

STORE FRONT AND WINDOW SIGNS

for

SHERWIN-WILLIAMS
AUTHORIZED DEALERS



THE SHERWIN-WILLIAMS Co.

101 PROSPECT AVENUE, N. W.
CLEVELAND, OHIO

2148

0007-SWP-039661

N29151

0007-SWP-000123047

DEALER CO-OPERATIVE STORE SIGNS

TYPE "G" ELECTRIC SIGN



THIS sign provides the desirable combination of great attractiveness and instant identification. Its size enhances the dignity of the finest store front. The entire display is built of colored glass, smooth, non-fading, self-cleaning. Dealer's imprint is in white opal glass, "Sherwin-Williams Paint" in red opal glass. Superior workmanship and full, rich colors make this a commanding sign by day or by night.

Sign is 8' 8" high and 5' 6" wide. Dealer imprint allows for 2 lines of 5" letters. Illuminated from within by forty 40 watt lamps. Co-operative price to the dealer. \$75.00 f. o. b. Cleveland. We will pay one-half of the erection cost, our share, however, not to exceed \$15.00.

TYPE "K" NEON SIGN

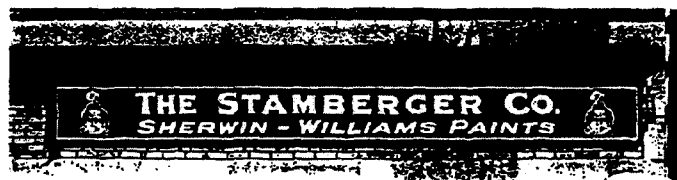
Same general design as Type G Sign. Greater brilliance is gained by carrying out the Dealer's Imprint and "Sherwin-Williams Paints" in Neon. The complete trade-mark is in colored glass and illuminated from within by fourteen 40 watt lamps. Dealer imprint provides for 2 lines of 5" letters in brilliant Green Neon. "Sherwin-Williams Paints" in Red Neon. Equipped with flasher which operates "Sherwin-Williams Paints" lettering and trade-mark illumination. Dealer imprint remains on at all times.

Co-operative price to dealer \$135.00 f. o. b. Cleveland. We will pay one-half of erection cost, our share not to exceed \$15.00.

FLAT STORE FRONT SIGN (MM-11)

An imprinted porcelain enamel sign for the dealer who requires a flat sign across the front of the store. Requires no repaint and is guaranteed for ten years not to fade. Allows for one line dealer imprint in 10" white letters on dark blue background. "Sherwin-Williams Paints" in white letters. Trade-mark in bright red.

Sign is 2 feet high and can be furnished in standard lengths of 12—15—20 and 24 feet. Special intermediate sizes made to order.



CO-OPERATIVE PRICE TO DEALERS

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

Special sizes at \$.45 per square foot. Shipped freight prepaid.

0007-SWP-039662

0007-SWP-000123048

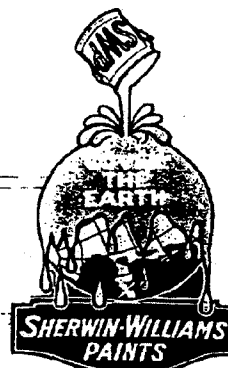
DEALER STORE FRONT AND WINDOW SIGNS

COVER-THE-EARTH PORCELAIN ENAMEL SIGN "MM-9"

THE standard mark of identification for "Sherwin-Williams Paint Headquarters." Furnished without charge to authorized dealers. Shipped via freight, prepaid.

Made of 18-gauge iron, finished in 6 attractive permanent colors of porcelain enamel. Double faced, bolted to heavy frame. Designed for erection on building by means of two brackets attached to frame.

Size 5 feet 3 inches high by 3 feet wide. Weight 90 lbs. The Sherwin-Williams Co. will pay erection cost up to \$5.00. Use Erection Agreement Blank, form S-2528. Use Sign Order Blank, form S-2527.



(MM-15) "COVER THE EARTH" DEALER SIGN

This sign, same in design as the MM-9 Sign, is equipped with a flange for fastening direct to building by means of 6 screws or bolts. No chains or hooks required. Simple to put up. Sign is 36" high by 24" wide. Furnished without charge to Authorized Dealers, when space does not permit use of MM-9. Shipped prepaid.



WINDOW AND DOOR TRANSFER

(W-231)

Beautifully reproduced in standard colors of the "Cover-the-Earth" dealer sign. Ideal for use on doors, transom windows, display windows. Also designed for use on truck panels. The size is 14½" high x 8" wide and full directions are printed on the back for mounting on glass or on painted, varnished or lacquered surfaces. Furnished without charge.

WINDOW DECALCOMANIA



(W-205)

A permanent Window Valance that will fit any size window. Beautifully produced in 7 colors. Blue background, White letters with Red border and Green stripe. "Cover-the-Earth" trademarks are in standard colors of Yellow, Light Green, Dark Green, Black and White. A complete set of 5 pieces shown in the illustration measures an overall length of 103 inches and can be increased to any length by means

of filler strips which are 30' long and which are available with the following lettering:

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

When ordering show sketch of the window and dimensions.

0007-SWP-039663

0007-SWP-000123049

SHERWIN-WILLIAMS PRODUCTS

3 New Advertising Features ^{MAR 15 1929} on SWP

24 Sheet Poster—AA-30

Window Background—W-193

Street Car Card—W-195



THE COLORFUL DESIGN:

The 63 colors and shades of SWP radiating from the SWP can are so striking that they will cause every passerby to stop and observe the wonderful array of color, whether used as a billboard poster, window background or street car card.

AA-30 POSTER:

The Poster, form AA-30, is 24 sheet size (20 feet x 9 feet). It takes no imagination to figure the tremendous splash of color this poster will make. Every Sherwin-Williams agent should arrange to use this forceful outdoor advertising poster. It can be ordered for every agent who will make arrangements for billboard space. Use the regular poster order blank (Form S-2147), only specifying the new SWP poster, AA-30.

WINDOW BACKGROUND—W-193: ✓

The window background, Form W-193, is 27 inches high by 53 inches long. It is a smaller reproduction of the AA-30 poster without the imprint space, easel back and hinged in the middle. This colorful window background can be ordered for every worthwhile Sherwin-Williams agent that has suitable windows for putting in a good window display.

WINDOW PASTER—W-195: ✓

The Window Paster, Form W-195, is a still smaller reproduction (21 x 11 inches) of the AA-30 poster. Order your agents a limited quantity for display purposes.

Advertising Department.

Adv. Ins. 1 C29 592

0007-SWP-039664

0007-SWP-000123050

C. J. P.

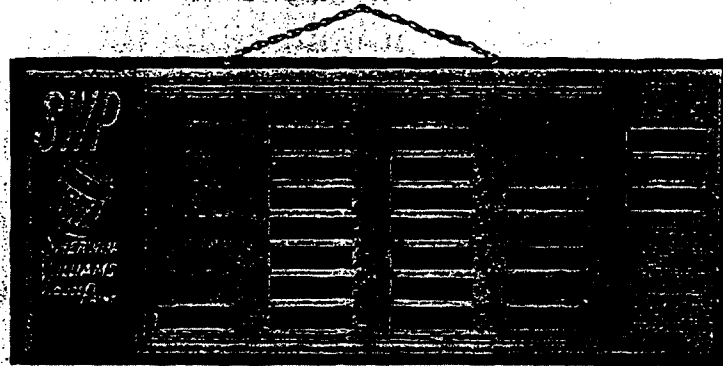
SHERWIN-WILLIAMS PRODUCTS MAR 23 1929

A NEW ADVERTISING FEATURE

SWP

COLOR CARD CELLULOIDED FOR STORE
AND COUNTER USE

PRACTICAL! NEAT! PERMANENT! EASY TO HANDLE
IN TUNE WITH MODERN STORE TRENDS!



Form H-114

This is a regular C color card covered with colorless celluloid and backed with metal. It shows the colors in their true tones and imparts a fine gloss to them. Size is: 20 $\frac{1}{4}$ inches wide by 8 $\frac{3}{4}$ inches high.

It is ideal for counter use or where counters are not available can be hung near the SWP stock, inasmuch as it is equipped with both an easel and chain.

This feature will last for years. There is no air between the card and the celluloid, hence the colors remain true always.

Your agents will find this to be a handy selling feature. They will like it, too, because it's so easy to keep clean and small enough to be kept in an available place at all times.

Form letter is H-114. Order in regular way for agents carrying a representative line of SWP, from Ad-Service Department, Cleveland, Ohio.

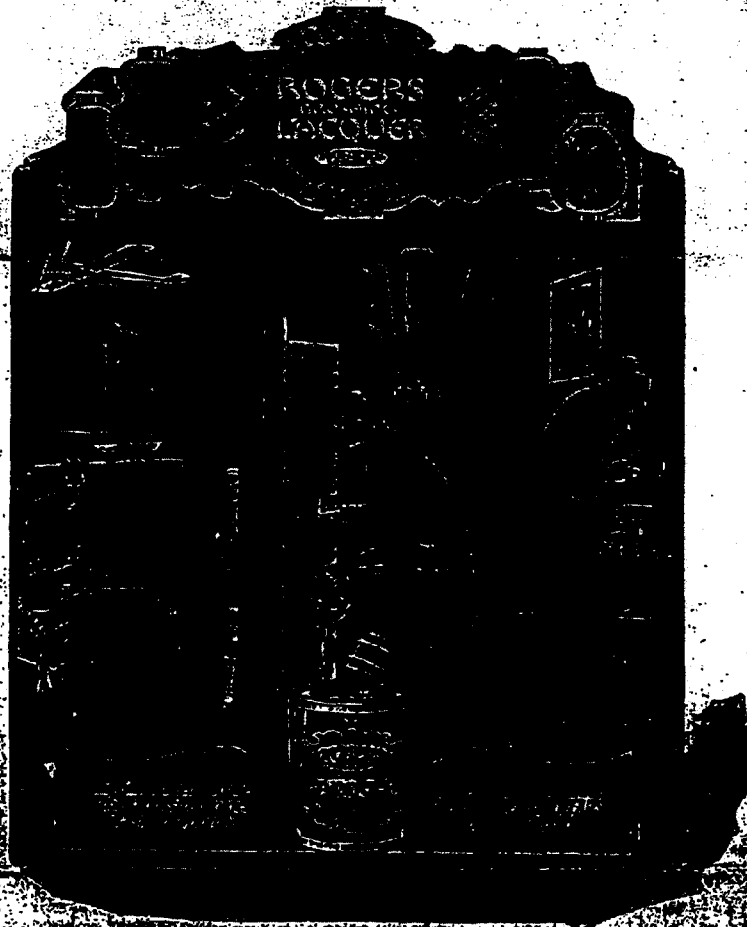
Adv. Ins. 2 C29 616

0007-SWP-039665

0007-SWP-000123051

SHERWIN-WILLIAMS PRODUCTS

C. J. Rogers
Another New Advertising Feature
APR 13 1929 ROGERS BRUSHING LACQUER
WINDOW DISPLAY



Form RBL 68

This beautiful Rogers Brushing Lacquer window display is 30 inches wide and 40 inches high and reproduces three of our typical oriental panels in ten colors. It is mounted on heavy cardboard.

