

**STORE SIGNS
SOUVENIRS—NOVELTIES**
for
**SHERWIN-WILLIAMS
AUTHORIZED DEALERS**



Issued Sept. 1, 1937

For Representatives' Price List

0007-SWP-039792

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0007-SWP-000123179

MONTHLY PAYMENT PLAN ON SIGNS

Effective September 1st, 1937, Sherwin-Williams Dealers will be privileged to purchase our co-operative signs, Types G, K and L, on a twelve-month payment plan. Dealers using this plan must sign 12 notes, the amount of each to equal 1/12 of the dealer's indebtedness. Title to the sign remains with The Sherwin-Williams Co. until the dealer's final payment has been made.

This arrangement should be welcomed by the Dealers on your territory.

CO-OPERATIVE PLAN ON SIGN ERECTION

Up to a certain set limit, The Sherwin-Williams Company will pay one-half of the erection charges on the following signs: Type MM-9, Type MM-11, Type G, Type K and Type L. For the maximum amount that will be paid toward the erection of any one of these signs, see the description of that particular sign in the following pages.

Representatives should submit with each sign order a filled-in Erection Agreement Blank (Form S-2528), signed by bonafide sign company. We will not pay erection charges to unknown "handy" men who are not connected with recognized sign companies, or when the dealer's own helper erects the sign.

IMPORTANT

Credit Managers must approve all orders for signs and other co-operative advertising features.

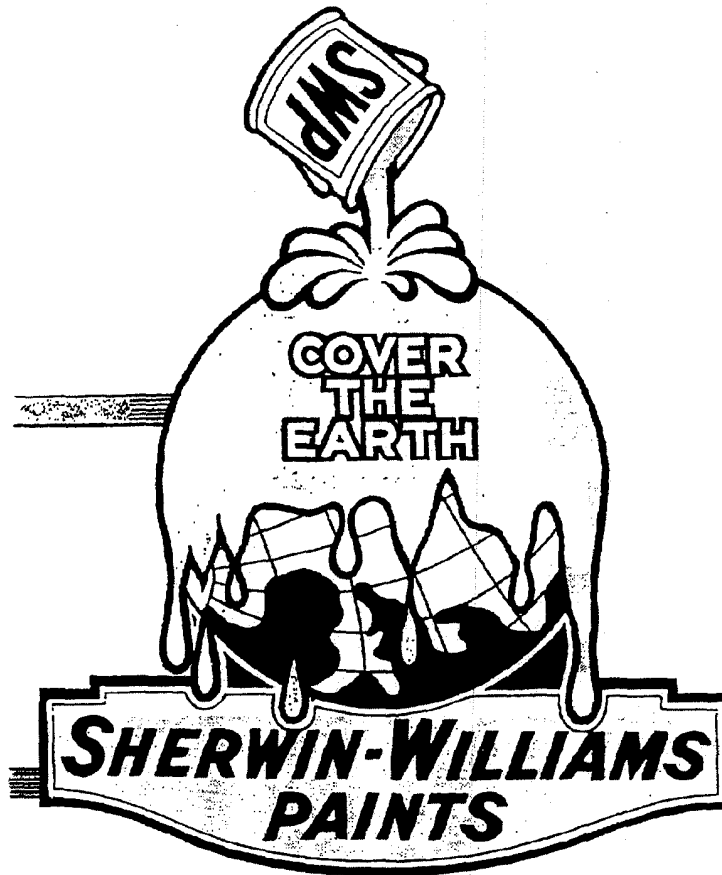
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0007-SWP-000123180

Cover-the-Earth Store Front Sign

TYPE MM-9



The standard mark of identification for Sherwin-Williams Paint Headquarters, furnished free to new dealers ordering \$500.00 or more worth of materials and to dealers in larger cities. Sign shipped freight prepaid.

Made of 18-gauge iron, porcelain enamel in six attractive and lasting colors. Its two faces are bolted to a heavy frame. Fastened to building by means of two brackets attached to frame.

Size: 5 ft. 3 in. high by 3 ft. wide. *Weight:* 90 pounds.

The Sherwin-Williams Co. will pay one-half of the erection charge, our share not to exceed \$5.00.

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0007-SWP-039795

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Cover-the-Earth Store Front Sign

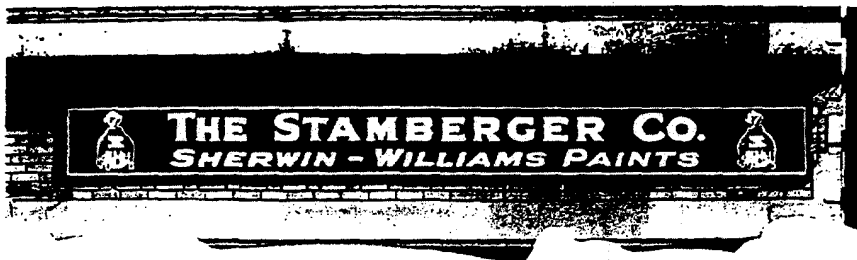
TYPE MM-15

This sign is the same as the MM-9 in design, but is smaller, measuring 3 ft. high and 2 ft. wide. Equipped with a flange for fastening direct to building by means of 6 screws or bolts, the MM-15 may be put up by the dealer himself without difficulty.

This sign is furnished without charge to Authorized Dealers who do not have room for the larger MM-9 and to new dealers whose initial order is less than \$500.00. Shipped freight prepaid. *No erection allowance.*

Imprinted Store Front Sign

TYPE MM-11



An ideal sign for the store that cannot accommodate the MM-9 or MM-15 to advantage or where stick-out signs are prohibited. Made of porcelain enamel, which is guaranteed for 10 years not to fade, scale or tarnish. Sign is finished with substantial wood moulding frame.

Space for dealer's name in 10 in. white letters on dark blue background. Imprint limited to one line. "Sherwin-Williams Paints" in white letters and two trade-marks in bright red.

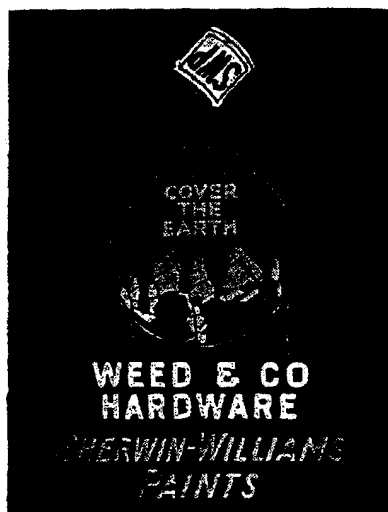
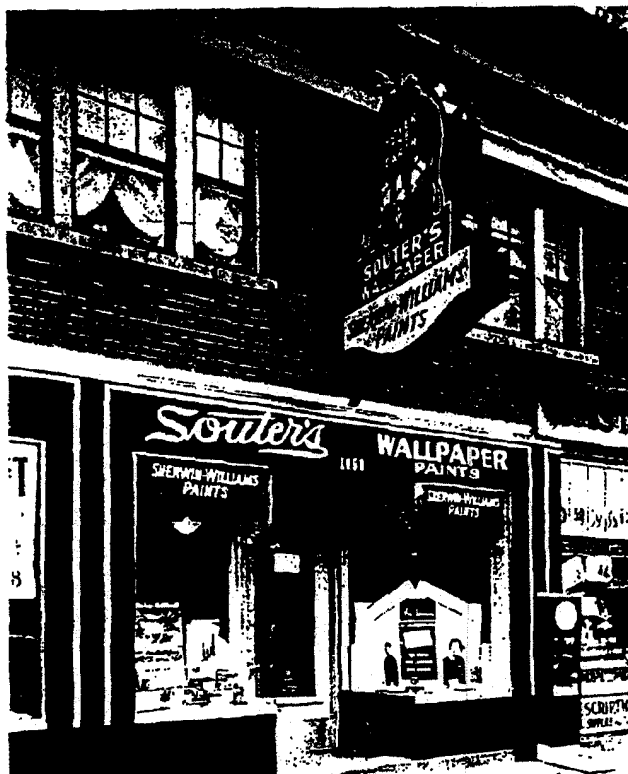
Sign is 2 feet high and comes in standard lengths of 12, 15, 20 and 24 feet. Special signs over the minimum size of 2' x 12' may be had on application. All sizes shipped freight prepaid. The Sherwin-Williams Co. will pay one-half of the erection charge, our share not to exceed \$5.00.

