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U. S. POSTAGE
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Philadelphia, Pa.
Permit No. 234

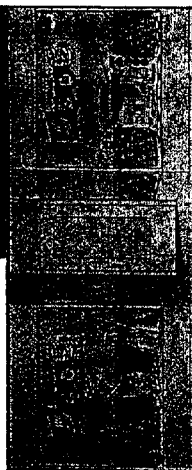
1951-52
Advertising Program

CONTENTS - MERCHANDISE POSTMASTER: This package may be opened for inspection only if necessary. 7000 The SHERWIN-WILLIAMS Co. 331 Canal Road, N. W. CLEVELAND 1, OHIO		70 Mr. C. K. Toll, The Sherwin-Williams Co., Richard Bldg., Cleveland, Ohio (4)
RETURN FORWARDS picture guaranteed POSTMASTER: If not delivered in 10 days, send notice with return address to: SHERWIN-WILLIAMS Co. Box 1000 Cleveland, Ohio		WAS POSTAGE WILL BE PAID BY ADDRESSEE

0007-SWP-040274

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JOIN
this gigantic
Profit-Parade
NOW



with the world's
HOTTEST
Pre-Sold
PAINTS



GET YOUR STORE
INTO THIS PICTURE

N29208

0007-SWP-000123663

Publication	Product	September Issues	October Issues	November Issues
Pacific Sunday Newspaper Color Supplementa (Circ.—6,188,262)	Kern Products	Color Page Sept. 23 issue Oct. 21 issue		
Akron Beacon Journal			Long Beach, Calif. Press Telegram	
Boston Post			Long Island Press	
Bridgeport Post			Madison, Wisc. State Journal	
Chicago Sun-Times			Newark Star-Ledger	
Corpus Christi Caller Times			New Bedford Standard Times	
Denver Rocky Mountain News			Norfolk Virginian Pilot	
Detroit Free Press			Oakland Tribune	
El Paso Times			Peoria Journal-Star	
Erie Dispatch			Portland, Me. Telegram	
Fort Wayne Journal Gazette			St. Louis Post-Dispatch	
Greenville, S. C. News			Salt Lake City Tribune	
Harrisburg Patriot-News			Scranton Scrantonian	
Hartford Courant			Syracuse Herald-American	
Houston Post			Washington Post	
Indianapolis Times			Wichita Eagle	
Jacksonville, Fla. Times Union			Youngtown Vindicator	

1000-Line Black and White Advertisement in the following Sunday Newspapers (Circ.—\$828,461)	Kern Products Sept. 23	Oct. 21
Birmingham News	Oklahoma City Oklahoman	
Chatanooga Times	Omaha World Herald	
Dallas Times Herald	Phoenix Republic	
Dayton News	Portland, Ore. Oregonian	
Flint Journal	Richmond Times Dispatch	
Fort Worth Star Telegram	Rochester Democrat & Chronicle	
Grand Rapids Herald	San Francisco Chronicle	
Kansas City Sunday Star	Spokane Spokesman Review	
Knoxville News-Sentinel	Tampa Tribune	
Memphis Commercial Appeal	Tulsa World	
Miami Herald		

THIS ADVERTISING PRE-SELLS CUSTOMERS FOR YOU AND YOUR DEALERS! TIE-IN LOCALLY! REMEMBER, NATIONAL ADVERTISING IS REALLY LOCAL ADVERTISING EVERYWHERE!

SHERWIN-WILLIAMS NATIONAL ADVERTISING SCHEDULE

FALL 1951

(Insert this Folder in your Price List
for handy reference)



August 1, 1951

0007-SWP-040275

Fall 1951

National Consumer Advertising Schedule

Make the most of this powerful schedule of national advertising by urging all Dealers to tie-in with it through window displays, newspaper and radio ads, counter displays and demonstrations. This advertising is being run to help *you* and *your Dealers* SELL MORE of all Sherwin-Williams Products.

Publication	Product	September Issue	October Issue	November Issue
Life (Circ.—6,316,073)	Kem Products	Color Page Sept. 17 issue (9/14*)	Color Page Oct. 29 issue (10/28*)	
Saturday Evening Post (Circ.—4,001,292)	Kem Products	Color Page Sept. 8 issue (9/5*)	Color Page Oct. 6 issue (10/3*)	
American Home (Circ.—2,768,705)	Style Guide	1/4 Color Page (9/25*)	1/4 Color Page (10/25*)	
	Kem Products	Color Page (8/25*)	Color Page (10/25*)	
Better Homes & Gardens (Circ.—3,559,242)	Style Guide	1/4 Color Page (8/24*)	1/4 Color Page (10/24*)	
	Kem Products	Color Page (9/25*)	Color Page (10/24*)	
Living for Young Homemakers (Circ.—349,235)	Style Guide	1/4 Color Page (8/20*)	1/4 Color Page (10/20*)	
	Kem Products	Color Page (9/20*)	Color Page (10/20*)	
Sunset (Circ.—483,372)	Style Guide		Color Page (10/25*)	
	Kem Products	Color Page (9/25*)	Color Page (10/25*)	
Good Housekeeping (Circ.—3,081,565)	Kem Products	Color Page (9/20*)	Color Page (10/20*)	

Publication	Product	September Issue	October Issue	November Issue
Country Gentleman (Circ.—2,326,418)	Style Guide		1/4 Color Page (9/26*)	1/4 Color Page (10/31*)
	Kem Products	Color Page (8/29*)		Color Page (10/31*)
Progressive Farmer (Circ.—1,149,733)	Kem Products		Color Page (9/15*)	Color Page (10/15*)
Successful Farming (Circ.—1,225,556)	Style Guide	Color Page (8/27*)		3/4 Color Page (10/26*)
	Kem Products		Color Page (9/24*)	Color Page (10/26*)
Woman's Day (Circ.—3,743,833)	Style Guide		3/4 Color Page (9/27*)	3/4 Color Page (10/26*)
Household (Circ.—2,090,551)	Style Guide		3/4 Color Page (9/20*)	3/4 Color Page (10/20*)
Metro Group of 27 Sunday Newspaper Color Supplements (Circ.—15,055,670)	Kem Products	Color Page Sept. 23 issue	Color Page Oct. 21 issue	
Atlanta Journal		Minneapolis Tribune		
Baltimore Sun		Nashville Tennessean		
Boston Globe		New Orleans Times-Picayune States		
Buffalo Courier Express		New York News		
Chicago Tribune		Philadelphia Inquirer		
Cincinnati Enquirer		Pittsburgh Press		
Cleveland Plain Dealer		Providence Journal		
Columbus Dispatch		San Antonio Express		
Des Moines Register		Seattle Times		
Detroit News		St. Louis Globe-Democrat		
Indianapolis Star		St. Paul Pioneer Press		
Los Angeles Times		Toledo Blade		
Louisville Courier Journal		Washington Star		
Milwaukee Journal				

* The starred dates are the day on which the issue is seen by mail subscribers or on news stands.