It gives a fine display to the Rogers name and has a real urge to make people buy by prominently displaying six RBL selling arguments. To top everything the trim is varnished, which puts an extra punch into the clear colors and makes it easy for the dealer to keep his trim clean.

Has already been furnished every S-W agent who purchased \$50.00 or more RBL last year.

Will be supplied every worth while Rogers Brushing Lacquer account in your territory. Order in the regular way from Ad Service Department, Cleveland.

Adv. Int. No. 3 D29 669

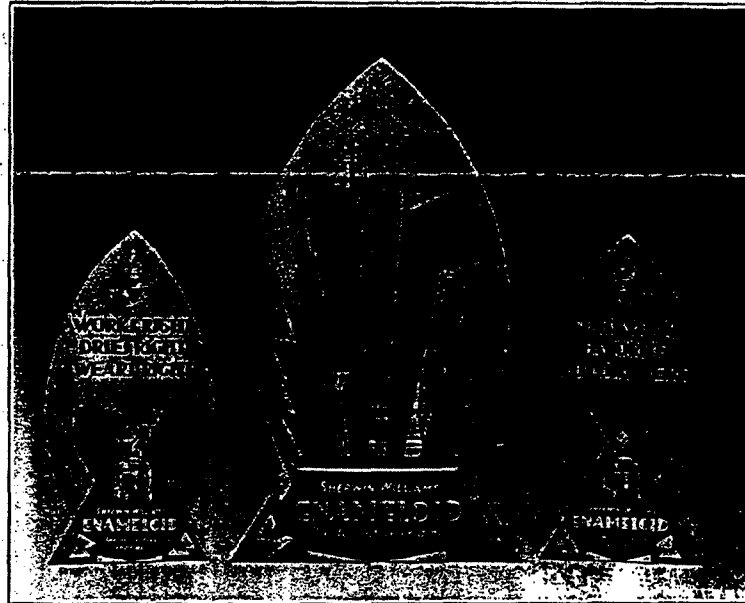
0007-SWP-039666

0007-SWP-000123052

Another New Advertising Feature

A MODERNISTIC DISPLAY FOR ENAMELOID

APR 1929



(Form W-192)

These daring new Enameloid Display Cards are done in the new style of decoration which is enjoying popularity today. They suggest the suitability of Enameloid, with its pure, clean-toned colors for the most striking of new art treatments. The colors are bright, attractive and applied over a background of aluminum.

These cards are also distinctive in being produced with oil paint applied through silk screens by a unique hand process. A coat of water white lacquer is then applied which adds a high gloss to the colors. This not only produces a richer, more permanent design but one which can be washed, as well.

The larger card is 30 inches high by 18 inches wide. The two smaller cards are 18 high by 9 inches wide. They are painted on heavy cardboard and have easel back.

This new advertising material enables the agent to make a very striking Enameloid Display when he features the Enameloid Sample Plan. The cards are effective in the window and equally so on the counter.

DIRECT SHIPMENT has been made to every agent who purchased \$100.00 or more of Enameloid last year. Cards for other accounts must be ordered by the Representative from the Ad Service Dept., Cleveland.

Adv. Ins. 4 D29-700

0007-SWP-039667

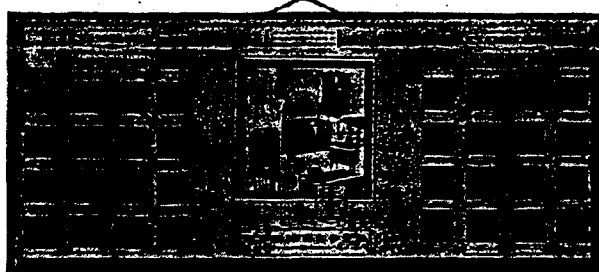
SHERWIN-WILLIAMS PRODUCTS

Another New Advertising Feature

ENAMELOID MAY 2 1929

COLOR CARD CELLULOID

USING THE NEW ENAMELOID COLOR CARD



Form H-115.

This is the new Enameloid Color Card covered with colorless celluloid and backed with metal. It shows up the colors and color blends of Enameloid in their true tone and with a good gloss. The size is $19\frac{1}{2}$ inches wide by $8\frac{1}{4}$ inches high. The Form is H-115.

The Enameloid celluloid color card is a permanent display feature that can easily be kept clean by wiping off with a damp cloth.

Your agents will find the celluloid covered Enameloid color card to be a handy selling feature. The center panel is in four-color printing and shows fourteen odd pieces of furniture finished with Enameloid. Complete specifications for each of these pieces are given. The H-115 is a practical store sales help for the counter, as a shelving display or to be used in the window.

Your agents who purchased \$100.00 or more of Enameloid last year will receive one of these new Enameloid features from Cleveland. Other good Enameloid accounts are to be taken care of by the representative. Order from Ad Service Department, Cleveland.

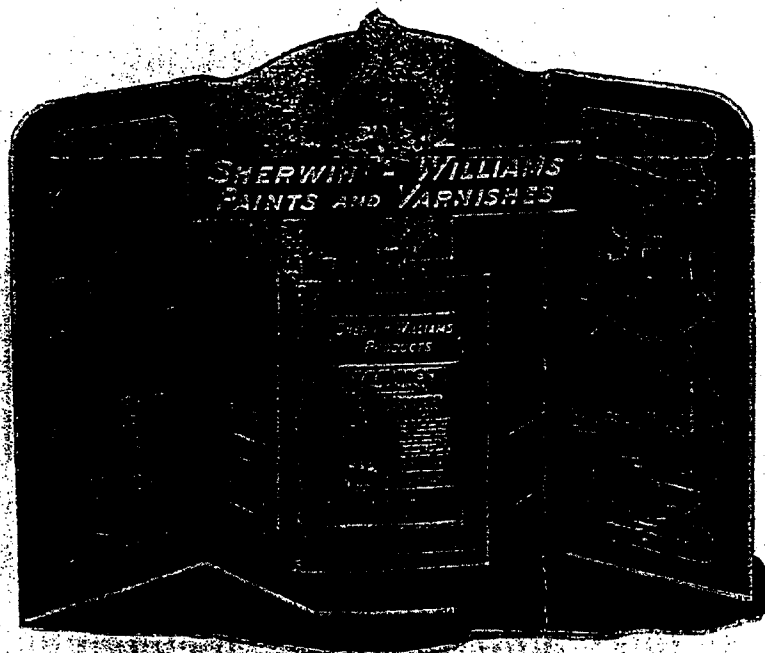
RECEIVED
MAY 24 1929
DEPT. OF COMMERCE

C. M. L.

1929 SHERWIN-WILLIAMS PRODUCTS MAY 27 1929

Another New Advertising Feature

Three-Wing Cut-Out on Mar-not, Scar-not and
Rexpar Varnishes



Form W-142

The three-wing cut-out on Mar-not, Scar-not and Rexpar is 43 inches wide by 17½ inches high. It is lithographed in eight colors and mounted on heavy cardboard with easel back. The center can of Mar-not is die-cut and stands out in full relief.

This varnish cut-out carries a strong sales message on our varnish leaders and should be a popular addition to the many outstanding display features furnished our agents on S-W Finishes.

Direct shipment has been made to our sales managers and retail stores. Order for your agents carrying a representative stock of our varnish leaders from Ad Service Department, Cleveland.

0007-SWP-039669

RETURN TO
C. M. L.

SHERWIN-WILLIAMS PRODUCTS

MAY 2 1929

ANOTHER NEW ADVERTISING FEATURE

Set of Two Display Cards on Flat-Tone



Form W-200

These cards come in sets and each card is 20½ inches high by 15 inches wide. They are lithographed in eight colors and are mounted on heavy cardboard with easel back.

Two splendid display cards on Flat-Tone for window or counter use.

Sales Managers and Retail Stores have already been supplied with a set of these cards. Representatives to order from Ad-Service Department, Cleveland, for their agents who carry a representative stock of Flat-Tone.

Adv. Ins. 7 E29 801

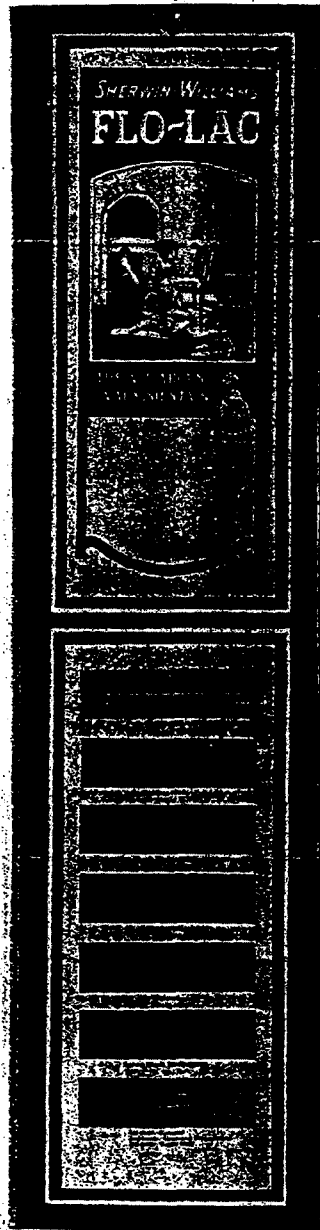
0007-SWP-039670

0007-SWP-000123056

MAY 1926

TWO NEW ADVERTISING FEATURES

Celluloid Color Card on Flo-Lac — Display Card on Enameloid



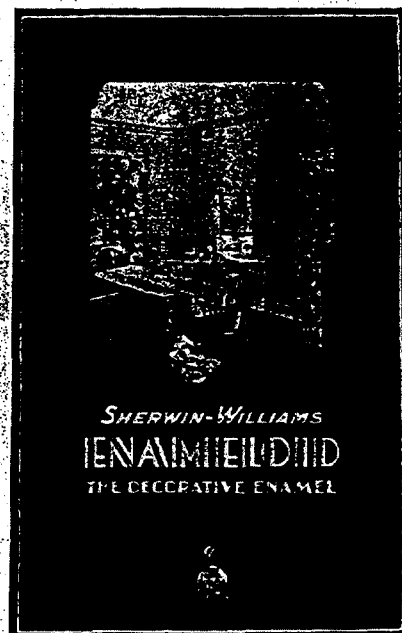
Form H-117

Adv. Ins. 8-9 E29 802

H-117 — Celluloid color card on Flo-Lac of vertical type. It is 18 1/2 inches high by 4 1/4 inches wide and is mounted on metal. Recommended to be hung on agents' paint shelving.

W-199 — Lithographed display card in eight colors on Enameloid. It is 20 1/2 inches high by 15 inches wide and is mounted on heavy cardboard with easel back.

Sales Managers and Retail Stores have been supplied with these features. Representatives to order from Ad-Service Department, Cleveland.