Co-operative price to dealers of standard size signs:

2' x 12'.....	\$ 9.60	2' x 20'.....	\$16.00
2' x 15'.....	\$12.00	2' x 24'.....	\$19.20

Special size signs, .45c per square foot.

Cover-the-Earth Electric Sign TYPE G



An attractive electric sign which is very popular among S-W dealers, the Type G enhances the appearance and dignity of the finest store front. Conspicuous because of its design, its bright colors give it great attention value during the day as well as when illuminated at night. With its impressive dealer imprint, this sign provides the desirable combination of great attractiveness and instant identification.

See other side for specifications.

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Specifications: 8 feet 8 inches high, 5 feet 6 inches wide. Weight 225 pounds. Made of 18-gauge iron. Trade-mark design all glass in 6 colors, baked on inside of glass and guaranteed not to require repainting. Dealer's imprint lettering in white opal glass, giving prominent display against black background.

Imprint Space: 13½ inches high by 47½ inches wide. Allows for two lines of 6-inch letters.

Illumination: Interior requires 35 40-watt lamps (not furnished with sign). Requires less than 1½ k.w.h. current consumption. At five cents per k.w.h. operates at approximately 7 cents per hour.

Price and Erection: Co-operative with dealer, his share being \$79.50 f. o. b. Cleveland or Detroit. Terms: payable in 12 monthly installments, 5% discount for cash within 10 days of invoice date. The Sherwin-Williams Co. will pay one-half of erection charge, our share not to exceed \$15.00.

Ordering and Shipping: Order on regular Sign Order Blank (S-2527). Complete shipping weight 300 pounds. Glass faces sent separately. Shipped via freight.

Cover-the-Earth Store Front Electric and Neon Sign

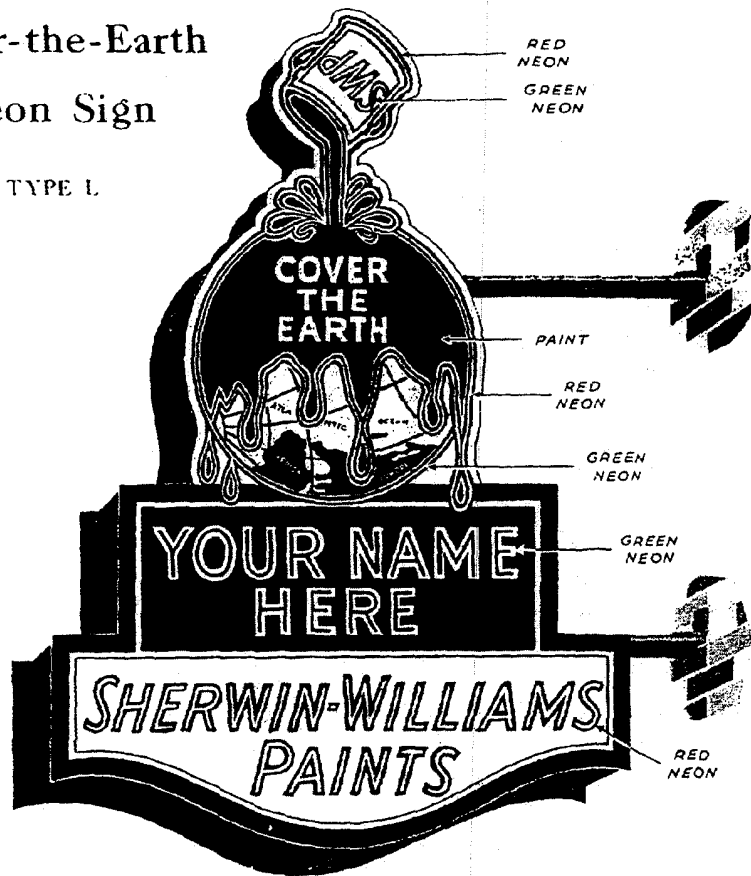
TYPE K

Same general design as Type G Sign, but slightly smaller, measuring 7 feet 6 inches high by 5 feet 6 inches wide. Greater brilliance is gained by carrying out the Dealer's Imprint and "Sherwin-Williams Paints" in Neon. The complete trade-mark is in colored glass and illuminated from within by fourteen 40-watt lamps. Dealer imprint provides for two lines of 5-inch letters in bright green Neon. "Sherwin-Williams Paints" is in red Neon. Equipped with flasher which operates "Sherwin-Williams Paints" and trade-mark illumination. Dealer imprint remains on at all times.

Co-operative price to dealer \$143.10 f. o. b. Cleveland. Terms: payable in 12 monthly installments, 5% discount for cash within 10 days of invoice date. We will pay one-half of erection charge, our share not to exceed \$25.00.

Cover-the-Earth Neon Sign

TYPE L



General Specification: Double-faced projecting Sign 7 feet 6 inches high by 5 feet 6 inches wide. All metal facings 20 gauge galvanneal steel. Trade-mark (35 inches diameter) painted with S-W Kem X-47 Enamels in standard colors of Red, Yellow, Dark Green, Light Green, Black and White. Entire trade-mark outlined in Red and Green Neon tubing. Dealer imprint Green Neon. "Sherwin-Williams Paints"—Red Neon. Complete weight 395 pounds.

Dealer Imprint: Allows for 2 lines of 5 inch letters. On single line imprint letters will be larger in proportion to length of imprint. Imprint space 13 inches by 47 inches. Black background and White painted letters with Green Neon mounted on face.

Operating Cost: Sign equipped with five 15,000 volt and one 7,500 volt transformers. Current consumption about 1,050 watts, approximately four cents per hour based on four cent current rate. Built for 60 cycle, 110 Volt alternating current. Other currents need special transformers.

Erection and Equipment: Sufficient cables, turnbuckles, wall ells and bolts furnished for ordinary installation on store front. We will pay one-half of erecting cost, our share not to exceed \$25.00.

Guarantee: Sign guaranteed for one year against defective materials and workmanship. This guarantee does not cover breakage due to external causes. Sign carries all Union labels, also Underwriters Laboratory label.

