) TO CUSTOMER REQUIREMENTS

RETAIL SALES: To the retail price of the base color add:
25c per quart, minimum
75c per gallon, minimum

WHOLE SALE THROUGH DEALER LOW LIMIT: To the price at which the customer is sold the base color add:

20c per quart, minimum
60c per gallon, minimum

An additional charge of 40c a gallon or 15c a quart should be made when more than 2 ounces total per gallon or 1/2 ounce per quart of Kem Tinting Color is required.

IV. COLOR MIXING FOR OTHER BRANCHES

Where a branch mixes for another branch assigned customer, and the system of transferring sales by ICSS is employed, the mixing branch will realize the benefit of the mixing charge. This will be accomplished by the mixing branch showing on the ICSS a mixing charge in the amount determined by the foregoing color mixing pricing policy.

The branch billing the customer will charge the mixing cost in the same amount as shown on the incoming ICSS. Kem Tinting Colors will not be listed on the ICSS when the mixing charge is shown, as long as the mix identification and the rex number for the base color are clearly indicated. The mixing branch cannot receive credit for both Tinting Color used and the mixing charge.

V. COLOR MIXING FOR REGION DIRECT ACCOUNTS

If a branch is called upon to fill orders requiring special mixes for Region Direct Accounts the mixing charge should be included on the Division Slip. The mixing branch will be credited with the mixing charge as well as a 5% warehousing commission on the goods of our manufacture.

SALES TO DEALERS

Branches selling bona fide Dealers and carrying them on the branch books will receive a functional allowance for servicing these accounts on specific products and at the percentages indicated in the Branch Cost Determination Chart. The functional allowance will be given only on sales to established dealers identified as such by Dun & Bradstreet. The functional allowance will also apply on courtesy sales of Trade Sales products by S-W Branches to Automotive Jobbers for their own use.

SALES TO NATIONAL ACCOUNTS

Large corporations with multiple state or regional plants and operating facilities are classified as National Accounts. To qualify for National Account prices they must be included in the Master List of National Accounts. Price lists for National Accounts will be supplied by the Region Office when the request is accompanied by names of these firms.

The resale prices in the current National Account Price List must be adhered to. Established National Accounts receive Dealer or Low-Limit prices. Branch profit is based on normal cost—there are no special allowances or cost adjustments.

IF NECESSARY TO SELL ROGERS - LAWRENCE
OR DEALER PRODUCTS, THERE IS NO BRANCH
PROFIT PREVISION. BRANCH SHOULD ADD 16%
—6— TO ROGERS - LAWRENCE + 15% TO DEALER.

SALES TO REGION AND ZONE ACCOUNTS

(A) Region or Zone Accounts Serviced Through the Branch. Branches will receive a 5% warehousing commission plus truckload discount on goods of our manufacture for servicing customers outside the regular branch territory. This applies only to customers' emergency orders filled from branch stocks. Branches receive full sales credit for Associated Products, Floor Coverings, and Wall Coverings sold to these accounts.

(B) Region House Accounts in Branch Areas.

A 6% sales commission will be received for handling Region House Accounts in the branch area. Shipments will be made F.O.B. factory or warehouse. Sales of this type must be credited to House territories, precluding sales commissions to direct territory representatives.

Entry of sales to region or zone accounts preferably is to be made on division slips. (There is a separate form number for each region. Refer to Branch Manual Article 65.) In the event these transactions are rarely handled, entries may be made on regular charge sales slips. If special manufactured merchandise is involved, the branch cost should be indicated on the Warehouse Merchandise Credit copy of the Division slip. Selling prices and current costs must be approved by the Regional Office.

SALES TO AUTOMOTIVE ACCOUNTS

Automotive Branches may apply on "Special Price Protection" (Form 23636) for Credits on sales to the following types of accounts:

1. "A" Price Schedule accounts:—Sufficient Credit will be given to insure 12½% profit plus truckload discount.
2. "C" Price Schedule accounts:—Special Allowance 10%.
3. Jobber account sales to "C" Price Schedule accounts:—An allowance of 7% of the "C" Schedule selling prices will be given to reimburse the Branch for credit allowed their Jobber accounts.

A functional allowance of 15% is automatically accorded to branches on sales of regularly listed Automotive Finishes to approved Jobber Accounts.

SALES TO EMPLOYEES AND RETIREES

Discounts allowed to all employees—Branch, Region, and Factory as well as retirees of the Corporation on purchases through a Branch are as follows. These discounts do not apply on special sale and close-out prices. Case discounts will not apply even though the order is in case lots.