Form W-199

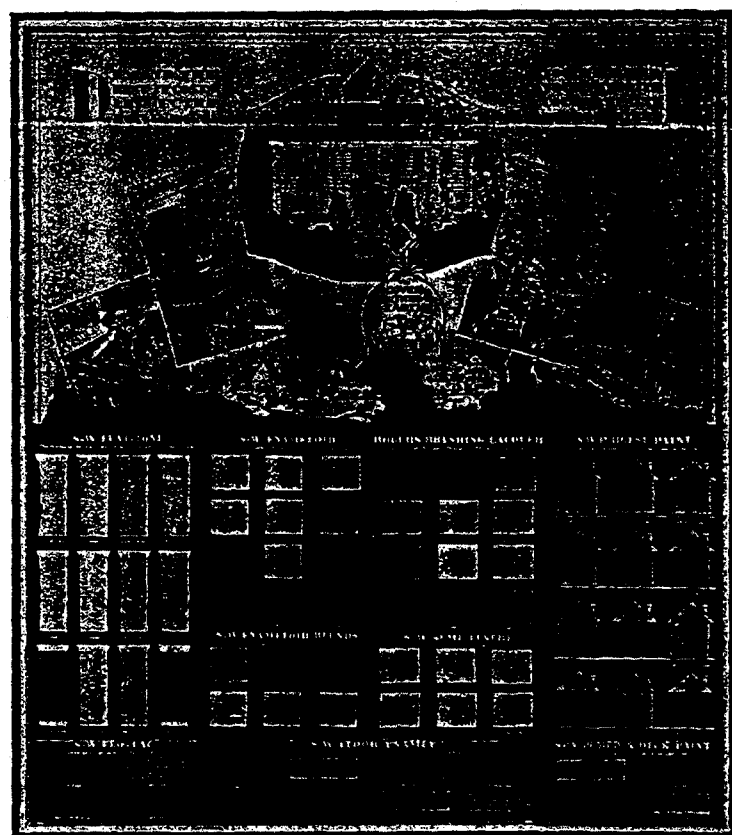
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Another New Advertising Feature

Mounted and Celluloided

CC - 228

For Agents Ordering 500 or More



Form H-118

The CC-228 celluloided counter display is a colorful and attractive sales help. It is 18 inches high by 15 inches wide, with easel back, mounted on metal, and covered with colorless celluloid.

A permanent and practical display showing the latest color suggestions for home decorating and 76 sampled color chips of 10 popular S-W Products.

DO NOT ORDER

The celluloided CC-228 has been supplied every agent who purchased 500 or more CC-228s and as additional orders totalling 500 or more CC-228s are received, distribution will automatically be taken care of from Cleveland.

Adv. Ins. 10 D29 762

0007-SWP-039672

Another New Advertising Feature

A Three Wing Cut-Out on

ENAMELOID

RAPID DRYING

In Eleven Bright and Attractive Colors



Form W-197

This splendid window background is 40 inches long by 30 inches high and in addition is one of the most beautiful window display features we have as yet furnished our dealers and should immediately increase the sale of Enameloid thru the many suggestions illustrated for the use of this product.

We would suggest in the use of this cut-out in your dealer's windows or on their counters or display tables that one or more of the objects illustrated in this cut-out be finished with Enameloid identically and be included in the display. Cans of Enameloid of all the colors shown should also be included, which will give you a splendid sales producing and attractive window on Enameloid Rapid Drying.

No direct distribution is being made of the Enameloid cut-out, Form W-197, in view of the wide-spread distribution made of our Paint Process Enameloid Display Cards, Form W-192 and also because of the direct distribution being made of the new pleated background, Form W-203.

This window background display is very expensive and its distribution will be limited to dealers who have purchased within the past year \$100 or more of Enameloid.

Adv. Ins. 11 M29 34

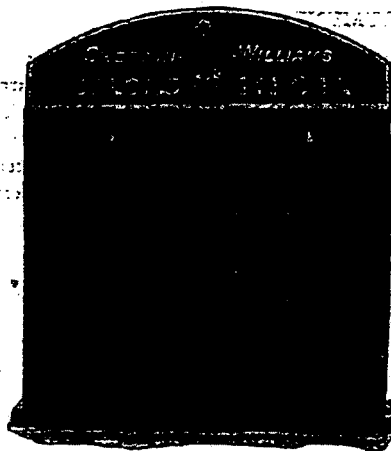
0007-SWP-039673

0007-SWP-000123059

Return to CO +

Effective, September 16, 1929

SHERWIN-WILLIAMS PRODUCTS



A Real Merchandising Proposition that will put a Big Punch behind the sale of First Quality Oil Colors

Effective at once we are prepared to supply an attractive Display Cabinet free with introductory orders for assortments of First Quality Oil Colors in small tubes.

THE CABINET

A very attractive Display Cabinet, made of steel with headboard, lettered "Sherwin-Williams Colors in Oil." Maximum capacity of case, 35 dozen small tubes ($\frac{1}{2} \times 4''$).

A small gummed label of each color of First Quality line will be furnished with every assortment for use in identifying at a glance the colors in each section of the cabinet.

THE DEAL

Display Case will be given free with a minimum order of 20 dozen small tubes ($\frac{1}{2} \times 4''$) First Quality Oil Colors. Where a dealer's trade does not justify buying this amount of colors in small tubes, we are prepared to invoice him the cabinet at our cost figure of \$2.25 net.

DELIVERIES

Stocks of Display Cabinets will be carried at Oakland, Chicago, Newark, and Cleveland. Warehouse Superintendents and Stockkeepers will arrange to order out the Display Cases as needed with factory shipments of paint.

HOW TO ORDER

Orders should always specify Cabinets gratis, where same is to be included with the merchandise. Quantities should not be limited to 20 dozen. If the agent's business would justify him carrying in stock more than 20 dozen small tubes, do not limit his opening order to the minimum assortment. Orders need not be confined to even dozen tubes of the various shades; but half-dozen or quarter-dozen quantities of the less popular colors should be specified.

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— 18-a —

0007-SWP-039674

0007-SWP-000123060

SHERWIN-WILLIAMS PRODUCTS

STANDARD ASSORTMENT

Following is suggestion for a model assortment, based upon the general demand for various shades of oil colors. This is not, strictly speaking, a "Standard Assortment," as orders will be made up especially for each merchant as specified, to include just the colors best suited to his particular requirements. However, where our recommendation is asked as to a suitable assortment, the following may be offered, based upon our experience covering the general consumption of oil colors: (Orders specifying "Standard Assortment" will be filled as per the following):

BLACKS

Lamp Black	30
Ivory Drop Black	12

BLUE

Prussian Blue	30
Cobalt Blue	6
Ultramarine Blue	12

BROWN

Raw Umber	6
Burnt Umber	16
Raw Sienna	18
Burnt Sienna	12
Van Dyke Brown	6

GREENS

Chrome Green, Light	6
Chrome Green, Medium	6
Chrome Green, Dark	6

REDS

Dragon	6
Rose Madder	6
English Rose Lake	6
Indian Red	4
English Venetian Red	4

YELLOW

Chrome Yellow, Medium	18
Chrome Yellow, Lemon	12
Chrome Yellow, Orange	6
Yellow Ochre, French	12

240

NOV 1 1929

B A L L O O N S

FOR DEMONSTRATIONS, FAIRS, BAZAARS, ETC.

Many of our agents give away souvenirs during special sales, demonstrations, fairs, etc. Also many new agents like to give away something on opening day.

The Sherwin-Williams Company have made arrangements with the Maple City Rubber Co., Norwalk, Ohio, to provide advertising balloons for our agents at our quantity prices.

These balloons are quality products. They are made of good strong rubber, in bright attractive colors and come imprinted with your agent's name on one side and The Sherwin-Williams Company name on the other. They may be equipped with either self-closing valves or squawkers at a slight extra charge.

These balloons are to be ordered by our dealers direct from the Maple City Rubber Co., Norwalk, Ohio.

Here are the prices, including the dealer's imprint and ours:

All orders must be accompanied with dealer's check:

Size No. 70	\$2.15 per Gross
With closing valves	\$2.45 " "
With squawkers	\$2.95 " "

Minimum Order 3 Gross.

All Express or Parcel Post charges prepaid.

A three line dealer imprint is allowed.
Be sure and have the imprint copy specified.

0007-SWP-039676

RECEIVED
AD. SERVICE DEPT.
NOV 1 1929



Colors—Background, dark blue; wording "Paint Headquarters" yellow; all other wording, white with red outline; Cover the Earth, red with black lettering and green sea.

Form W-205

NOV 23 1936

New Window Transparency Now Ready

THIS FIVE-PIECE WINDOW TRANSPARENCY WILL FIT ALL WINDOWS AND CAN BE ORDERED FROM AD SERVICE DEPARTMENT, CLEVELAND, OHIO

Here is a sign that every "Paint Headquarters" dealer that does not have a sign stripping across the top of his window should order and put up. It is in five colors and offers a better appearance than the ordinary hand lettered sign and is more or less a permanent sign.

This "Paint Headquarters" window transparency is adaptable for all types of windows. Coming in five separate pieces with an overall length of 84 1/2 inches, it is simply a matter of selection to meet the individual store window's requirements.

There are eight separate privilege panels or end pieces to choose from, Hardware—Electrical Supplies—Lumber—Wall Paper—Drugs—Builders Hardware—Soda—Lumber Supplies.

When ordering from Ad. Service Department, Cleveland, Ohio, we recommend that a pencil drawing be made of the window with the dimensions given. This will enable us to make sure that sufficient pieces are sent to take care of your window.

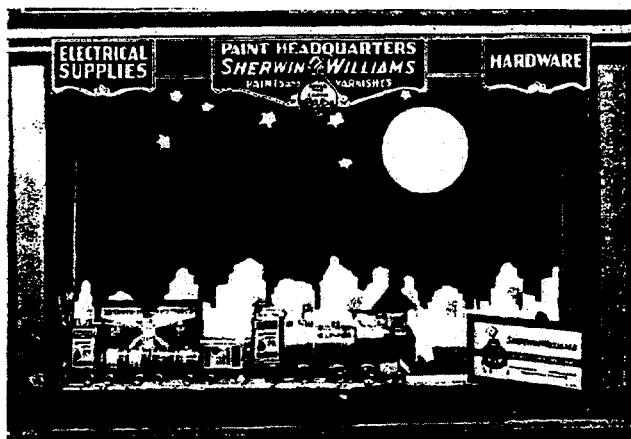
Then select the two privilege panels that represent the merchandise the store sells. Sometimes it is necessary because of the size and style of window to have the center or Paint Headquarters panel in front with the plain blue riders on each side and with the privilege panels on the side near the bottom of the window or in the case of a store having a center doorway the privilege panels can go on the windows facing the door.

MOUNTING INSTRUCTIONS

- (1) Be sure window is thoroughly clean.
- (2) Wet the glass.
- (3) After water runs freely, which shows that window is clean (no breaks at all in the water), place transparency in position.
- (4) Squeegee lightly, placing transparency in complete contact with the water on the window. Give the gum time to dissolve. DO NOT HURRY!

0007-SWP-039677

0007-SWP-000123063



New transparency in dealer's window. Notice that the transparency does not block display in the window.