(over)

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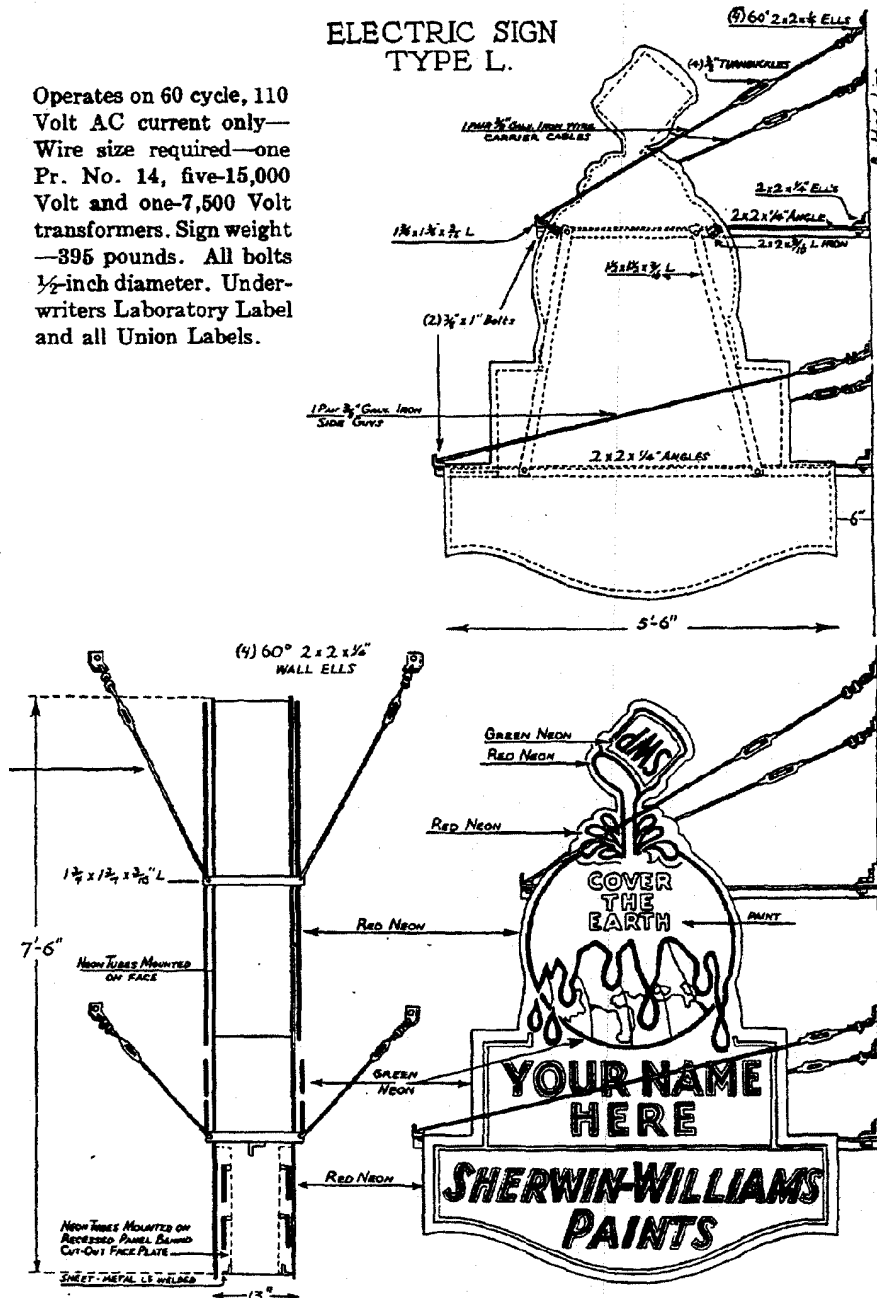
0007-SWP-000123185

Shipping Weight: Complete sign and hanging equipment fully crated weighs 575 pounds. Shipped via freight prepaid.

Co-operative Cost to Dealers: \$174.90 f.o.b. Detroit. Terms: payable in 12 monthly installments, 5% discount for cash within 10 days of invoice date.

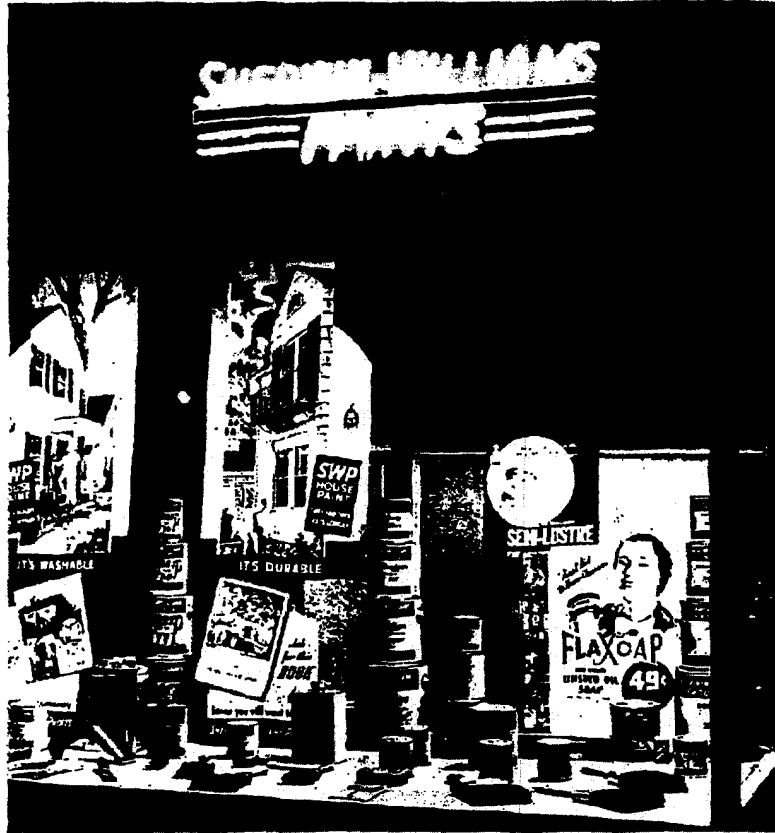
ELECTRIC SIGN TYPE L.

Operates on 60 cycle, 110 Volt AC current only—Wire size required—one Pr. No. 14, five-15,000 Volt and one-7,500 Volt transformers. Sign weight—395 pounds. All bolts $\frac{1}{2}$ -inch diameter. Underwriters Laboratory Label and all Union Labels.



Neon Window Sign

TYPE O



A spectacular Neon identification sign for store windows at a price even the smallest dealer can afford to pay—that's the Type O, newest member of the Sherwin-Williams co-operative sign family.

Many dealers will find this modern Neon creation even more effective as an advertising medium than a projecting type of store front sign. This should be particularly true in cases where signs on adjacent stores would obstruct the view of any projecting sign the dealer might erect.

See other side for specifications.

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SHERWIN-WILLIAMS PAINTS

General Specifications: 30 inches long, 8 inches high with 3-inch skeleton letters in red Neon. Finished with decorative border strips of blue Neon. All mechanism is enclosed in a finished box immediately behind the letters, doing away with unsightly wires, leads, etc. This box forms a background which in no way detracts from the appearance of the sign.

Operation: Dealer has only to plug the sign connection into a convenient outlet. Sign operates on 60 cycle AC Current only. Consumption is approximately 100 watts per hour.

Installation: Comes equipped with two brass chains for suspension from the window ceiling and may be installed by the dealer in a few minutes time.

Guarantee: The Type O is guaranteed for one year against defective material and workmanship.