Trade Sales Products Dealer Price List - NET
Kem and Institutional Products Dealer Price List - NET

Super Kem-Tone, Kem-Glo, Lin-X
Roller-Koaters and accessories

Kem-Kleen
Kem Tinting Colors
Loxon

Dexall Products

Professional Coatings
Quali-Kote

Chemical Coatings
Graphic Art Finishes

Automotive Finishes

Linseed Oil
Wallpaper

DEALER } DEALER
TAKES ALL SURFACE } +15%

Style Perfect Vinyl Wallcloth

Associated Products
Rental Equipment
Brushes
Floor Coverings

REGULAR } DEALER
LAWRENCE } +10%

SMALL-FILL } DEALER
TIN CANS } PRICE LIST

Employees and retirees making purchases from a Branch must prove their identity. Purchases under \$5.00 shall be on a cash basis only. Charge accounts may be established for larger purchases. The payroll deduction plan is not available on purchases from a branch. Sales tickets entered for employee sales must be completed with name and address, and signed by the employee.

Employee sales should be classified in House Territory PCI11. Sales of Kem Products as well as other goods of our manufacture which are designated in the Cost Determination Chart qualify for 10% Special Cost Needed credit.

NOTE. ASSOCIATED PRODUCTS } BRANCH COST
FLOOR COVERING } +
WALL COVERING } INVENTORY REGULAR
+
15%

(L) Schedule ~~100%~~
(L) Schedule less 30%
(L) Schedule ~~100%~~
(L) Schedule ~~100%~~
Refinishers List
less 33½%
PRICE LIST NET
Dealer Market Price
50% discount from Retail List on paper carried in stock—33½% discount on special order paper plus transportation charges.
Retail less 20% plus transportation
Retail less 20%
Local rates less 50%
Dealer net
Style Perfect Tufted Broadloom Carpet Cost including transportation when not prepaid, plus 10%.
Hard surfaced floor coverings, needle punched tile or roll goods, padding and accessories—Retail list less 20%, plus freight if special ordered.

PROFIT MANAGEMENT

Profit is the objective of business. It is the gauge for measuring the degree of success achieved and reflects in personal income at the local level as well as in overall corporate earnings. No business can exist for long without a net profit that provides a fair return on the invested capital.

Sales development is of primary importance. Gross profit on sales is the only source of income. Gross profit is the difference between the selling price and cost of goods sold. It is important that proper resale price levels be maintained to assure an adequate gross profit return.

What determines the percentage of gross profit? Generally it is the balance between retail business (high profit sales) and wholesale business (low profit sales). The goal should be a fair share of all markets—retail, painter, commercial, industrial, and dealer—at established price levels which are based on type of consumer and/or potential sales volume. Retail prices should not be cut or discounts allowed to wholesale accounts unless they are in accordance with our pricing policy.

On selling prices normally returning a 35% gross profit—

- 5% discount reduces gross profit to 31.6%
- 10% discount reduces gross profit to 27.8%
- 15% discount reduces gross profit to 23.5%
- 20% discount reduces gross profit to 18.7%
- 25% discount reduces gross profit to 13.3%

and to provide the same amount of profit dollars—

- 5% discount requires 10.8% more sales
- 10% discount requires 25.9% more sales
- 15% discount requires 48.9% more sales
- 20% discount requires 87.2% more sales
- 25% discount requires 163.2% more sales

What is an adequate gross profit? The answer is simple. To provide an operating net profit the gross profit must exceed expense. If sales total \$100,000 and gross profit equals \$35,000 or 35%, and expenses total \$25,000 or 25%, then there is a final net profit of \$10,000 or 10%.

Until the break-even point in volume of sales is attained (gross profit equal to expense) you lose money on any sales made at less than the cost of the merchandise plus the average cost (expense) of doing business. Unless the loss on these sales is counter-balanced by higher than average profits on other sales, the net profit for the year will be reduced accordingly.

On the other hand, after the break-even point is reached the gross profit on all additional sales becomes net profit. To determine the break-even point the budgeted annual expense is divided by the average gross profit percentage of the branch. For example, if the expense is \$35,000 and gross profit 35%, the break-even point in sales volume is \$100,000. After this sales volume is achieved the gross profit on all sales beyond this base, for the most part, becomes net profit. Usually all expenses such as salaries, rent, etc., will have been met at the break-even point.

In conclusion, the ultimate in operating profit can be assured only by:

- (a) good sales development
- (b) merchandise procured at lowest cost in line with maximum turn-over and minimum depreciation
- (c) highest possible selling prices on every transaction
- (d) positive control of expenses.