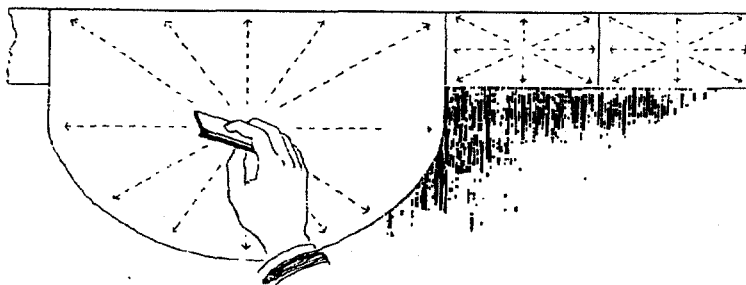
(5) Squeegee again. This time with more pressure and wetting the back of transparency, which makes it easier for the squeegee to slide over the transparency. Use as much pressure as possible, always starting from the center or as near the center as possible, squeegeeing out to the top, bottom and sides.

(6) Don't mount transparencies upon "steamy" or "sweating" windows or when the weather is cold and damp.

— IMPORTANT —

This transparency has been announced to your dealers in the October-November Merchandiser and can be ordered direct by them. However, we prefer that they be put up by our representatives and will deliver to you any transparency ordered direct by our dealers and expect you to put it up on your next call. No transparencies will be sent out unless we have the floor plan of the dealer's window with the dimensions. This transparency is reproduced in full color in the October-November Merchandiser.

It is not necessary to flood the window with water. Best results are obtained through careful and complete elimination of water and air from between the sign and the window. Use a small rubber squeegee and do not be afraid to use force in rubbing the sign from the center toward the outer edges, as the sign is strong and will stand all that the window will.



The correct way of removing surplus water from in under the transparency. Use a small two or three-inch squeegee.

Adv. Its. 15 R29 192

0007-SWP-039678

0007-SWP-000123064

NOV 30 1935

Pleated Window Background

A New Type, Practical Window Display
In Seven Colors



Form W-203

You are all familiar with this splendid window background. This feature is 65 inches long by 30 inches high. Because of its pleated construction, it will fit almost all sizes of windows and will fit in with a window display of all our Trade Sales products.

DISTRIBUTION

Distribution of this feature has so far been limited to our agents and dealers listed in our Metropolitan newspaper ads and to the agents who are on our Double-Barrel newspaper campaign. With the distribution of this window display was also forwarded the newspaper ad display card—W-204-B for the Metropolitan agents and W-204-C for the Double-Barrel agents.

We are now prepared for the distribution of this splendid feature to other of our better agents, purchasing \$1,000 or more, that are not included in the Metropolitan listings and on the Double-Barrel newspaper plan.

Orders should be cleared thru the Ad Service Department, 601 Canal Road, Cleveland, Ohio in the regular way.

Mr. A. O. Fiebert,
Ad Service Department,
Cleveland, Ohio.

RECEIVED
AD SERVICE DEPT.
NOV 12 1929

0007-SWP-039680

0007-SWP-000123066

RECEIVED
AD SERVICE DEPT.
NOV 15 1929

NOV 15 1929

Ad Service Department
November 15, 1929

OPEX CELLULOID COLOR PACK (PA-43)

We are ready to distribute our new Opex Celluloid Color Pack, form PA-43, to Opex Shops and Distributors.

In keeping with the Ad Service Department policy; we will mail this feature direct to customers on lists furnished by the representatives. Place an advertising order and attach list and send to Ad Service Department. Representatives who are responsible for Opex Distributors on their territory must submit list of names and addresses of distributor's accounts.

All books are numbered and a space provided for the name of the account to whom the book is given.

Ad Service Department will keep a record of all books so that if any future changes in color line-up are made, additional color chips will be sent to all holders of books.

Our cost of this book is approximately \$4.00 and distribution will be made carefully. If the Opex Sales on any territory are out of proportion to the distribution of the books, we will have to take this into consideration on future requests.

A copy of the book is being sent to each District and Sales Manager. Representatives are requested to send in an advertising order for their copy.

Any headquarters' department needing a copy of this book can secure it from the Ad Service Department.

0007-SWP-039681

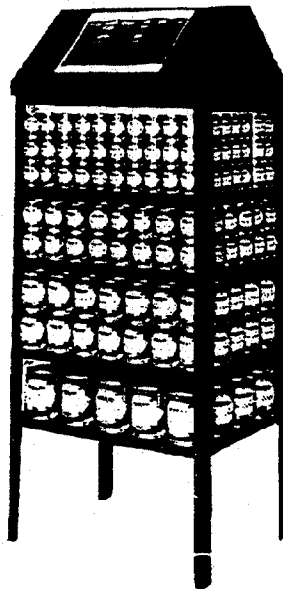
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THREE POPULAR PAINT DISPLAY AND SELLING STANDS

THROUGH QUANTITY BUYING WE CAN OFFER
THESE THREE STANDS AT ATTRACTIVE PRICES

Model B

A Four-Sided Display Stand that is Ideal for
the Average Store



Model B

Specifications

A good size floor rack attractively finished in Olive Green enamel. It is of sturdy construction and will hold a complete small stock of Rogers Brushing Lacquer, Enameloid and other shelf goods. It is 56 $\frac{3}{4}$ inches high, not including the sign. The sign is 12 inches high. The width is 24 $\frac{1}{2}$ inches and the depth is 18 $\frac{1}{2}$ inches.

Price

Price f. o. b. manufacturer, The General Fireproofing Co., Youngstown, Ohio, \$12.50 each.

Adv. Ins. 19a R29 263

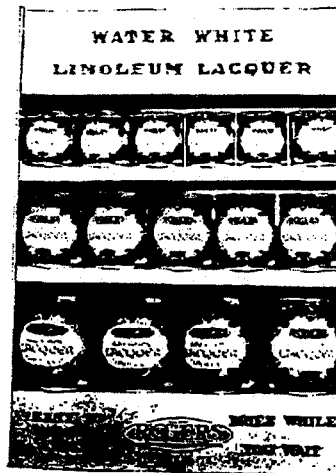
0007-SWP-039682

SHERWIN-WILLIAMS PRODUCTS

SHELF GOODS WELL DISPLAYED ARE HALF SOLD

Model A

A Colorful Little Stand For Selling Linoleum Lacquer



Model A

Specifications

A handy stand for floor or low counter use. This attractive display rack is painted in blue and white at the top, imitating a strip of linoleum, with the lettering in contrasting colors. The bottom shelf holds 8 quart cans, the middle shelf 10 pint cans and the top shelf 12 half-pint cans. It is 24 $\frac{3}{4}$ inches high and 17 $\frac{3}{4}$ inches wide.

Price

Price \$2.25 f. o. b. manufacturer
The Sommers Brothers Appliance Co.,
Saginaw, Mich.

Model C

Specifications

A durable and attractive rack made of sheet steel and mounted on angle-iron base with large easy rolling, rust-proof casters. It is finished in Rogers Brushing Lacquer Chinese Red and lettered in contrasting colors.

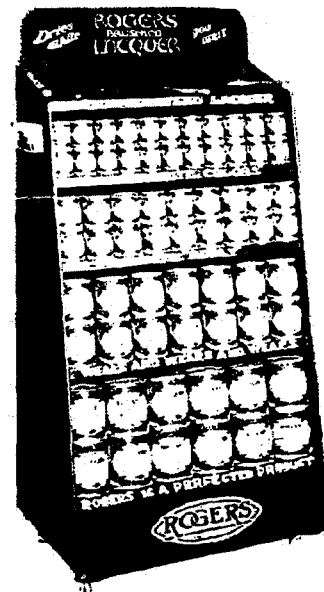
The size is 53 inches high by 26 $\frac{3}{4}$ inches wide. The depth of the shelves is 9 $\frac{1}{2}$ inches at the top and 17 inches at the bottom.

Price

Price f. o. b. manufacturer, The Sommers Brothers Appliance Co., Saginaw, Mich.—including lettering as illustrated—\$7.00 each. Terms 1 per cent 10 days, 30 days net.

Shipped knocked down flat in crates, taking third class rate on LCL shipments. Complete instructions for simple assembly included.

Adv. Ins. 19-b R29 263



Model C

0007-SWP-039683

DEC 4 1929

NEW METHOD OF ORDERING THE SPRAYERS MANUALS
FORM B-475.

Effective immediately the Sprayers Manual, Form B-475, will be carried as Insecticide Merchandise Stock and will be sold to the trade at a cost of 5¢ each.

The regular retail price of a Manual of this type is around 25¢ and we are accordingly printing on the Sprayers Manual the price of 25¢.

The Sprayers Manual is now being featured in our insecticide ads for 10¢ and 10¢ is the price at which we recommend our dealers sell it. It is a wonderful buy at 10¢ for everyone interested in spraying or dusting.

ORDERING - Order on regular advertising order blank attached to a regular insecticide merchandise order and clear thru your division office. No orders for Sprayers Manuals are to be sent direct to Ad Service Department for shipment.

The Ad Service Department or the Pacific Coast Advertising Departments cannot make shipment of the Sprayers Manuals unless a regular sales slip tissue is attached to the advertising order.

The Ad Service Department will carry all stocks of the Sprayers Manuals - except on the Pacific Coast.

There will be no free distribution as the Sprayers Manuals are now carried as Insecticide Merchandise.

0007-SWP-039684

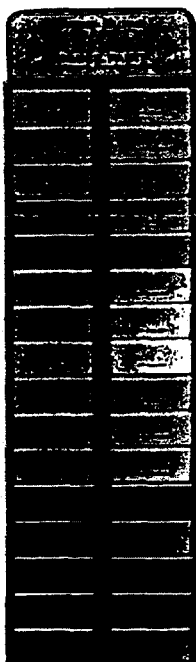
ADV.Ins. 20.

0007-SWP-000123070

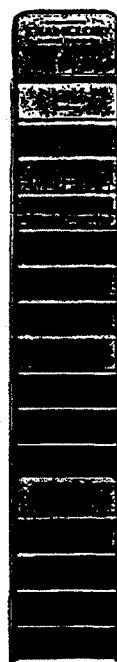
AD SERVICE DEPT.
JAN 24 1930
SHERWIN-WILLIAMS PRODUCTS

NEW MERCHANDISING TYPE OF PANEL DISPLAY BOARDS

CONVENIENT—EASY TO HANDLE—ALWAYS ON HAND
WHEN NEEDED



F Sign



H-93

With the modernizing of our dealers' stores, it is necessary that we also change our types of displays and in our new type of panel display we have the most usable and practical type of display and sales panel board.

F Sign contains our full line of SWP colors—32—on painted wood panels. It is double-column, 7 inches wide by $23\frac{1}{4}$ inches high, and is to be hung on the dividing panels of the dealer's paint shelves.

H-93—containing our full line of Enameloid colors—16—on painted wood panels. It is single-column, 4 inches wide by $23\frac{1}{4}$ inches high.