Co-operative Cost: Because Sherwin-Williams absorbs more than half the total cost, this sign is available to dealers at \$12.50 f. o. b. Detroit, Mich.

Shipping: Sign is shipped freight collect from Detroit, Mich. Approximate shipping weight 36 pounds.

Ordering: Use regular Sign Order Blank (S2527), credit approval to be shown on order. We will bill dealer.

Interior Electric Sign

TYPE N



A modern sign for Paint Department or show window. Equally effective for day or night showing. Simple in design but an attractive illuminated sign.

Specifications: 18 inches long, 9 inches wide. Entire sign is glass face painted Black with White Sandblasted letters. The new type long electric light tube (not neon) Orange color illuminates the White sandblasted letters brilliantly. The Orange color illumination, together with the decorative strips of Red at the ends of the sign provide color for attention value. Sign is equipped with easel for display on counter. Two holes have also been provided so that sign can be hung in window.

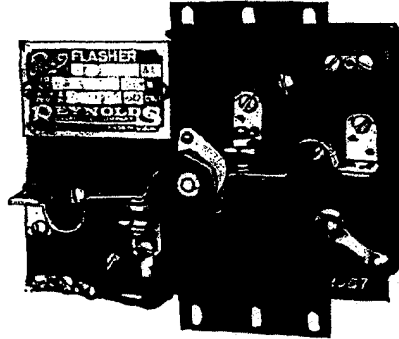
Price is co-operative, Dealer pays \$3.25, we pay balance of cost, also shipping charges.

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Flashing Equipment



It is an established fact that a sign equipped with a flasher has much greater attention value than a steady burning sign. A flashing sign is also more economical to operate, for the on and off action of a flasher conserves power and lengthens the life of electric bulbs and Neon. Dealers using flashers have reported savings of 35 to 45% in their operating expenses.

While flashing equipment is standard with our Type K Sign, it is not supplied with Types G and L. For dealers who might desire flashers for their G and L signs we now offer the equipment pictured above at the special price of \$14.00 f. o. b. Cleveland.

This flasher is of the latest design and may be set to produce a wide range of flashing effects. It operates on AC Current only.

Flasher should be ordered on regular Sign Order Blank (S2527). When flasher is ordered with sign it is to operate, it will be shipped at the same time as the sign. This is not a co-operative feature and may not be purchased on the 12-month payment plan. We will not contribute toward the cost of installation.

Electric Clock for Window or Store



TYPE MM-17

An electric clock constantly on display in a window becomes an asset when it also delivers an advertising message. For this reason the clock pictured here deserves a commanding spot in any dealer's window. It's not just an ordinary clock but a highly attractive reminder of Sherwin-Williams Paints. That is why Sherwin-Williams is offering all authorized dealers this point of purchase identification at an extremely low cost.

SPECIFICATIONS:

Size: 30 x 18"—with face of clock 13" in diameter.

Motor: Heavy duty Hammond movement. Operates on 60 cycle alternating current only.

Color: Face of clock white with large black numerals.
Trade-mark in 6 Standard Colors.
"Sherwin-Williams Paints" red lettering on yellow background.

Illumination: 4 lamps (25 watts each) on inside of clock add greatly to its attractiveness by bringing out the brilliance of the colors.

Equipped with separate switch to turn off lights without affecting operation of clock.

Price: Quantity production has enabled us to purchase them at a low price and by absorbing half the cost, we can offer this to our dealers at the extreme low price of \$5.00 f. o. b. Chicago, Ill.

Shipping Weight—Approximately 17 lbs. Shipped express collect.

Ordering: Order on regular Advertising order. We will bill dealer.

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Exterior Painted Wall Signs

If a dealer, new or established, has wall space available on the side of his store which offers exceptional value from the standpoint of location, visibility and traffic circulation, we shall be glad to consider Sales Manager's application for co-operation on the cost of a painted sign. Such a sign must, of course, be as much an advertisement for Sherwin-Williams as for the dealer and should not include other nationally advertised products.

Whatever co-operative allowance The Sherwin-Williams Co. makes a dealer for the painting of an exterior wall sign must be deducted from his 10% (new dealer) or 2% (established dealer) advertising allowance. This medium is one of the 50-50 basis "choices" the dealer may select under the Local (10%, 2%) Advertising Plan.

Sales Managers must submit information giving size, location, etc., to Advertising Department before any commitment is made. Chart of standard designs and colors will be furnished on request.



Highway Bulletin

Convinced that our giant Cover-the-Earth signs which dot America's important highways have been instrumental in building today's consumer preference for Sherwin-Williams products, we have arranged to bring this type of advertising to our dealers at a price they can afford to pay.

By arrangement with The Midwest Sign Co., Cleveland, Ohio, we now offer the highway bulletin pictured above to dealers in every state except Massachusetts and those west of the Rocky Mountains. This attractive bulletin will identify the dealer as Sherwin-Williams Paint Headquarters and at the same time tie-in effectively with our national highway advertising.

See other side for specifications.

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The Midwest Sign Co. will secure locations desired by dealer on main highways leading into the dealer's city or town, secure the necessary leases and maintain the bulletins so they will render effective advertising service at all times.

Specifications: 16 feet high, 12 feet long. All metal facing and stainless steel decorative moulding. Sign finished in red, yellow, white, dark green and light green.

Imprint Space: Allows for two lines of large letters. Dealer's name and address should be featured here.

Price: Total cost \$4.00 per month. The only charge to dealer will be \$2.00 per month on a 24-month basis, this to be paid directly to The Midwest Sign Co. As the highway bulletin is one of the "choices" dealer may make according to the terms of the 10% (new dealer) or 2% (established dealer) advertising allowance plan, \$2.00 of the total cost will be paid monthly by Sherwin-Williams and will be deductible from this allowance.

Erection: Because The Midwest Sign Co. withholds the right to delay erection in a state until it has orders from several dealers within that state, bulletins ordered now may not be erected until Spring, 1938.

Ordering: Application for the number of signs desired can be made on regular Sign Order Blank (S-2527).



FORM W-205

Window Valance for Paint Headquarters Identification

Five Separate Pieces and Filler Strip Will Fit Any Size Window

This standard Window Valance offers dealers a real paint identification. Its five separate pieces and filler strip will fit any dealer's window where this type of window sign is adaptable. More permanent and better appearing than the usual hand-lettering work.

This Valance is reproduced in 7 colors—blue background, white letters, with red border and green stripe and the Cover-the-Earth trade-marks carried out in standard colors of red, yellow, light green, dark green, black and white.

DIMENSIONS—Center Piece	40" wide.
Privilege Panel	20" "
Cover-the-Earth	11½" "
Filler Strip	30" "

A complete set of the five pieces as shown in the illustration measures an over-all length of 103 inches and can be increased to any length by means of the filler strips which are 30" in length.

Thirteen different privilege panels are available. Choose those best adapted to the dealer's business:

Lumber	Oil	Drugs	Tools
Builders Hardware	Wallpaper	Soda	Glass
Hardware	Painters Supplies	Brushes	Radios
	Electrical Supplies		

Order from Ad Service Dept., Cleveland, on a regular advertising order and show a sketch of the window with the dimensions given. Orders will not be accepted unless this information is shown so as to enable us to make sure that sufficient pieces are sent.

This Valance is of the transfer type with a paper backing which has to be removed during the application. Complete directions accompany each shipment. Read them carefully before applying.