RECORD OF SELLING PRICES

There must be maintained in each branch a record of selling prices for all active accounts other than Dealer and Retail. This record should include industrial concerns as well as painters, contractors, real estate companies, hotels, etc. For this purpose, Price Record Card—Form 23118 is provided. The card should be completely filled out with the name of the account, type of account, address, purchases last year, estimated annual requirements, or if a new account, this indicated in the space provided. Key all accounts either (L), "B," "A" or "AA" depending on the prices at which they are sold.

If it is necessary to sell at prices lower than "AA," this information is to be shown under "Exceptions." Prices lower than "AA" schedule should not be quoted to anyone other than bona fide authorized dealers without the prior approval of the Region or Division Office. There should be a complete record of local selling prices in the branch. Maintaining this record is essential. Files are periodically checked by our auditors.

If special selling prices are required to secure bulk market business, which can not be obtained at selling price schedules outlined in this Bulletin, branches will apply for these special selling prices on "Request For Special Selling Prices" (Form 23619). A portion of the branch copy of this form is a "Price Record" Card which should be placed in the branch file of selling price records after the request has been approved by the Region and Cleveland Sales Departments. Complete instructions covering the use of this form are outlined in Article 50 Section V of the Branch Manual.

The advantage of keeping price cards and keying accounts should be apparent. With complete price information on the cards, prices can be quoted immediately and sales tickets can be priced by all sales persons as they are written. Too often it has been necessary to delay quoting a customer on regular goods until the representative handling the account was contacted to determine the basis on which the account is sold. The confusion and guessing in pricing are not existent under the record card system, which means that your profits are more fully protected.

The information and instructions contained in this bulletin will answer the majority of questions arising on cost and selling prices and procedure. In the event of out-of-the-ordinary situations confer with your Region Office, Division Office or Cleveland Executive Offices.

R. W. TIEDE
Manager, Branch Operations

Br. Mgrs.,
Region Dirs. and Financial Mgrs.
District Mgrs. and Operating Mgrs.
Division Mgrs. and Operating Mgrs.
Region Sales Mgrs.
Headquarters List
Special List



INTRA-COMPANY CORRESPONDENCE

TO SEE PAGE 2

DATE November 21, 1975

LOCATION

SENDERS LOCATION Trade Products 4M

SUBJECT Kem Products - Cost and
Selling Prices

The store cost and selling price structure on Kem Products effective September 1, 1975 has an effect on store gross profits. It is essential that all store managers clearly understand the implications of these changes as outlined below.

KEM PRODUCTS COST and SELLING PRICES

STORE	FORMER SYSTEM	PRESENT SYSTEM
<u>COST:</u>	Store billed at Dealer price less 2% cash discount, plus year-end truckload discount from 4% to 5% on each gallon sold. Example (SKT):	Store billed at Dealer price less 12% discount. Example (SKT):
	Dealer price 6.80	Dealer price 6.80
	Less 2% Cash (.14)	Less 12% (.87)
	Less 5% T/L (.33)	
	Store Net Cost 6.33	Store Net Cost 5.98

SELLING PRICES:

RETAIL: Kem Products sold at Retail under the September 1, 1975 system afford stores better gross profits than under the previous system, as illustrated below using SKT as an example.

Retail		Store		Dollar		Percent	
Selling Price		Net Cost		Gross Profit		Gross Profit	
Old	New	Old	New	Old	New	Old	New
10.95	10.95	6.33	5.98	4.62	4.97	42.2	45.4

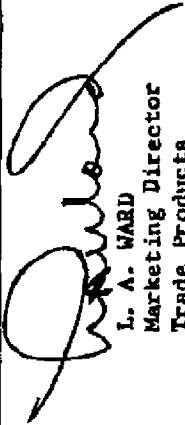
DEALER: Under the new system effective September 1, 1975, the store continues to receive the 12.5% Functional Allowance on sales of Kem Products to Dealers. This is the only adjustment given to stores on sales to Dealers. Stores do not receive any additional allowance for the 10% Kem discount to Dealers on sales of 48-plus gallons in full cases. This affords the stores a higher gross profit on sales to a Dealer of less than 48 gallons. Dealer purchases of more than 48 gallons of Kem Products (in full cases) on which he is given the 10% discount, will reduce the store gross profit, as illustrated below using SKT as an example:

Quantity	Dealer Cost		Store Cost		12½% F/A		Store Net Cost		Dollar Gross Pft.		Percent Gross Pft.	
	Old	New	Old	New	Old	New	Old	New	Old	New	Old	New
1-47 gal.	6.80	6.80	6.33	5.98	.85	.85	5.48	5.13	1.32	1.67	19.4	24.6
48+ gal.	6.80	6.12	6.33	5.98	.85	.85	5.48	5.13	1.32	.99	19.4	16.2

WHOLESALE: Kem Products are no longer eligible for Special Cost Needed, thus the Store cost and selling price structure of Kem Products effective September 1, 1975 will reduce store gross profits from former levels if sold at the same wholesale discount schedules in effect last fiscal year. In order to maintain and improve profit levels, it is necessary that stores apply the regular discount schedules (B, A, AA, LL) against the retail price list. The following, using Super Kem-Tone as an example, illustrates the effect on gross profit of applying discount schedules against a retail price list versus the old method of applying discount schedules against a wholesale price list. The implication is clear: discounts must be made against the retail list.

	SELLING PRICE		STORE COST		DISCOUNT		NET \$ GROSS PROFIT		NET % GROSS PROFIT	
	Old System (Discount from Wholesale)	New System (Discount from Retail)	Old	New	Old	New	Old System (Discount from Wholesale)	New System (Discount from Retail)	Old System (Discount from Wholesale)	New System (Discount from Retail)
Retail	10.95	10.95	6.33	5.98	-	-	4.62	4.97	42.2	45.4
Wholesale	9.85	-	"	"	10% SCN	-	4.51	-	45.0	-
B (-10%)	8.87	9.85	"	5.98	"	-	3.43	3.87	38.7	39.3
A (-15%)	8.37	8.87	"	"	"	-	2.88	2.89	34.4	32.6
AA (-20%)	7.88	8.37	"	"	"	-	2.34	2.39	29.7	28.6
LL (-25%)	7.39	7.88	"	"	"	-	1.80	1.90	24.4	24.1
Dealer	6.80	6.80	"	"	"	-	1.15	.82	16.9	12.0

TO: Cleve. Hq. Special P/L Dist. Reg. Adv. Serv. Mgrs.
 Reg. Dir. Financial Mgrs.
 Reg. Dir. Sales Mgrs. Sales Service Supvrs.
 P/C Sales Mgrs. Reg. Accountants
 P/C Coordinators District Mgrs.
 Reg. Merch. Mgrs. Division Mgrs.
 Budget & Oper. Mgrs. T/S Store Mgrs.


 L. A. WARD
 Marketing Director
 Trade Products

CUSTOM SPRAY CANS AND OMNI-FILL[®] PUMPS

PRICE LIST NO. 4
EFFECTIVE AUGUST 1, 1974
Subject to Change Without Notice



CUSTOM SPRAY CANS

Are aerosol cans available in two propellant blends, oil and lacquer, into which various coatings may be loaded by Omni-Fill pump; coatings such as enamel, lacquer, varnish, stain, sealer, glaze, primer-surfacer, undercoat and other lacquer or oil base products. Custom Spray is the only convenient way to keep a product — be it appliance, machinery, furniture, implement, or whatever — factory fresh, even after shipping, showroom or installation abuse. Also, inestimable goodwill

can be created with Custom Spray Cans if you are a painting contractor, appliance or cabinet installer and leave a can with the customer for those scratches or accidents that always seem to happen even in the neatest home

Keep your customers, service personnel and yourself happy with Custom Spray Cans, loaded with just the right finish for your product or job.

Blend	Product Numbers	Size	Packed	Dealer *	Wholesale *	Suggested Retail Price *
Lacquer	W20 X 2	12 oz.	12	\$1.10	\$1.65	\$1.85
Lacquer	W20 X 2	16 oz.	12	1.25	1.90	2.10
Oil	W20 X 1	12 oz.	12	1.10	1.65	1.85
Oil	W20 X 1	16 oz.	12	1.25	1.90	2.10

*Note: Prices are cost of can and propellant blend.
Paint used is extra.

Custom Spray Cans and Disposable Plastic Liners are available from your normal servicing Company Warehouse.

OMNI-FILL HAND PUMP

The basic pump for Custom Spray Can loading. Very portable, very modestly priced, and very easy to use, it all adds up to a great way to get in on the lucrative Omni-Fill System.