The new type of panel display racks allow for a more lenient distribution. The F Paddles can be ordered for every agent that has not received the old F Sign and Paddle rack. The Enameloid Panel rack can be ordered for all accounts carrying \$15.00 or more Enameloid who have not received the old Enameloid Panel board.

All stores and warehouse points are being mailed one each of these new display boards by the Ad Service Department.

Adv. Ins. 23 A30 385

0007-SWP-039685

0007-SWP-000123071

ANOTHER ONE OF THE NEW TYPE MERCHANDISING

PANEL DISPLAY BOARDS ON

F L O - L A C

Form H-78

The Flo-Lac Panel Display Board, Form H-78, is the third of the new merchandising type of panel display boards that is now ready for distribution to our dealers. With the few we have so far distributed we have been more than pleased with the comments we have received from our own stores and dealers.

This new type of panel display board certainly fits in with the selling of our products in the modern retail dealer's store. It is of the same size as the Enameloid Board, namely, 4 inches wide by 23 $\frac{1}{2}$ inches high.

It can be ordered for any of your accounts carrying \$25.00 or more of Flo-Lac who have not received the old style Flo-Lac Board of the same form number. One of these Boards is being forwarded to all store and warehouse points and the new Flo-Lac Panel Display Board can be ordered in the regular way from the Ad Service Department, Cleveland, Ohio.

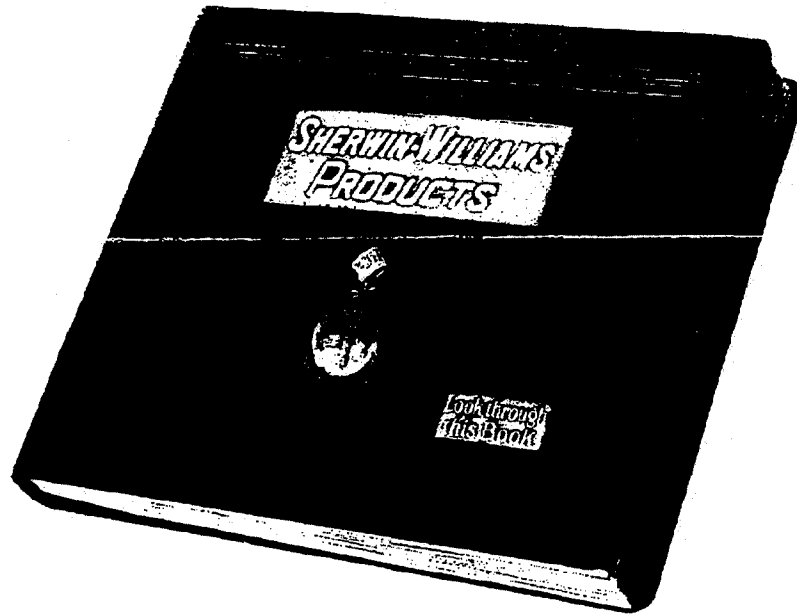
RECEIVED
AD
JAN 30 1930

0007-SWP-039686

0007-SWP-000123072

NEW DEALER'S COUNTER BOOK

A Special Reprint of the B-500 for Special
Distribution



Form B-513

THIS is a reprint of the DeLuxe Dealer's Counter Book, B-500, at a big saving in cost. We, therefore, can allow a more widespread distribution of the B-513, altho it is an expensive book and is to be ordered only for accounts who will use it to advantage.

Description—Handsome blue cover, embossed with gold and red lettering, 12½ inches long by 10½ inches wide, containing 165 pages of four-color printings, sample color chips, description of our products and the proper method of application. A most complete dealer's Buyer's Guide.

Distribution — Can be ordered for all agents whose purchases total \$1,000 and over, who have not received a B-500 and for all New Agents.

Trade Sales Representatives calling on dealer accounts can order a B-513 to carry as part of their outfit. Representatives' copies will be charged to outfit expense and must not be given to their trade.

Copy is being forwarded to all warehouses for displaying.

Ordering—Send Advertising Order (31X72) to Ad Service Department, Cleveland, Ohio, for mailing direct to agents. Pacific Coast representatives will order from E. T. Deasy, Oakland, or P. C. Vogel, Portland.

DISPLAY RACK FREE

with assortment of

RBL Linoleum Lacquer

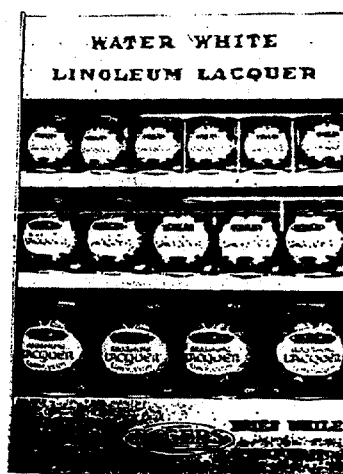
12 Half Pints

10 Pints

8 Quarts

17 $\frac{3}{4}$ in. wide

24 $\frac{3}{4}$ in. high



Regular Prices
Usual Discounts
Two-Color
Double-Faced
For Floor or
Counter

There is an unlimited market for a colorless, quick drying wax-like, water and dirt resistant finish for thousands of square feet of linoleum. We have the ideal answer to this demand in RBL Linoleum Lacquer but if the buying public do not know such a product is available, how can the dealer expect to sell it?

However, if the dealer will feature RBL Linoleum Lacquer through effective display, they will immediately begin to cash in on its sales and profit possibilities. Everyone concerned with the upkeep and maintenance of any linoleum surface is a potential customer for initial business as well as repeat orders.

For every new assortment sold, consisting of enough material to fill this merchandiser, we will supply one of these attractive display racks, gratis. The dealer makes his full 40% profit. This offer does not apply against previous sales of RBL Linoleum Lacquer, but must represent new business. Dealers now handling RBL Linoleum Lacquer may take advantage of this offer, however, by placing a fill-in order for 8 quarts, 10 pints, and 12 half-pints.

Those desiring to purchase the stand without the assortment of lacquer may do so by placing their order with us, to be shipped to them direct at a cost of \$2.25, plus transportation.

Every aggressive hardware and paint dealer will be quick to take advantage of this opportunity. Every furniture and department store selling linoleum will want one of these silent salesmen.

The display stand will be shipped direct to the customer, from the nearest factory point (Chicago, Cleveland, Newark, and Oakland). These are shipped knocked down, and packed in a special carton to properly protect the stand while in transit.

Representatives will write up the dealer's order on the regular order blank, listing both the RBL Linoleum Lacquer and the display stand on the same order. The order must be for the full assortment of 8 quarts, 10 pints, and 12 half-pints at established list prices, subject to the regular discounts allowed the individual accounts on their RBL purchases.

AD SERVICE DEPT
FEB 27 1930

MAY 2 1930

RECEIVED
AD SERVICE DEPT.
MAY 8 1930

THE FOURTH NEW TYPE MERCHANDISING

PANEL DISPLAY BOARD

FLOOR ENAMEL

H-113

Another of the new type panel display boards has just been completed for Floor Enamel and is now ready for distribution.

The compact size of this type of display has proven very popular with both S-W agents and our own Paint Headquarters Depots.

Representatives may order this new panel display for agents carrying \$25.00 or more of Floor Enamel and who have not already received the old style panel board of the same form number.

One of these boards is being forwarded to each of our Retail Stores and Warehouses today.

Adv. Insert 28
May 7, 1930

0007-SWP-039689

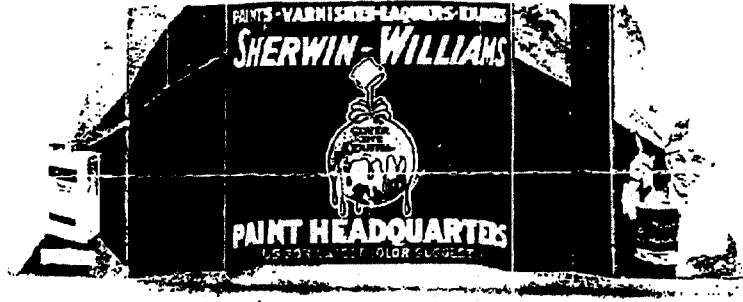
0007-SWP-000123075

SHERWIN-WILLIAMS PRODUCTS

NEW PLEATED WINDOW BACKGROUND

Another Colorful and Attractive Window Display

GIANT IN SIZE - - 3 WINGED



Form W-207

Description

This new window trim, lithographed in seven colors will prove even more attractive than our last pleated window background, as we have carried out the three-wing idea in addition to the pleated construction. The center of the display shows a large Cover-the-Earth trade mark and the words "Paint Headquarters" in large letters. The left wing shows a large Varnish can and the right wing features the Painter with a can of SWP.

The size of this background is 108 in. wide by 33 in. high, but because of its pleated construction it will fit almost any window and will make an attractive display with any of our Trade Sales products.

Distribution

This background is available now and can be secured for all better agents whose purchases amount to \$1,000 or more. Representatives will place advertising orders with the Ad Service Department, Cleveland, Ohio.

Our last pleated window background, form W-203, is still available and representatives should request these on advertising orders for new agents and others where they will be used to good advantage.


FEB 11 1931

FORWARD AGAIN QUALITY MEN!

0007-SWP-039690

0007-SWP-000123076

ADDITIONAL NEW TYPE MERCHANDISING

PANEL DISPLAY BOARDS FOR AGENTS

Semi-Lustre
H-120

Porch & Deck Paint
H-119

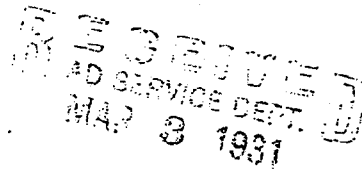
We have ready for distribution to agents, new panel displays on Semi-Lustre (form H-120) and Porch and Deck Paint (form H-119). They are made up in the same size as our Floor Enamel, Enameloid, etc. boards which have been accepted in a popular way by the agents and our own Paint Headquarters Depots.

These new boards can be ordered for your accounts carrying at least \$25.00 or more of these products. Requests should be sent to the Ad Service Department on the regular Advertising order blank.

One of each of the new panel displays is being sent to each Warehouse and Paint Headquarters Depot.

Adv. Insert 30
March 2, 1931.

0007-SWP-039691



Mr. A. O. Fiebert,
Ad Service Department,
Cleveland, Ohio.

0007-SWP-039692

0007-SWP-000123078

Ad Service

RECEIVED
AD SERVICE DEPT. W
JUN 22 1931

SHERWIN-WILLIAMS PRODUCTS

New Billboard Poster

FORM AA-32



This new billboard poster, form AA-32, is 24-sheet size (20 feet by 9 feet.) It is printed in eight colors and is undoubtedly the most attractive as well as sales productive poster furnished by The Sherwin-Williams Company.

The brief wording, "Paint Now—Prices Lowest since 1917" tied up with Sherwin-Williams and the Allied Quality Paint Broadcast is a strong message that every Paint Headquarters dealer should get across to his customers.

Get your dealer to make arrangements with the local posting companies, poster space was never cheaper than at the present time. These posters are furnished free with agent's imprint. Order from Advertising Department on the regular poster order blank (Form S-2147) only specifying the new AA-32 Poster.

