



# For Guide Idea Goes Like Wildfire!

Management Adds 19 Publications to Schedule and 8 Million More Circulation

The success of the Household Guide idea in our new advertising and sales campaign was almost immediate. Managers, representatives, agents and consumers took hold of it even in its earliest stages and recognized that it filled a definite want.

The first advertisement appeared in The Saturday Evening Post as a double-spread, September 15th. This issue came out on the stands the 13th. On the 14th the effect was already so pronounced that a special meeting of the Board of Managers was called and unanimous endorsement given to a greatly increased appropriation.

This additional appropriation permits of our adding immediately nineteen publications to the original advertising schedule announced in August. It adds eight million circulation to our previous circulation. In other words, it clinches the guide proposition and makes our campaign without question the greatest ever announced and carried through in the paint and varnish industry.

Our revised magazine schedule now includes the following publications: The Saturday Evening Post, The Literary Digest, American Magazine, The Country Gentleman, Popular Science Monthly, Farm Journal, Good Housekeeping, Woman's World, Woman's Home Companion, Delineator and Designer, Texas Farm and Ranch, American Agriculturist, Breeder's Gazette, Hoard's Dairyman, Farmer's Wife, Nebraska Farmer, Pacific Rural Press, Prairie Farmer, Progressive Farmer, The Farmer, Wallace's Farmer, Wisconsin Agriculturist.

We start to get the benefit of our increased circulation and publications on October 20th. We have an additional page in The Literary Digest, October 20th, an additional page in The Country Gentleman, October 27th, one page in the entire list of standard farm papers in October, a page in Popular Science Monthly in November, page in Farm Journal in November, page in Woman's World in November, a page in December Good Housekeeping (out November 20th), page in December Woman's Home Companion (out November 20th), page in December Delineator and Designer

## THE SATURDAY EVENING POST

### CUT OUT THIS PAGE

And keep it for reference with your family, your partner and the Sherwin-Williams dealer

This Guide gives you the recommendations of the Sherwin-Williams Technical Service Department

### HOUSEHOLD GUIDE

For Painting, Varnishing, Staining and Enameling

IMPORTANT! Each of the products specified below bears our name and trade mark

|                           | TO PAINT                                                                  | TO VARNISH                               | TO STAIN                                 | TO ENAMEL                                 |
|---------------------------|---------------------------------------------------------------------------|------------------------------------------|------------------------------------------|-------------------------------------------|
|                           | Use product named below                                                   | Use product named below                  | Use product named below                  | Use product named below                   |
| AUTOMOBILES               | S-W Auto Enamel for the body and fenders; S-W Auto Enamel for the wheels. | S-W Auto Enamel Clear for the wheels.    |                                          | S-W Auto Enamel for the body and fenders. |
| AUTOMOBILE TOPS AND SEATS | S-W Auto Enamel for the tops and seats.                                   |                                          |                                          |                                           |
| BRICK                     | S-W House Paint for the walls and S-W Concrete Wall Finish for the roof.  |                                          |                                          | Old Dutch Enamel for the walls.           |
| CEILING                   | Plaster or the wall paper, for the ceiling.                               | S-W House Paint for the ceiling.         | S-W House Paint for the ceiling.         | Old Dutch Enamel for the ceiling.         |
| CONCRETE                  | S-W Concrete Wall Finish for the walls and S-W House Paint for the roof.  |                                          |                                          |                                           |
| DOORS                     | S-W House Paint for the doors.                                            | S-W House Paint for the doors.           | S-W House Paint for the doors.           | Old Dutch Enamel for the doors.           |
| FENCES                    | S-W House Paint for the fences.                                           | S-W House Paint for the fences.          | S-W House Paint for the fences.          | Old Dutch Enamel for the fences.          |
| FLOORS                    | S-W House Paint for the floors.                                           | S-W House Paint for the floors.          | S-W House Paint for the floors.          | Old Dutch Enamel for the floors.          |
| FURNITURE                 | S-W House Paint for the furniture.                                        | S-W House Paint for the furniture.       | S-W House Paint for the furniture.       | Old Dutch Enamel for the furniture.       |
| HOUSE OR GARAGE           | S-W House Paint for the house or garage.                                  | S-W House Paint for the house or garage. | S-W House Paint for the house or garage. | Old Dutch Enamel for the house or garage. |
| LINOLEUM                  | S-W House Paint for the linoleum.                                         | S-W House Paint for the linoleum.        | S-W House Paint for the linoleum.        | Old Dutch Enamel for the linoleum.        |
| RADIATORS                 | S-W House Paint for the radiators.                                        | S-W House Paint for the radiators.       | S-W House Paint for the radiators.       | Old Dutch Enamel for the radiators.       |
| ROOF                      | S-W House Paint for the roof.                                             | S-W House Paint for the roof.            | S-W House Paint for the roof.            | Old Dutch Enamel for the roof.            |
| SCREENS                   | S-W House Paint for the screens.                                          | S-W House Paint for the screens.         | S-W House Paint for the screens.         | Old Dutch Enamel for the screens.         |
| TOYS                      | S-W House Paint for the toys.                                             | S-W House Paint for the toys.            | S-W House Paint for the toys.            | Old Dutch Enamel for the toys.            |
| WALLS                     | S-W House Paint for the walls.                                            | S-W House Paint for the walls.           | S-W House Paint for the walls.           | Old Dutch Enamel for the walls.           |
| WOODWORK                  | S-W House Paint for the woodwork.                                         | S-W House Paint for the woodwork.        | S-W House Paint for the woodwork.        | Old Dutch Enamel for the woodwork.        |

NOTE: See results and early to be had by following the carefully prepared directions on label.

SHERWIN-WILLIAMS PAINTS AND VARNISHES

Cleveland, 1923, by The Sherwin-Williams Co.

Next Saturday Evening Post Ad., October 13th

The Spring schedule will be announced in detail later. The important thing is for our entire organization to talk this additional 8 million circulation which gives us a new total of about 15 million

lion on the original schedule, which called only for The Saturday Evening Post, American Magazine, The Literary Digest and The Country Gentleman.

This big addition to our campaign