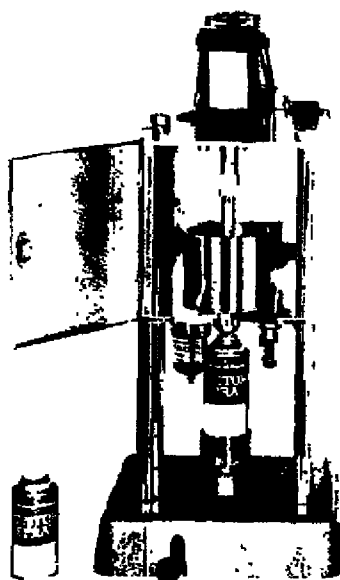
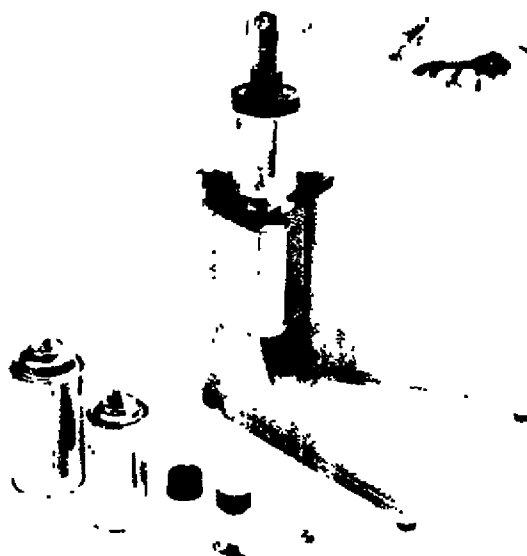
The Hand Pump works in this manner: the paint to be loaded is first strained or filtered very thoroughly, then poured into the cylinder or reservoir after the disposable plastic liner, W22 X 2, is inserted. The piston assembly is locked on the cylinder and the handle connected. The spray can, minus spray head, is attached to the cylinder and ten to sixteen short pumping strokes of the handle fill the can. Briefly, that is all you do, it can be done in five minutes per can from start to finish — including clean-up — and it can be done anywhere.

Omni-Fill Hand Pump

W22 X 1 — Resale \$65.00

Disposable Plastic Liners

W22 X 2 — 12 Each
Available in cartons (6) only. Use one liner for each color to be filled.



OMNI-FILL MARK II PUMP

The high-speed production pump in the Omni-Fill System. The tough, compact, bench-type unit measures 14" x 14" x 30" and fills two twelve ounce cans or one sixteen ounce can a minute. The quart capacity of the reservoir will fill from six to ten cans depending upon paint and can size used. The Mark II requires 50-60 P.S.I. of air at 1.26 C.F.M. to operate; air operation that allows a steady, even pumping without any cumbersome gears or explosive spark.

A pneumatic programmer allows the operator complete freedom during a filling cycle by letting him preset a particular cycle, push a button, and the machine turns off automatically at the end of the cycle.

The profit potential of the Mark II is truly extraordinary. In just a few days of active use the net profit from operating the Mark II can pay for the machine.

Omni-Fill Mark II Pump and Pneumatic Programmer

W22 X 5 — Resale \$838.00

Terms: Net 30 days

Freight: F. O. B. Shipping Point Freight Prepaid

Omni-Fill Pumps are ordered only from **SPRAYON PRODUCTS DIVISION**
on a stock request form.

26300 Fargo Ave.
Bedford Hts. Ohio 44146
or
3818 East Coronado St.
Anaheim, California 92806

THE SHERWIN-WILLIAMS CO.

CLEVELAND, OHIO 44101

OM-4 B-74

0007-SWP-000327022

TINTING, MIXING EQUIPMENT AND PARTS LIST

DEALER PRICE LIST NO. 3

Effective May 1, 1974

Subject to change without notice.

MODEL 303 CUSTOM COLORMETER

An extraordinarily durable machine with unsurpassed accuracy in dispensing various tints or colorants into any size container. Turns an ordinary paint department into a color center.

SPECIFICATIONS

Base: Two nickel-plated metal sections, 27½" x 11" each, that support ten tanks. Rust, solvent, stain and paint proof. Designed for minimum maintenance. May be used side-by-side on flat surfaces or suspended on a wall; also back-to-back with an additional motor unit.

Tanks: Stainless steel bodies with plastic covers. 2½ quart colorant capacity.

Dispenser: Positive pull-push dispenser in convenient piston style with increments of 1/32, 1/16, 1/4 and 1 ounce. Optional gauge available with 1/64 and 1/128 ounce settings.

Agitation: Completely automatic agitation of colorant through stainless steel fins in each tank, directly connected to motor/timer unit by metal gears and shafts.