Imprint space on these posters is approximately 10 feet by 22 inches. This allows for a two-line agent's imprint. When filling in application for posters be sure to print clearly and to state number of bulletin boards contracted for.

EVERY DEALER SHOULD BENEFIT BY THESE POSTERS—
BE SURE TO TELL THEM ABOUT IT

Adv. Ins. 40 H31 1335

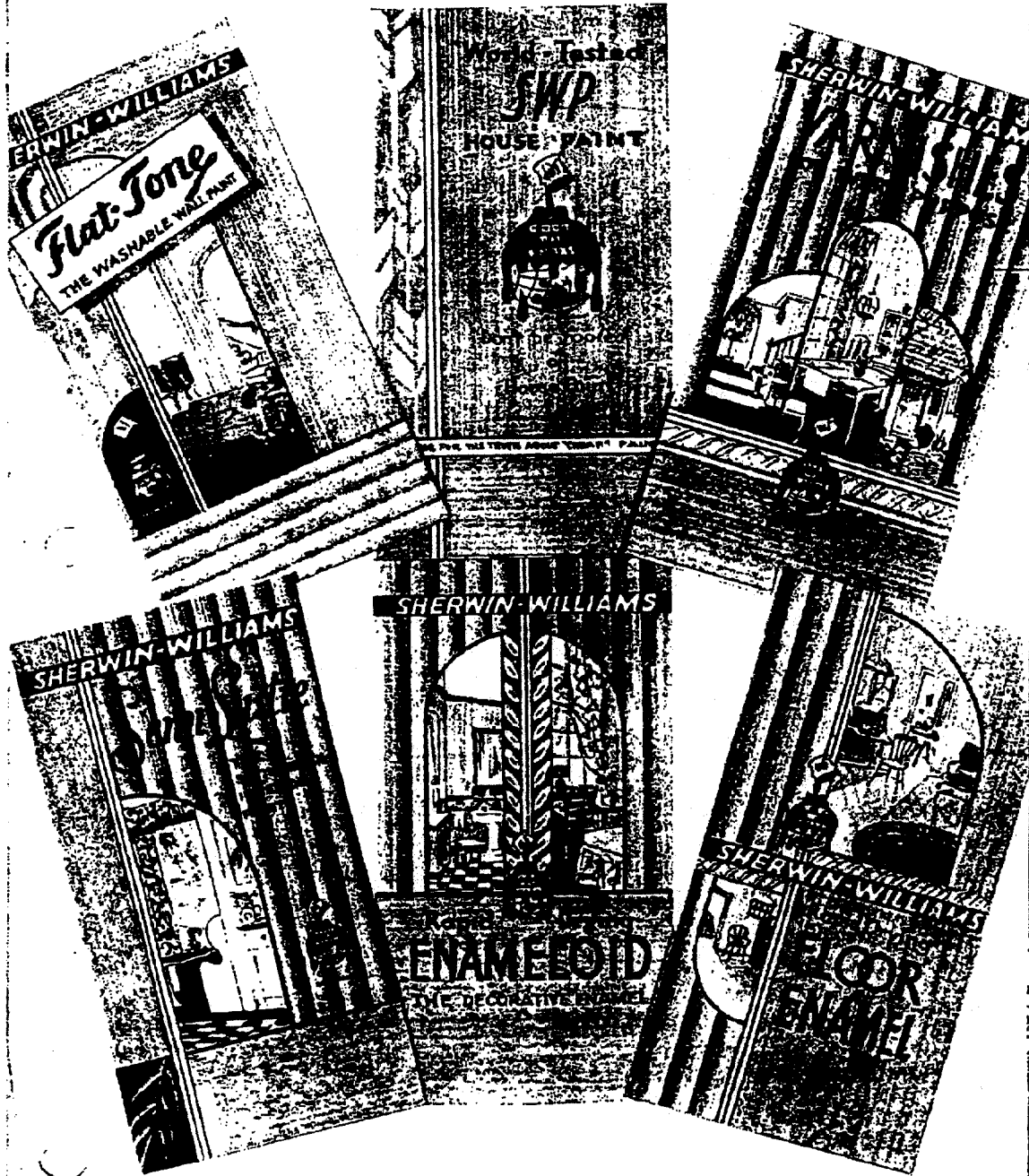
0007-SWP-039693

0007-SWP-000123079

Ad 2-11-33

SHERWIN-WILLIAMS ADVERTISING

A Series of New Enclosures



Also a New Flaxoap Enclosure — Form E-614
Ready Now for Your Agents

0007-SWP-039694

(Over)

0007-SWP-000123080

SHERWIN-WILLIAMS ADVERTISING

THIS attractive series of six new enclosures is now ready for distribution to your agents. They are printed in red and black on ivory stock and will fit into a standard size 6 $\frac{3}{4}$ envelope.

These enclosures were announced to our agents in a recent issue of "Selling Tips" and some agents have sent their requests direct to the Advertising Dept. Mention these striking enclosures when you call, as they are suitable for including with monthly statements or promotional mailings.

Order them by form letter on regular advertising orders for shipment with the next lot of advertising material:

- Form E 608 — S W P
- E 609 — Flat - Tone
- E 610 — Varnishes
- E 611 — Floor Enamel
- E 612 — Enameloid
- E 613 — Semi - Lustre
- E 614 — Flaxoap

0007-SWP-039695

Ad Ins. 41 H31 1373

0007-SWP-000123081




**Which
is Your
House?**

**Make Your Stucco Home
LASTINGLY BEAUTIFUL**

with
WILLIAMS



Stucco and Concrete Paint



WATERPROOFS the SURFACE	ELIMINATES STREAKING	CHOICE OF COLORS
------------------------------------	---------------------------------	-----------------------------

MAY 13 1932

Form W-222

STRIKING DISPLAY ON STUCCO AND CONCRETE PAINT

Tells the story in pictures. At a glance the most casual passerby is given the message—the big sales story behind STUCCO AND CONCRETE PAINT.

This unique display, lithographed in red, green and black rivets attention in any window. It's different in design, terse in message and it leaves an impression with the reader that is not soon forgotten, especially if the reader owns a stucco home or building. Truly a wonderful sales help for a wonderful product.

This STUCCO AND CONCRETE PAINT sales stimulator is 36 inches wide and 24 inches high, with easel back.

A picture as well as description of this trim was shown in the last issue of "Selling Tips," with instructions to the agent to send his request direct to the Advertising Dept., Cleveland. It is not necessary for the representatives to make up a list of agents to whom this trim is to be sent. Sales Managers and S-W Retail Stores have already received the display.

0007-SWP-039696

0007-SWP-000123082



Form W-295

Window Transparency Made More Attractive

Five Separate Pieces and Filler Strip Will Fit
Any Size Window

This new design of our standard Window Transparency will give our agents a real paint Identification—Five separate pieces and filler strip will fit any agent's window where this type of window sign is adaptable. More permanent and better appearing than the usual hand-lettering work.

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

DIMENSIONS—Center Piece.....	40"
Privilege Panel.....	20"
Cover-the-Earth.....	11 1/2"
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.

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

Lumber	Electrical Supplies	Drugs	Tools
Builders Hardware	Wallpaper	Soda	Glass
Hardware	Painters Supplies	Brushes	Radio's
			Oil

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 new transparency 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 transparencies 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, and each package will be properly marked with the agent's name for whom it is intended.

0007-SWP-039697

(Over)

SHERWIN-WILLIAMS PRODUCTS



Form W - 231

New = A Window and Door Transfer

Here's a door and window transfer of the mark of quality— $14\frac{1}{2}$ " high x 8" wide, reproduced in the standard colors same as our new large Cover-the-Earth agency sign.

The size and design make this transfer ideal for a number of uses—on doors, transom windows, and display windows; it is even designed for use on trucks since it can be used on outside surfaces or inside on glass. Full directions for mounting on glass or outside on painted, varnished or lacquered surfaces are shown on the back of each transfer.

Since we want the representatives to place these transfers to the best possible use, we have arranged to send a small supply to each Trade Sales Manager who will pass them on to the representatives so that they can mount them in the most desirable place.

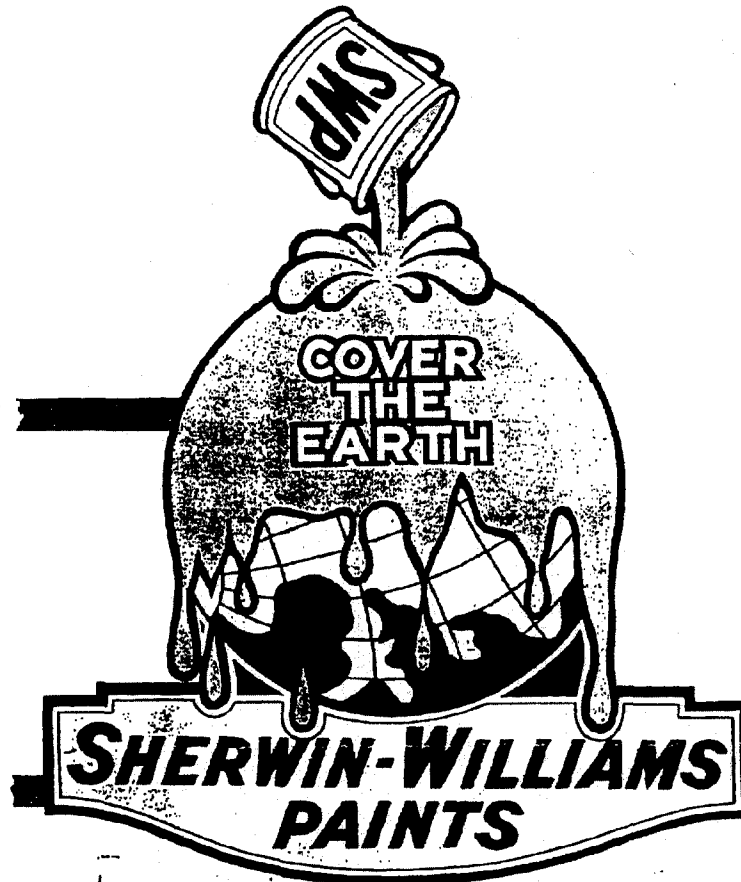
0007-SWP-039698

0007-SWP-000123084

SHERWIN-WILLIAMS PRODUCTS

**Cover - the - Earth Trade - Mark
Agency Sign**

FORM MM-9



The standard mark of identification for Sherwin-Williams Paint Headquarters furnished free of charge to regular agents. Sign shipped via freight prepaid.

Made of 18-gauge iron, porcelain enamel in 6 attractive and permanent colors. Double-faced, bolted to heavy frame. Designed for erection on building by means of two brackets fastened to frame.

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

The Sherwin-Williams Co. will pay erection cost up to \$5.00. Use Erection Agreement Blank, form S-2528.

Use Sign Order Blank, form S-2527.

Adv. Insert 49-B 9-33 78

0007-SWP-039699

0007-SWP-000123085

SHERWIN-WILLIAMS PRODUCTS

Imprinted Store - Front Sign

FORM MM-11



An ideal sign for the store that cannot accommodate the cut-out trademark sign to advantage. The sign is porcelain enamel, which requires no repaint and is guaranteed not to fade, scale or tarnish for 10 years.