We prefer to have these Valances put up by our representatives and each shipment will be addressed to the representative in care of the division office or to his home address if so specified on the advertising order. Each package will be properly marked with the name of the dealer for whom it is intended.

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FORM W-231

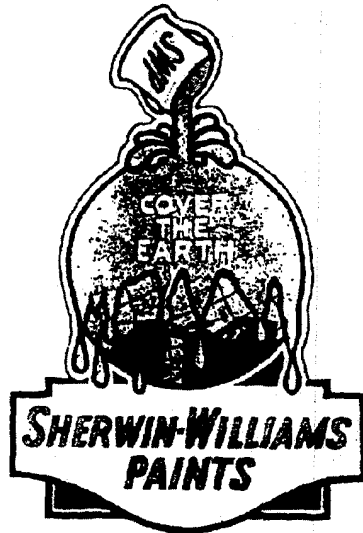
Window or Truck Decal

The size and design make this decal ideal for a number of uses—on doors, transom windows, and display windows; it is also practical for use on trucks. Full directions for mounting on glass or outside on painted, varnished or lacquered surfaces are given on the back of each transfer.

Reproduced in the standard colors of our large Cover-the-Earth dealer sign, this attractive decal measures 14½" high x 8" wide.

Trade-Mark Window Display

FORM W-201



Here's a colorful and accurate cardboard reproduction of our trade-mark that will brighten up any dealer's window. Produced by screen process in black, white, red, yellow, light green and dark green, it measures $24\frac{3}{4}$ inches wide at the base and $42\frac{3}{4}$ inches high. It is supported by a strong easel back.

This is a splendid permanent trim. It serves a double purpose at point-of-sale, calling attention to our famous Cover-the-Earth and at the same time reminding passers-by that the store is a Sherwin-Williams Paint Headquarters.

Representatives may order this free feature for their accounts on regular advertising orders. It comes packed in a corrugated container.

FORM W-201A

This is a junior model of the W-201, similar in every detail except size. It measures $13\frac{1}{2}$ inches across the base and $23\frac{5}{8}$ inches in height. The ideal feature for dealers who do not have space for the larger W-201.

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0007-SWP-039811

0007-SWP-000123197

PAINTERS' JOB SIGN



FORM AA-34

For the painting contractors who want to display their name while on the job, we have produced a weather-proofed fibre sign as illustrated here. This sign is 42 inches wide by 30 inches high and provides for a contractor's imprint space 27 inches long by 18 inches high, which is ample for 3 lines of large size letters. Edges of the sign are protected with metal band.

An effective color combination has been worked out—blue background with white lettering, Cover the Earth Trademark in Standard Colors and yellow imprint space that shows the contractor's name in black letters for best legibility.

The sign can be placed flat against a building or fence. Where it is to be placed on the ground, an inexpensive wood frame with stake attached can be made by the contractor himself.

For Painting Contractors

Contractors can secure signs with their imprint at the following co-operative price.

3 signs with same imprint.	.50 each
4 signs with same imprint.	.40 each
5 signs with same imprint.	.35 each
10 or more signs with same imprint.	.30 each

Minimum quantity—3 signs. We pay transportation.

We absorb most of the cost and only ask a small charge to eliminate waste.

Ordering—Use Regular Advertising Order Blank; and be sure to specify imprint (limited to 3 lines). Check to accompany order. Allow three weeks for delivery since the weather-proofing process has to be done after imprinting so as to protect the imprint.

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ADVERTISING SOUVENIRS AND NOVELTIES FOR AUTHORIZED DEALERS

These popular sales helps, imprinted with the Dealer's name, make fine individual souvenirs, particularly for store openings and fairs. They are excellent "good will" builders. All items are of good quality and only because of the large quantity that will be ordered are we able to offer them at these low prices.

Additional items will be added from time to time and new price list inserts will be issued as required.

The items listed herein are not carried in stock and each order is handled individually by the manufacturers. Allow three weeks from the date of the order for delivery. Please note that shipments are made collect.

Samples of any items listed in this price list are available on request.

BASSWOOD YARDSTICKS



A standard softwood yardstick, $\frac{5}{8}$ " thick and $1\frac{1}{2}$ " wide. Printed on both sides with scale in black ink. Dealer imprint on one side—Sherwin-Williams message on reverse side. Dealer imprint limited to name, address and phone number.

Price to Dealers—

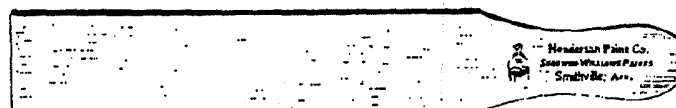
250	500	1,000 or more
\$5.00	\$8.00	\$12.50 per M.

Minimum quantity 250

Extra charge of \$.50 per order if hole in one end is desired. Check must accompany order.

Above prices f. o. b. Shelbyville, Tenn. Shipments will be made freight or express collect. Shipping weight about 30 pounds per 250 yardsticks, packed.

BASSWOOD PAINT PADDLES



Four sizes to choose—for gallons and 5 gallon cans. Dealer imprint in black ink together with S-W trademark and name printed on one side of handle. Dealer imprint limited to name, address and phone number.

	500	1,000 or more
9" ($\frac{3}{8}$ " thick— $1\frac{1}{8}$ " wide).....	\$3.50	\$5.00 per M
12" ($\frac{3}{8}$ " thick— $1\frac{1}{8}$ " wide).....	5.50	8.00 per M
14" ($\frac{1}{4}$ " thick— $1\frac{3}{4}$ " wide).....	7.00	11.00 per M
20" ($\frac{1}{4}$ " thick— $1\frac{3}{4}$ " wide).....	8.50	12.50 per M

Minimum quantity 500

Extra charge of \$.50 per order if hole in end is desired. Check must accompany order.

Above prices are f. o. b. Shelbyville, Tenn. Shipments will be made freight or express collect. Shipping weight approximately:

- 9" paddle—15 pounds per 500 paddles
- 12" paddle—20 pounds per 500 paddles
- 14" paddle—53 pounds per 500 paddles
- 20" paddle—75 pounds per 500 paddles

BASSWOOD RULES (12-inch Size)



No. 1. (1½"x12"). Natural finish with beveled edge, printed in black ink on one side only as shown in illustration.

500	1,000 or more
\$3.50	\$5.00 per M

Minimum quantity 500

When printing is desired on both sides—add 75 cents per 1,000 or less.

Check to accompany order. Prices f. o. b. Shelbyville, Tenn. Shipped express collect. Shipping weight about 35 pounds per 1,000, packed in cartons.

BASSWOOD RULES (7-inch Size)



No. 713. (½"x7"). Natural finish, no beveled edge. Printed 7" scale ¼" marking. With motto and pictures on front. Dealer's imprint and S-W copy on back.

	500	1,000 or more
Price.....	\$2.00	\$3.00 per M
Stained lemon or orange.....		\$3.50 per M

Minimum quantity 500

Check to accompany order. Prices f. o. b. Shelbyville, Tenn. Shipped express collect. Shipping weight about 7 pounds per 500 packed in cartons.

BULLET OR CARTRIDGE PENCILS



No. 2—3" Barrel with Eraser.

A novelty pencil at a low cost. Brass shell with 2¼" pencil inserted. Large eraser. Dealer imprint (limited to 3 lines) and S-W trademark printed in ink.