Motor/Timer: Compact unit that automatically stirs colorant for 3 minutes every 3 hours to insure uniform colorant strength and worry-free dispensing. Works from any conventional 115-125 volt electrical outlet.

Identification: Two, colorful, tempered hardboard signs (not shown) to draw consumer attention.

Shipping Weight: 148 lbs.

Price: \$275.00 F.O.B. Deshler, Ohio.

Product Numbers: K80 X 303.



MODEL 300 CUSTOM COLORMETER

Same features as Model 303 but without motor/timer unit; agitation is manual.

Price: \$230.00 F.O.B. Deshler, Ohio.

Shipping Weight: 140 lbs.

Product Numbers: K80 X 300.

MODEL 305 CUSTOM COLORMETER

Manual model like 300 but rings and gaskets are Teflon* coated and lids are polyethylene to withstand colorant with strong solvents.

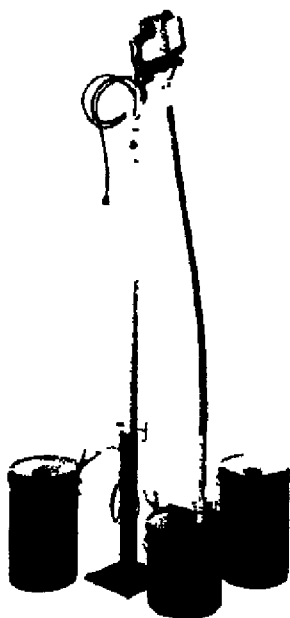
Price: \$265.00 F.O.B. Deshler, Ohio.

Shipping Weight: 140 lbs.

Product Numbers: K80 X 305.

*DuPont trademark

THOR-O-MIX MODEL 500 TURBO-AGITATOR



Agitates paints and coatings, thoroughly, in minutes, even where severe settling or large amounts of tinting are present. Model 500 is designed for use in round five gallon pails with a small opening in the lid. Agitation is created by an impeller on metal shaft, with small blades or fins at top and bottom. Unlike some competitive machines the Model 500's impeller stirs paint at the bottom and top of the pail, mixing in colorant that often is left on the lid. The impeller housed on lifetime lubricated bearings, is driven through a flexible shaft by a motor, mounted seven feet above the floor, thus avoiding explosive paint fumes.

SPECIFICATIONS

Price: \$196.00 F.O.B. Deshler, Ohio. Includes mixing head and stand assemblies, timer, and two seven-gallon pails for cleaning impeller; one pail for water and one for solvent.

Dimensions: Base—10" x 17". Height—7'7".

Shipping Weight: 83 lbs. in three cartons.

Motor: ½ H.P., 115-230 V., 60 cycles A.C., 8/4 amps., single phase, 1725 rpm, fan-cooled, and thermoground overload protection.

Product Numbers: K80 X 500.

MODEL 302 COLORMETER INCREMENT GAUGE

A simple device for dispensing 1/64 oz. and 1/128 oz. of colorant from all Custom Colormeters. Especially important in tinting off white and pastel shades occasionally requested by consumers today. Substantially increases versatility of any dispenser.

Price: Free!

Product Number: K80 X 302.

MODEL 304 MOTORIZED AGITATION KIT

Convert Model 300 Custom Colormeter to automatic agitation found on Model 303 Custom Colormeter.

Simply add motor/timer unit—fast, inexpensive. Eliminates time consuming, daily, manual agitation, concomitant worry, and varying tint strength.

Price: \$48.00 F.O.B. Deshler, Ohio.

Shipping Weight: 8 lbs.

Product Numbers: K80 X 304.

PARTS PRICE LIST

FOR COLOR MACHINES / Manual Models No. 300 and Motorized Model No. 303

PART NO.	PART NAME	DEALER NET PRICE
GENERAL ASSEMBLY		
CM-8-1	Tapered Pin	\$ 1.85
CM-8-2	Bottom Plate	4.85
CM-8-3	Top Plate	14.90
CM-8-4	Tie Rod	18
X-8-5	Foot Grommet	X
CM-8-6	Rubber Foot	23
X-8-7	Hex Head Screw 1/4"-20 x 3/8"	X
X-8-8	Pan Head Screw 1/4"-20 x 1/4"	X
X-8-9	Pan Head Screw 1/4"-20 x 1/2"	X
X-8-10	Hex Nut 1/4"-20	X
X-8-11	Flat Head Screw 1/4"-20 x 1/2"	X
X-8-12	Pan Head Screw #8-32 x 1/2"	X
CM-8-13	Coupling	30
CM-8-14	Crank Shaft	120
CM-8-15	Filter Block	75
CM-8-16	Flanged Bearing	23
CM-8-17	Journal Bearing	35
CM-8-18	Miter Gear	35
X-8-19	Pan Head Screw #8-32 x 1/2"	X
X-8-20	Hex Head Screw #10-24 x 1 1/2"	X
X-8-21	Hex Nut #10-24	X
X-8-22	Lock Washer #10	X
CM-8-24	Collar	15
CM-8-25B	Crank Assembly	3.00
X-8-26	Set Screw 1/4"-20 x 1/4"	X
CM-8-29	Sleeve Coupling	1.50