Sign allows for imprint of dealer's name to show in 10-inch letters in white on dark blue background. Imprint limited to one line. "Sherwin-Williams Paints" in white letters. Trade-marks in brilliant red.

This type of sign is 2 feet high and can be furnished in standard lengths of 12, 15, 20, and 24 feet. Where these standard sizes will not fit, special size signs can be ordered. Size is limited to the minimum size of 2 feet by 12 feet.

Offered on a co-operative basis, agent's share of standard signs as follows:

2' x 12'.....	\$ 8.50	2' x 20'.....	\$13.00
2' x 15'.....	10.00	2' x 24'.....	15.50

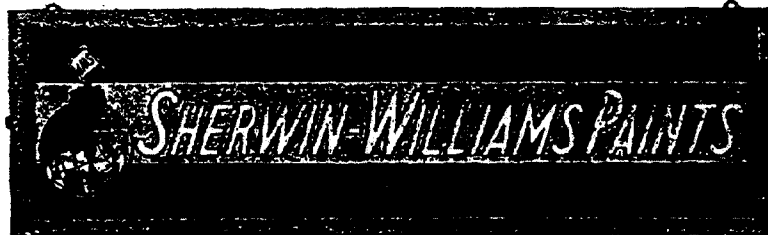
Signs shipped freight prepaid.

Price on special size signs, \$.35 per square foot.

The Sherwin-Williams Co. will pay for erection cost up to \$5.00.

Electric Window or Paint Dept. Sign

TYPE C



An interior sign that may be displayed in the window or paint department. It's an electric sign, 10 inches high and 30 inches wide. Glass face with lettering in rich Neon type red, with mirror outline. Background in deep blue, with Neon type border showing a light blue. Entire design resembles a Neon sign.

Black metal case with silver border frame. Equipped with hooks and chain for hanging.

Cost to agent, \$4.00. Shipped express prepaid. Use Sign Order Blank, S-2527. Check or cash must accompany order.

0007-SWP-039700

0007-SWP-000123086

Form
W-223

BEAUTIFY your kitchen
SHERWIN-WILLIAMS
Semi-Lustre
A WASHABLE SEMI-GLOSS INTERIOR PAINT

For beautiful Exteriors...
SHERWIN-WILLIAMS
SWP
HOUSE PAINT
LOOKS BETTER
WEARS LONGER

Add Charm to your living room?
SHERWIN-WILLIAMS
Flat-Tone
A WASHABLE FLAT WALL PAINT

Let us help you with your painting plans

FREE

Step inside for your copy of this book

FREE

MAY 18 1932

BEAUTIFUL JOY OF COLOR WINDOW TRIM

Five Pieces Featuring SWP, Semi - Lustre, Flat - Tone and Joy of Color Book. Lithographed in Eight Colors

Here it is—the most colorful, attractive and complete set of window cards yet designed for use in a merchant's windows to attract attention to his paint stock. The cards are lithographed in bright, clean colors, the three main ones being reproductions of illustrations from the famous Joy of Color Book. The 5 cards are recommended as an outstanding window display. However each of the cards is a display unit in itself and can be used alone for variety and in the event the merchant wishes to devote only a section of his window to paint.

The large card (W 223A) featuring S W P is 20 x 33". The companion cards featuring Flat-Tone and Semi-Lustre are 15" x 27". Two smaller units are equipped with slots to hold the Joy of Color Book. All have easel backs.

The set is being mailed complete in one carton to all S-W agents whose purchases reached \$1000 or over for the past fiscal year. It is also going to all new agents landed since Sept. 1st. Sales Managers and S-W Retail Stores will likewise be supplied.

0007-SWP-039701

0007-SWP-000123087

RECEIVED
MAIL SERVICE DEPT.
MAY 15 1933

ad service

NEW "PAINT NOW" WINDOW TRIM

W-237

This new window background will attract attention and serve as a "paint now" reminder in any agent's window, not only because of its colorful design, but also because of its size. The display is 60 inches wide and stands 40 inches high and is mounted on heavy cardboard, and well braced with three large earls.

Distribution has been made according to lists as sent in by representatives. The display will also be announced in the next issue of Selling Tips, together with pictures of suggested paint windows.

Additional supply on hand and this display can be ordered for every agent who has a suitable window and will agree to put in a complete paint window. Order from Ad Service.

Adv. Ins. 47 4-33 1093



0007-SWP-039702

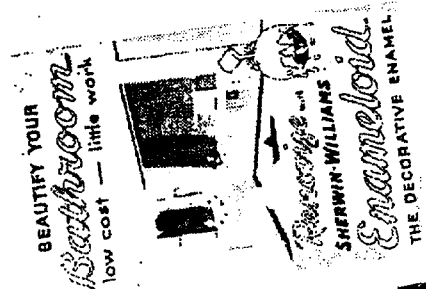
0007-SWP-000123088

A SERIES OF FOUR NEW WINDOW CARDS

Adv. Ins 48 4-33 1094



W-241



W-240



W-238



W-239

0007-SWP-039703

0007-SWP-000123089

Ad Service

RECEIVED
AD. SERVICE DEPT.
MAY 15 1933

NEW DISPLAY CARDS

FOR WINDOW OR PAINT DEPARTMENT

THE four individual cards are a direct tie-up with the present renovize story. Illustrations are enlargements of pictures in the "Home Decorator" and are beautifully reproduced in the same attractive colors as shown in the book.

This set of four cards has just been sent to each agent together with a letter urging the immediate display in the window and store. The cards are 24 inches high and 15 inches wide and are equipped with cardboard easels.

The cards feature —

Flat-Tone (Living Room) - W-238

Flat-Tone (Bedroom) - - W-239

Enameloid (Bathroom) - - W-240

Semi-Lustre (Kitchen) - - W-241

0007-SWP-039704

0007-SWP-000123090



Form W-205

Window Valance for Paint Headquarters Identification

Five Separate Pieces and Filler Strip Will Fit
Any Size Window

This standard Window Transparency will give our dealers a real paint identification—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 transparency is reproduced in 7 colors. Blue background, white letters, with red border and green stripe. The Cover-the-Earth trade-marks are 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 11 1/2" "
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.

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

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

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.

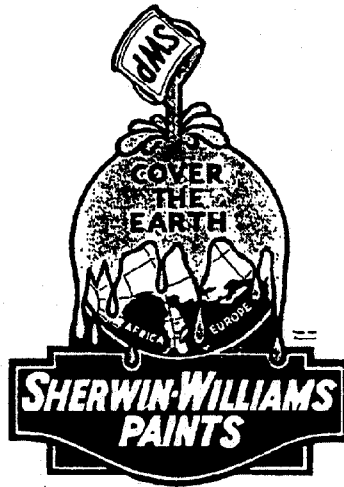
This decalcomania is of the transfer type with a paper backing which has to be removed during the application. Complete directions accompany each shipment. Read them carefully before applying.

We prefer to have these decalcomanias 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, and each package will be properly marked with the dealer's name for whom it is intended.

(Over)

0007-SWP-039705

0007-SWP-000123091



Form W-231

Window and Door Transfer

Here's a door and window transfer of the mark of quality— $14\frac{1}{2}$ " high x 8" wide, reproduced in the standard colors same as our large Cover-the-Earth dealer sign.

The size and design make this transfer ideal for a number of uses—on doors, transom windows, and display windows; it is even designed for use on trucks since it can be used on outside surfaces or inside on glass. Full directions for mounting on glass or outside on painted, varnished or lacquered surfaces are shown on the back of each transfer.

0007-SWP-039706

ADVERTISING DEPT.

February 28, 1935

AGENTS NEON SIGN

TYPE-J

An attractive daytime sign with a combination of neon and reflectors for an attractive night sign. The circular effect and convex faces with their strong colors make it an outstanding sign. Agents will readily recognize the value of this sign at the low price offered because of our co-operating in the cost.

SPECIFICATIONS:

Shown on colored sketch. No dealer imprint on this sign - Sign bears the underwriters laboratories label and is guaranteed for one year against defects.

CITY ORDINANCES:

Agent to secure permit from proper authorities also permission from property owner before ordering sign. Proposed location of sign on building should also be determined before ordering.

ORDERING:

Use regular sign order blank (S2527). Sales Manager and Credit Dept. to approve. Credit Dept. to send orders to Advertising Dept., Cleveland.

PRICE:

Agent cost \$20.00 f.o.b. Kokomo, Ind.
Terms, 30 Days net. We pay balance of cost.

ERECTION:

To be arranged and taken care of by agent at his expense. Our proposition to co-operate in cost of putting up signs does not apply to this sign. We do not require Erection Agreement blank. (S 2528)

Western District TS Reps.
LBQ CET AWB FHC JPC GTT WKS
CML LWD AOF WFI HMK LFC AHB

0007-SWP-039707

0007-SWP-000123093

ADVERTISING DEPT.

February 28, 1935

AGENTS NEON SIGN

TYPE-J

An attractive daytime sign with a combination of neon and reflectors for an attractive night sign. The circular effect and convex faces with their strong colors make it an outstanding sign. Agents will readily recognize the value of this sign at the low price offered because of our co-operating in the cost.

SPECIFICATIONS:

Shown on colored sketch. No dealer imprint on this sign - Sign bears the underwriters laboratories label and is guaranteed for one year against defects.

CITY ORDINANCES:

Agent to secure permit from proper authorities also permission from property owner before ordering sign. Proposed location of sign on building should also be determined before ordering.

ORDERING:

Use regular sign order blank (S2527). Sales Manager and Credit Dept. to approve. Credit Dept. to send orders to Advertising Dept., Cleveland.

PRICE:

Agent cost \$20.00 f.o.b. Kokomo, Ind.
Terms, 30 Days net. We pay balance of cost.

ERECTION:

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Western District TS Reps.
LBQ CET AWB FHC JPC GTT WKS
CML LWD AOF WFI HMK LFC AHB

0007-SWP-039708

ADVERTISING DEPT.

February 28, 1935

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Western District TS Reps.
LBQ CET AWB FHC JPC GTT WKS
CML LWD AOF WFI HMK LFC AHB

0007-SWP-039709

0007-SWP-000123095

ADVERTISING DEPT.

February 28, 1935

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TYPE-J

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Western District TS Reps.
LBQ CET AWB FHC JPC GTT WKS
CMT. LWD AOF WFT HWK JFC AHR

0007-SWP-039710

0007-SWP-000123096

ADVERTISING DEPT.

February 28, 1935

AGENTS NEON SIGN

TYPE-J

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Western District TS Reps.
LBQ CET AWB FHC JPC GTT WKS
ONE END ONE WEST END TWO END

0007-SWP-039711

0007-SWP-000123097

ADVERTISING DEPARTMENT

PRICE CHANGE

EFFECTIVE NOV. 20TH

[Handwritten signature]
NOV 20 1934

An increase in the cost of manufacture of porcelain enamel steel signs makes it necessary to change our schedule of prices on the Co-operative Imprinted Store front signs, MM-11. This is effective as of November 20th and the new schedule of prices will be:

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

Price on special size signs \$.45 per square foot.