Printed one color ink in less than 1,000 quantities.

Trademark printed Red and Black on orders of 1,000 or more.

	250	500	1,000 or more
Price to Dealers.....	\$8.00	\$15.00	\$26.00 per M
Shipping weight.....	7 lbs.	11 lbs.	22 lbs.

Minimum quantity—250.

No. 10—3" Barrel with Eraser.

Enamel covered, printed red and black ink on quantities of 1,000 or more. Enamel colors—Red, Green, Blue, Cream, Yellow, White or assorted—Specify color wanted.

	250	500	1,000 or more
Price to Dealers.....	\$9.00	\$17.00	\$29.00 per M
Shipping weight.....	8 lbs.	12 lbs.	23 lbs.

Minimum quantity—250.

Check must accompany order. These prices are f. o. b. Shelbyville, Tenn. Shipments made Express collect.

WHISTPENS



A combination whistle and pencil, 5" long and $\frac{1}{4}$ " diameter. A novelty gift for youngsters. Furnished in gray color. Price includes sharpening. Dealer imprint limited to 3 lines—S-W Trademark and name included.

Quantity	250	500	1,000 or more
Price to Dealers	\$5.00	\$8.50	\$14.00 per M
Shipping weight approximately	6 lbs.	11 lbs.	21 lbs.

Check must accompany order. These prices are f.o.b. Shelbyville, Tenn. Shipments will be made express collect.

COMPO SET



A souvenir for boys and girls. Case made of composition material, very soft and durable. Contains lead pencil, pen holder and 6-inch ruler. (None imprinted with dealer name or S-W name. Case has imprint of dealer name (up to 4 lines) also S-W trademark and name.

	250 each	500 each	1,000 or more each
Price to Dealers	\$.09	\$.08	\$.07

Check must accompany order. These prices are Shelbyville, Tenn. Shipment will be made collect. Shipping weight about 19 pounds Sets.

IMPRINTED LEAD PENCILS

Ordering: Be sure to order by number. Minimum quantity—250.

Imprint: To avoid errors in spelling, print copy on order and check this with dealer. Dealer imprint can be either red or black. Black will be used unless otherwise specified.

On hexagon pencils imprint is stamped in gold.

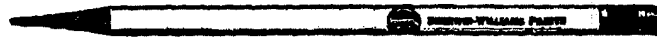
Leads: All printed pencils are furnished in No. 2 degree of lead unless otherwise specified. When odd degrees are required, note carefully the grades and degrees we are in position to furnish. No. 3's can be furnished in 520 and 560 yellow.

Shipping: Allow approximately two weeks from date of order. Shipments will be made express collect.

Shipping weight approximately 20 pounds per 1,000.

Prices: All prices quoted are f. o. b. Shelbyville, Tenn. Check must accompany order.

ROUND PENCILS



Nickel tip, white eraser, good grade lead.

510 Yellow	514 Gray
511 Green	515 Cerise
512 Blue	516 Orange
513 Red	517 Cream

	250	500	1,000 or more
Price to Dealers	\$3.90	\$6.75	\$12.50 per M

Short gilt tip, red eraser, high grade lead.

520 Yellow	525 Cream
521 Green	*527 Silver
522 Blue	*528 Gold
523 Red	*529 White
524 Gray	(520-3 Yellow)
	(No. 3 degree of lead)

	250	500	1,000 or more
Price to Dealers	\$4.38	\$7.75	\$14.50 per M
*White, Gold, Silver:			
Price to Dealers	\$4.75	\$8.78	\$15.75

CARPENTER PENCILS

FLAT—Seven (7) inches in length, one, two or three lines gold stamping or black printing.

YELLOW WITH BLACK STRIPE.

RED WITH BLACK STRIPE.

OVAL—Seven (7) inches in length, one line gold stamping.

RED WITH BLACK STRIPE.

	250	500	1,000 or more
Price to Dealers.....	\$9.00	\$16.00	\$30.00 per M

For reverse side printing on flat carpenter pencils ADD \$1.50 for 250, \$2.25 for 500, \$3.50 for 1,000.

SPECIFY FLAT OR OVAL.

HEXAGON PENCILS

(Imprint stamped in gold)

Nickel tip, white eraser, good grade lead.

550 Yellow	552 Blue
551 Green	553 Red

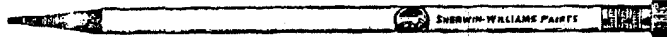
	250	500	1,000 or more
Price to Dealers.....	\$5.08	\$8.63	\$13.25 per M

Short gilt tip, red eraser, high grade lead.

560 Yellow	563 Red
561 Green	564 Gray
562 Blue	560-3 Yellow
	(No. 3 degree of lead)

	250	500	1,000 or more
Price to Dealers.....	\$5.63	\$9.63	\$15.25 per M

LARGE ERASER PENCILS



TWO DIAMETER ERASERS: This patented eraser can be furnished in either hexagon or round pencils. The hexagon comes in yellow and only in No. 2 degree of lead. The round pencil is painted white and can be furnished in only No. 2 degree of lead.

560-TD Hexagon Yellow with regular size tip and large size eraser.

529-TD Round White Pencil with regular size tip and large eraser.

Quantity	250	500	1,000
560-TD Yellow.....	\$4.88	\$8.63	\$16.25 per M
529-TD White.....	5.13	9.25	17.38 per M

PENCIL WITH REMOVABLE TIP



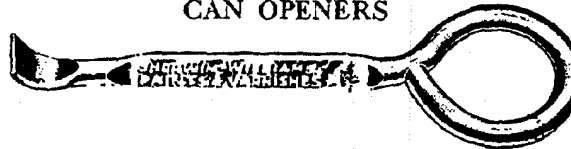
This pencil is equipped with separate large size metal tip and eraser. Comes in yellow hexagon and round white pencils.

560-SL Hexagon Yellow with removable tip and large size rubber. May only be had in No. 2 lead.

529-SL Round White Pencils with removable tip and large eraser. Comes only in No. 2 degree of lead.

Quantity	250	500	1,000
560-SL Yellow.....	\$4.88	\$8.63	\$16.25 per M
529-SL White.....	5.13	9.25	17.38 per M

CAN OPENERS



The handiest tool for opening press top cans. Has a nickel-like finish, with the imprint "Sherwin-Williams" on one side and the words "Paints, Varnishes, Enamels" on the other.

No individual dealer imprint.

Price \$1.75 per 100 f. o. b. Newark, N. J. Minimum quantity 100.

Check must accompany order. Shipped express collect.

SOUVENIR BALLOONS (Round Style)

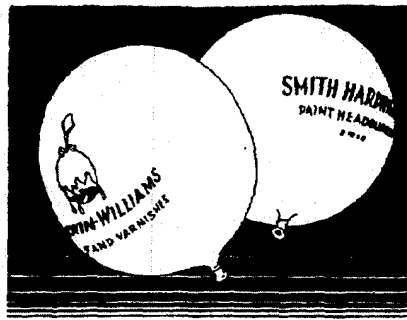
Made of good strong rubber in bright attractive colors. Inflate to 11 inches and can also be furnished with self-closing valves or squawkers. Dealer's three-line imprint on one side. Sherwin-Williams trademark on opposite side.

Size No. 70—Round, \$1.40 per 100.

Size No. 70—Round, with closing valves, \$1.60 per 100.