PART NO.	PART NAME	DEALER NET PRICE
GENERAL ASSEMBLY, continued		
CM-8-30	Serial Number Plate	X
X-8-31	1/8" Hex Wrench	X
CM-8-32	Sign Support Rod	\$ 70
X-8-33	Round Head Screw 1/4"-20 x 1 1/2"	X
X-8-34	Hex Nut 1/4" 20	X
CM-8-35	Sign	9.50
PUMP TANK ASSEMBLY		
CM-5-3	Pump Piston	2.45
CM-5-4	Pump Sleeve	3.50
X-5-13	Dowel Pin (or 3 steel balls)	N/C
CM-5-5	Guide Screw	23
CM-5-20	Discharge Port Sealing Ring	N/C
CM-5-19	Discharge Port Set Screw	.30
CM-5-8	Sleeve Sealing Ring	.12
X-5-16	Piston Sealing Ring	N/C
CM-5-14	Color Button	18
CM-5-1	Tank Cover	.48
X-5-15	Cover Knob	22
CM-5-21	Color Decals	15
CM-5-22	Baffle Plate	70
CM-5-X1	Tank Unit Sub Assembly	13.50
CM-5-X11	Agitator Assembly	2.65
CM-5-A	Complete Tank Unit	22.50

MAINTENANCE AND CARE

1. Oil crank bearing and crankshaft gears occasionally with two or three drops of lightweight machine oil.
2. If for any reason one or more of the tanks should require cleaning, the remnants of tinting color in the tank may be rinsed and flushed out with cold water. Use of a bristle brush, particularly around the sides and the bottom of the tank, will

speed up the cleaning operation. **DRY THOROUGHLY BEFORE FILLING WITH COLORANT.** When color dispensing pumps are disassembled, generously apply SAE #30 oil to brass sleeves before reassembling.

3. Be sure to include the serial number of your machine on any correspondence regarding warranty or parts.

PARTS PRICE LIST

FOR COLORMETER MOTORIZED AGITATION KIT

MODEL 304 (REX K80 X 304)

PART NO.	PART NAME	DEALER NET PRICE
CM-15-1	Motor Bracket	\$.60
CM-15-2	Motor Housing Back	1.75
CM-15-3	Motor Housing Front	1.50
CM-15-4	Motor	21.75
CM-15-5	Timer	7.00
CM-15-6	Knob	.15
CM-15-7	1/4"-20 x 1 1/2" long Carriage Bolt	X
CM-15-8	1/2"-20 x 3/4" long Pan Hd. Mach. Scr.	X
CM-15-9	#10-32 x 1/4" long Pan Hd. Mach. Scr.	X
CM-15-10	#8-32 x 1/4" long Pan Hd. Mach. Scr.	X
CM-15-11	#8-32 x 3/8" long Pan Hd. Self Tap. Scr.	X
CM-15-12	#8-32 x 1/2" long Pan Hd. Mach. Scr.	X
CM-15-13	#8-32 Hex Nut	X
CM-15-14	#8 Lock Washer	X

PART NO.	PART NAME	DEALER NET PRICE
CM-15-15	1/4" Lock Washer	X
CM-15-16	#10 Lock Washer	X
CM-15-17	#6 Lock Washer	X
CM-15-18	18-3 SJT x 10 ft. Power Cord	\$ 1.50
CM-15-19	Ground Adapter	X
CM-15-20	Strain Relief Bushing	10
CM-15-21	Ideal #72B Wire Nut	X
CM-15-22	Thomas & Betts #A18-8 Ring Term.	.10
CM-15-23	Thomas & Betts #A18-RA 18187 Rct. Term	.20
CM-15-24	#18 Type TFF 600 v Stranded Wire	20
CM-15-25	1/4" Flat Washer	X
CM-15-26	1/4"-20 x 1/4" long Set Screw	X
CM-15-29	Sleeve Coupling	1.50

X - Buy Locally

SPECIAL NOTES

Disconnect motor when working on Colormeter to avoid unexpected start-ups.

Avoid crankshaft gears when motor is running.

Always keep Colormeter in line and level to prevent stress on crankshaft and motor.

PARTS PRICE LIST

THOR-O-MIX TURBO AGITATOR / Model No. 500

SERIAL No. 1601 AND UP

PART NO.	PART NAME	PRICE EACH
MIXING HEAD ASSEMBLY		
TA-5-1C	Hub, Incl. TA-5-8B Bearings (2)	\$15.00
TA-5-2	Shaft	5.00
TA-5-3	Agitator Blade -- Upper	1.00
TA-5-4	Rubber Seal	1.25
TA-5-5B	Sleeve	1.00
TA-5-6	Washer	.75
TA-5-7	Collar	1.25
TA-5-8B	Bearing (Not sold separately, Incl. with TA-5-1C Hub)	
TA-5-9B	Shoulder Washer	.30
X-5-11	1/4"-20 x 1/4" long socket set screw	.20
X-5-12	1/4"-20 x 3/8" long socket set screw	.20
TA-5-15	Coupling	1.60
TA-5-16	Hub Bracket	6.00
X-5-17	Eye Bolt	X
TA-5-18	Wing Nut	X
X-5-20	3/8" Allen Hex Key	X
TA-5-21	Agitator Blade -- Lower	2.25
TA-5-A	Complete Mixing Head Assembly (Except TA-5-16, 5-17, & 5-18)	30.00

STAND ASSEMBLY

TA-6-1	Power Cord	2.00
TA-6-2	Timer	5.50
TA-6-3	Receptacle	3.00
TA-6-4	Plug	2.00
TA-6-5	Motor Cord	.75
TA-6-6	Spade Tongue Terminal	X
X-6-7	Wire Nut	X
TA-6-8	Aluminum Box	1.75
TA-6-9	Wall Plate	.75
X-6-10	Close Nipple	X
X-6-11	Connector	X
TA-6-12	Grounding Clamp	6.50
TA-6-13	Grounding Cable	1.50
TA-6-14	Solderless Lug	.25
TA-6-15	Conduit Hangers	.25
TA-6-16	Motor	50.00

PART NO.	PART NAME	PRICE EACH
STAND ASSEMBLY, continued		
TA-6-17-250N	Detachable Handpiece only	20.00
TA-6-18	Strap	.75
X-6-19	Clamp	.50
X-6-20	3/8"-18 x 1" long Hex. Head Cap Screw	X
X-6-21	3/8"-16 x 3 1/2" long Hex. Head Cap Screw	X
X-6-22	3/4"-18 x 3" long Hex. Head Cap Screw	X
X-6-23	3/8"-18 Threaded Wing Nut	X
X-6-24	3/8"-16 Threaded Hex. Nut	X
X-6-25	1/2"-20 Threaded Hex. Nut	X
X-6-26	Std. 1/4" Washer	X
X-6-27	3/8" Lock Washer	X
X-6-28	1/4"-20 x 3/8" long Flat Head Mach. Screw	X
X-6-29	1/4" Lock Washer	X
X-6-30	1/4"-20 x 1" long Round Head Mach. Screw	X
TA-6-31	Motor Bracket	1.75
TA-6-32	Post	15.00
TA-6-33	Post Socket	17.50
TA-6-34B	Handle	1.50
TA-6-35	Compression Spring	.35
TA-6-36	Shaft Collar	.35
X-6-37	10-24 x 1 1/2" long Thumb Screw	X
TA-6-38B	Green Wire	.20
TA-6-39B	Black Wire	.20
X-6-40	1/4" dia. x 2" long Lag Screw	X
X-6-41	25-32 x 1/8" long Slotted Pan Head Screw	X
X-6-42	25 Mach. Screw Washer	X
X-6-43	3/8" Lag Screw Expan. Shield	X
X-6-44	Rubber Tubing	.20
TA-6-45	Name & Serial Number Plate	.60

CLEAN-UP KIT

TA-7-1	Lid (D. T. Pint)	.05
TA-7-2	Red Cover (Solvent)	.60
TA-7-3	Black Cover (Water)	.60
TA-7-4	Sediment Screen	2.00
TA-7-5	Solvent Wash (Black 7 gal. Pail)	3.00
TA-7-6	Water Wash (Black 7 gal. Pail)	3.00
TA-7-7	Lever Loc. Ring	.50

Parts for the Machines are to be ordered from: **DESHLER PRODUCTS**
on a stock request form. **Deshler, Ohio 43516**