Size No. 70—Round with squawkers, \$1.80 per 100.

Check must accompany order. Shipped express collect, from Norwalk, Ohio.



COVER-THE-EARTH STYLE BALLOON



A round balloon made to represent the "Cover-the-Earth" trademark. Effective for store openings or fairs. Both the balloon part and the bucket inflate. Trademark and "Sherwin-Williams Paints" imprinted on one side. Dealer's 3-line imprint on opposite side.

Price, 2 Gross, \$2.85 per gross.

Price, 3 Gross or more, \$2.60 per gross.

Minimum quantity, 2 gross.

Check must accompany order.
Shipped express collect, from Chicago, Ill.

IMPRINTED PAINTER CAPS

The finest and best cap on the market. Made of best grade cotton cloth. Dealer imprint shows on front of cap. Imprint should be limited to name, address and telephone number.

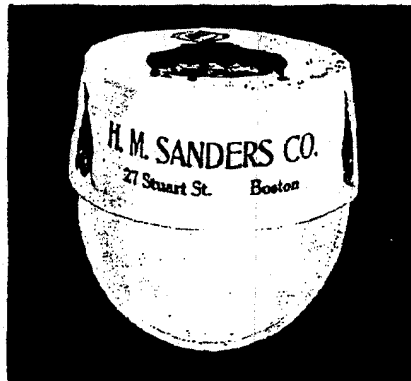
Furnished in Assorted Sizes— $6\frac{1}{2}$ to $7\frac{1}{2}$.

Minimum quantity, 100.

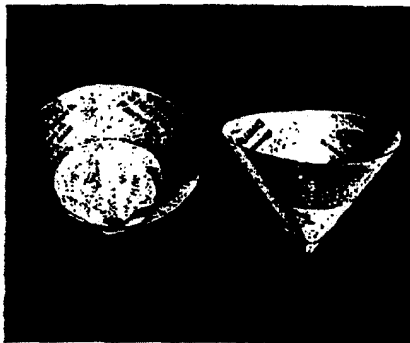
Price, \$2.00 per 100.

Check must accompany order.

Shipped express collect from Cincinnati, Ohio.



IMPRINTED STRAINERS



A practical strainer made of durable cardboard and quality cheesecloth. Allows for three-line imprint on inside—opposite Sherwin-Williams imprint. If wanted for O-K Jobbers or Distributors, specify so.

Price, \$ 3.50 for 500.

6.00 for 1,000.

11.00 for 2,000.

Minimum quantity, 500.

Check must accompany order.
Shipped express collect from Cleveland, Ohio.

Imprinted O-K Shop Caps



Here's a substantial black leatherette fabric Shop Cap which will not only withstand more "wear and tear", but which may also be cleaned. Auto refinishers like this "over-seas" type of cap because it has no peak to bother them when working in close quarters.

This O-K Automotive Cap carries the Sherwin-Williams Automotive Finish message with a reproduction of the Opex-Kem Shield in two colors on one side and the name, address and telephone number of the Jobber, Distributor or Authorized Dealer on the other side.

The imprint of the Jobber, Distributor or Authorized Dealer must be confined to three lines, and all orders should be carefully checked for spelling to avoid any possibility of error.

This handsome, colorful and serviceable Shop Cap is available to all of our O-K Automotive Jobbers and Distributors and Authorized Dealers selling to Auto Finishing Shops, with their three-line imprint, on the following price basis:

250 for \$ 8.00
500 for 15.00
1000 for 28.00

Without Imprint—100 for \$2.50

All of the above prices are F. O. B. Jobber's, Distributor's or Authorized Dealer's city.

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All Type-K Signs to be ordered from -

IRWIN-WALKER CO.
2908 E. 65th St.
Cleveland, Ohio.

Glass for Type-K to be ordered from -

Gill Glass & Fixture Co.
Philadelphia, Penna.

All Type-G Signs to be ordered from -

IRWIN-WALKER CO.
Above address.

Glass from Cincinnati Advertising Products Co.
Cincinnati, Ohio.

All Type-L Signs to be ordered from -

WALKER & COMPANY,
88 Custer St.
Detroit, Michigan.

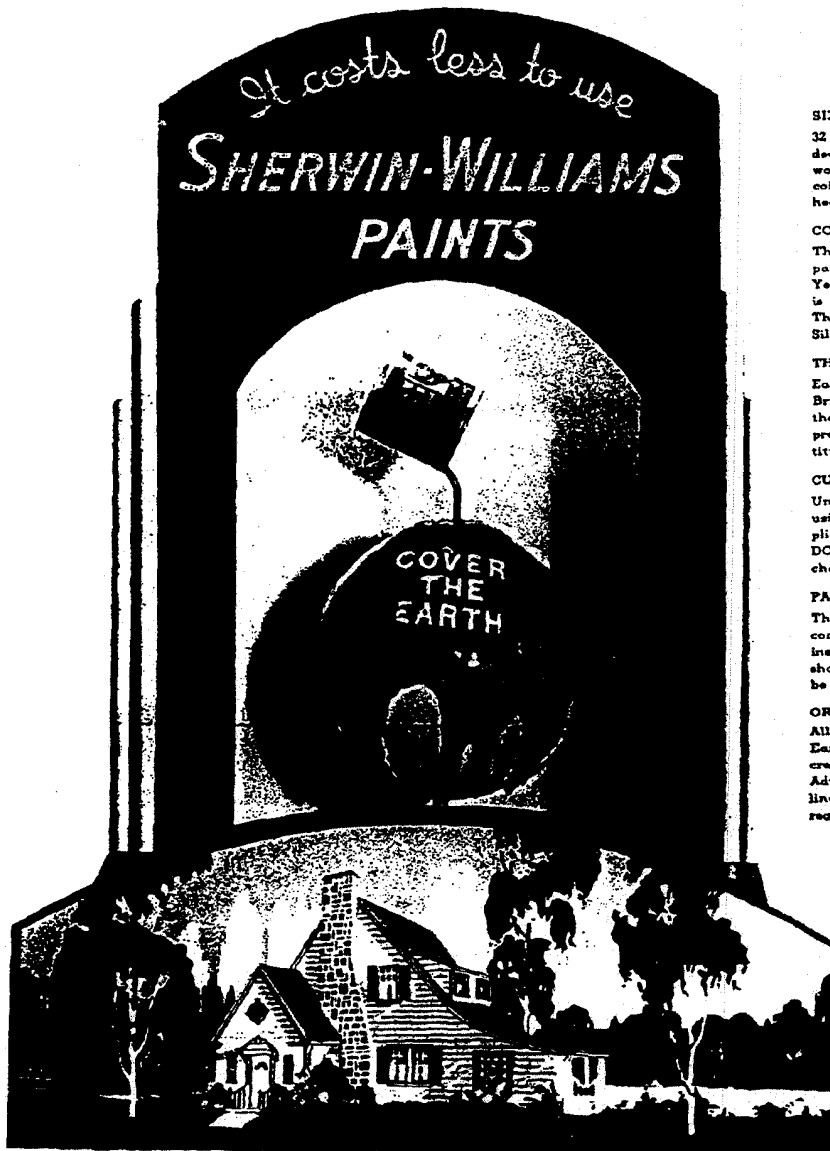
(No Glass Required)

0007-SWP-039820

0007-SWP-000123206

MINIATURE *Flowing* "Cover-the-Earth" Display

- MOTION DISPLAY-UNUSUALLY REALISTIC
- ATTRACTS AND HOLDS ATTENTION
- EFFECTIVE DAY OR NIGHT
- PORTABLE BUT PERMANENT



SPECIFICATIONS:

SIZE

32 inches high—23 inches wide—14 inches deep. Substantially built with three-ply wood front. Attractively painted in bright colors. The recess section is made of heavy, sturdy cardboard.

COLOR:

The face of the display is finished in Black paint and the recess section in a Bright Yellow. Panel at the lower part of the face is finished screen-process in full-color. The lettering at the top is in Yellow and Silver.

THE FLOWING PAINT:

Each display is supplied with a can of Bright colored oil which when flowing on the display resembles paint. As there is practically no waste to this oil, the quantity supplied should last indefinitely.

CURRENT:

Unless specified to the contrary a motor using alternating current will be supplied. However, when requested regular DC motor will be substituted without charge.

PACKING:

The Display is packed in a substantial corrugated carton which contains full instructions for assembling. This carton should be kept in event the display might be shipped to some other point.

ORDERING:

All orders for the Miniature "Cover-the-Earth" Display, Form MM-14, must have credit approval. Send your order to the Advertising Dept., Cleveland, Ohio. Billing to the agent will be handled in the regular way.

Form MM-14

0007-SWP-039821

0007-SWP-000123207

MINIATURE

Flowing "Cover-the-Earth" Display

FOR WINDOW—STORE—BOOTH DISPLAY

The new Miniature Flowing "Cover-the-Earth" Display is now ready and can be ordered for our dealers who wish this display at the attractive co-operative cost price of \$11.00 each.

One Display can be ordered by each Sales Manager as "Division Outfit Expense" at the dealer co-operative price of \$11.00 f. o. b. local office. This display will be available for dealers at the co-operative cost price of \$11.00 each and it was therefore, felt that one display to a division would be sufficient for use at division display rooms, special booths, etc. We kindly ask that no additional division displays be ordered.

The new Miniature Flowing "Cover-the-Earth" Display is something distinctly unusual in motion displays. It is very attractive. The colored oil which closely resembles paint actually flows from the SWP can over the face of the earth. The display is an exact reproduction of our famous trademark.

The Display is 32 inches high by 23 inches wide by 14 inches deep. The earth portion is 9 inches in diameter and 14 inches high from the bottom of the globe to the top of the can. The face of the display is three-ply veneer which gives sturdiness and compactness to the display. The face is colorful and carries a brief selling message on Sherwin-Williams Paint, in addition to the display section at the bottom, which is in full-color.

The recess section is finished in a Light Yellow and offers a good contrast between the Bright Red of the "Cover-the-Earth" globe. At the top of the recess section is a place for a light bulb which is reflected directly on the flowing paint. This display comes packed in a substantial corrugated carton in which full instructions are included for assembling. In the display are included two full length electric cords. (one for the light socket—the other for the motor) and a can of the colored oil.

Unless otherwise specified the display shipped will contain an AC motor. However, when necessary and so specified, a display with a DC motor can be secured. The dealer's co-operative price is f. o. b. their store.

We are able to offer this very attractive co-operative price to our dealers only because we have definitely ordered a large quantity from the manufacturer and have already placed at least one of these displays in each of our own Retail Stores. Their price is the same as the dealer's and we feel when properly presented nearly every substantial dealer in your division will immediately place an order for one of these displays.

All orders must have credit approval from the District Credit Manager and will be shipped direct to the dealer. Billing will be handled in the regular way.

0007-SWP-039822

0007-SWP-00012320E

Report of Advertising Used

Date from 1953 to 1954

Company

Advertising Dept. Service and Expense	T.Y.	Month			Year to Date			Total Budget For Year
		Budget	Actual	Difference	Budget	Actual	Difference	
NATIONAL ADVERTISING								
N1 General Magazine	T.Y.							
(Space Only)	L.Y.							
N1A Insecticide Adv.	T.Y.							
(Space Only)	L.Y.							
N1B General Space	T.Y.							
N2 Spot Radio	T.Y.							
Time	L.Y.							
N3A Spot Radio	T.Y.							
Merchandising	L.Y.							
N4 Radio—Time and Talent	T.Y.							
(National Network)	L.Y.							
N4A Radio Merchandising	T.Y.							
(National Network)	L.Y.							
N5 Outdoor Advertising	T.Y.							
	L.Y.							
N6 Trade Papers	T.Y.							
(Space and Insert)	L.Y.							
N7 Publicity	T.Y.							
	L.Y.							
N8 Newspaper (Space)	T.Y.							
Metron	L.Y.							
N9 General	T.Y.							
(No Space Included)	L.Y.							
N10 Preparation	T.Y.							
(Magazine Ads Only)	L.Y.							
N10A Preparation	T.Y.							
General	L.Y.							
TOTAL NATIONAL	T.Y.							
	L.Y.							
GRAND TOTAL NATIONAL	T.Y.							
	L.Y.							
LOCAL ADVERTISING								
L1 Color Cards	T.Y.							
(T-S Only)	L.Y.							
L2 General Window Displays	T.Y.							
(T-S Only)	L.Y.							
L3 Books and Enclosures	T.Y.							
(T-S Only)	L.Y.							
L4 Panels	T.Y.							
(T-S Only)	L.Y.							
L5 Trade Promotion	T.Y.							
(T-S Only)	L.Y.							
L6 Dealer's Price Lists	T.Y.							
	L.Y.							
L7 Electric and Lantern	T.Y.							
Slides (T-S Only)	L.Y.							
L8 Posters and Signs	T.Y.							
(T-S Only)	L.Y.							
L10 Cons. Strainers, G.C. Cards, T.Y.								
Met. Palet Signs General	L.Y.							
L11 Freight, Express, Parcel	T.Y.							
Post (Ex. Mailings)	L.Y.							
L12 Dealer Counter Adv.	T.Y.							
(T-S Only)	L.Y.							
L13 Dealer Counter Book	T.Y.							
(T-S Only)	L.Y.							
L14 All Insect Adv.	T.Y.							
(Inc. Price Lists)	L.Y.							
L15 All Insecticide Adv.	T.Y.							
(Inc. Price Lists)	L.Y.							
L16 House Organ	T.Y.							
(T-S Only)	L.Y.							
L17 Co-op. Newspaper Adv.	T.Y.							
(T-S Only)	L.Y.							
L18 All Kem Adv.	T.Y.							
(Inc. Price Lists)	L.Y.							
L19 Event Handbill or Book	T.Y.							
let Adv. (T-S Only)	L.Y.							
L20 Event Window Adv.	T.Y.							
(T-S Only)	L.Y.							
L21 All Industrial Adv.	T.Y.							
(except Opex and Kem)	L.Y.							
L22 All Ry., Mar. & Aero Adv.	T.Y.							
(except Opex and Kem)	L.Y.							
	T.Y.							
TOTAL LOCAL	L.Y.							
	T.Y.							
GRAND TOTAL	L.Y.							
Net Sales (Per Consolidated	T.Y.							
Expense Report)	L.Y.							
Per Cent of Expense to Sales	T.Y.							
	L.Y.							
*ITEMS ONLY								
Pacific Coast Expense	T.Y.							
	L.Y.							
All Other Districts	T.Y.							
	L.Y.							

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0007-SWP-000123209