Please keep this insert in your price book as the prices shown on the recently printed insert on MM-11 Signs are now out-of-date.

Signs will be shipped as heretofore - freight prepaid and we will continue to pay for erection cost up to \$5.00 as outlined on Sign Erection agreement.

Dist & T S Mgrs
Store & Credit Mgrs
S & A Committee
Trade Sales Reps
(except Pac Coast)
ETD CWB FED WDM CFT
WFI SAD EWG AOF HLH
5 copies H H McD

0007-SWP-039712

0007-SWP-000123098

Mr. A. O. Fiebert,
Ad Service Dept.,
Cleveland, Ohio.

RECEIVED
JAN 10 1964
FEDERAL BUREAU OF INVESTIGATION
U. S. DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

0007-SWP-039713

0007-SWP-000123099

ADVERTISING DEPT.

February 28, 1935.

AGENTS NEON SIGN

TYPE-J

APR
FEB 23 1935

An attractive daytime sign with a combination of neon and reflectors for an attractive night sign. The circular effect and convex faces with their strong colors make it an outstanding sign. Agents will readily recognize the value of this sign at the low price offered because of our co-operating in the cost.

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Western District TS Reps.
LBQ CET AWB FHC JPC GTT WKS

0007-SWP-039714

0007-SWP-000123100

Pr. J. J.

ADVERTISING DEPT.

July 24, 1936.

JUL 27 1936

We can now offer this attractive sign of our standard design to dealers interested in an all Neon Store Front Sign. Note the attractive price of \$165.00, made possible only because we are offering this sign on a co-operative basis and because we are buying them in quantity lots.

In ordering, use the regular sign order blank (S 2527). A new order blank for Electric Signs will be furnished soon. Mail order blank to Sales Manager who will secure Credit Manager's approval before sending it to Advertising Department, Cleveland.

NOTE: Erection Agreement does not have to be sent in with order blank.

Upon receipt of order, Advertising Department will send Construction Blueprint and Erection Agreement blank to dealer, requesting him to secure permit and quotation for erecting sign. Signed Agreement will be returned direct to us.

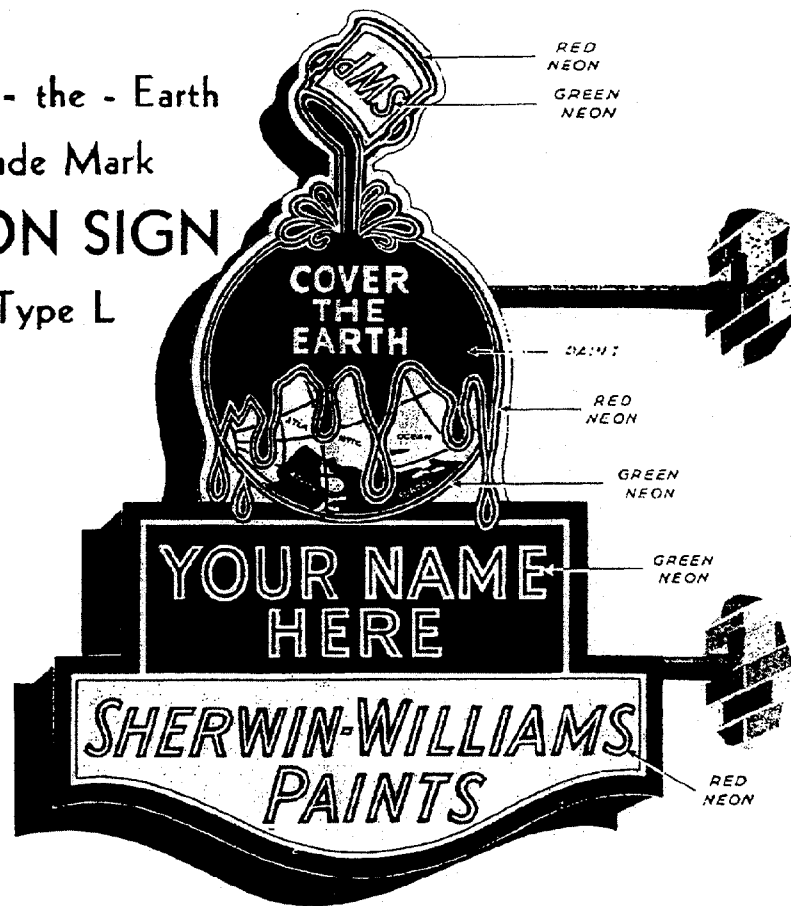
Sign will be ordered upon receipt of this information and shipment made within one week.

District Mgrs.
Trade Sales Mgrs.
Retail Store Mgrs.
Credit Mgrs.
Trade Sales Reps.
Cleve. Executives

0007-SWP-039715

0007-SWP-000123101

Cover - the - Earth
Trade Mark
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. Trademark (35 inches diameter) painted with S-W Kern X-47 Enamels in standard colors of Red, Yellow, Dark Green, Light Green, Black and White. Entire trademark 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—7500 volt transformers. Current consumption about 1050 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 \$15.00—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.

SHIPPING WEIGHT: Complete sign and hanging equipment fully crated weighs 575 pounds. Shipped via freight prepaid. 625.00

CO-OPERATIVE COST TO DEALERS: Price to dealers \$165.00 F. O. B. Detroit. Terms 30 Days Net.

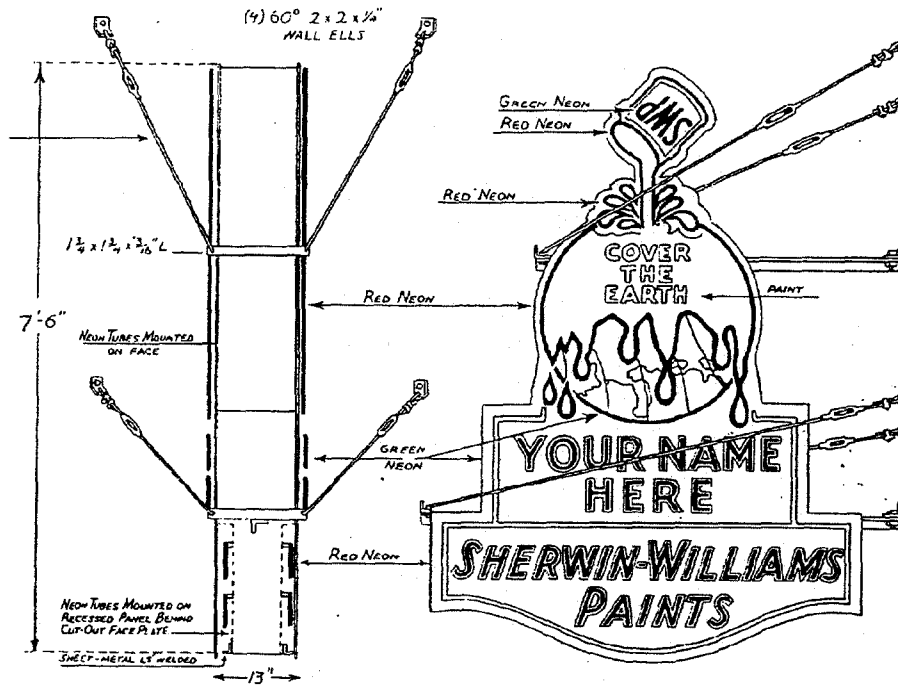
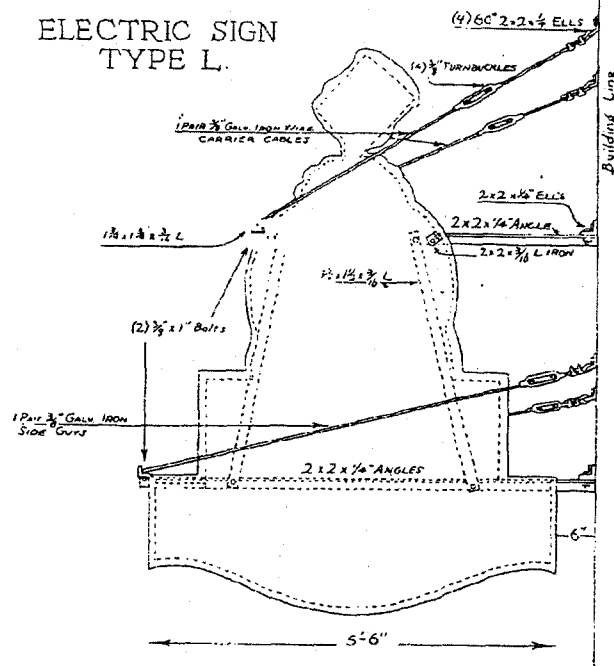
See other side for Neon design and dimensions.

0007-SWP-039716

0007-SWP-000123102

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.

ELECTRIC SIGN TYPE L.



Adv. Ins 50 7-36 1201

0007-SWP-039717

0007-SWP-000123103

December 30, 1936

ERECTION ALLOWANCE
ON NEON SIGNS

Due to the higher cost of erecting our Type K and Type L Dealer Neon Signs as compared to our standard electric sign, Type G, we will assume a larger amount of the erecting cost on the two first mentioned types of Neon Signs.

Effective at once, we will co-operate with the dealer on a 50-50 basis, our share not to exceed \$25.00. This applies only to the erecting of the sign and not toward any electrical wiring such as providing electrical outlet on front of store.

The allowance towards erecting our Type G Electric Sign remains as before --- 50-50 with the dealer, our share not to exceed \$15.00.

Advertising Department

District Mgrs.
Trade Sales Mgrs.
Retail Store Mgrs.
Credit Mgrs.
T. S. Reps.
Headquarters List

0007-SWP-039718

0007-SWP-000123104

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.

0007-SWP-039719

0007-SWP-000123105

YARDSTICKS—PAINT PADDLES— ADVERTISING SOUVENIRS AND NOVELTIES FOR AUTHORIZED DEALERS

Due to the many requests received from our dealers, we have arranged for the following popular sales helps that can be furnished at low cost. Imprinted with the Dealer's name, they make fine individual souvenirs, particularly for store openings and fairs. They are excellent "Good-will" builders. All items are of good quality and because of the large quantity that will be ordered we are 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 $1\frac{1}{4}$ " wide. Printed on both sides with scale in black ink. Dealer imprint on one side—Sherwin-Williams message on reverse side.

Price to Dealers—

250	500	1,000 or more
\$5.00	\$7.00	\$11.00 per M.

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.

	500	1,000 or more
9" ($\frac{5}{32}$ " thick— $1\frac{1}{8}$ " wide).....	\$3.00	\$5.00 per M
12" ($\frac{5}{32}$ " thick— $1\frac{1}{8}$ " wide).....	3.50	6.50 per M
14" ($\frac{1}{4}$ " thick— $1\frac{3}{4}$ " wide).....	6.00	9.50 per M
20" ($\frac{1}{4}$ " thick— $1\frac{3}{4}$ " wide).....	7.00	12.50 per M

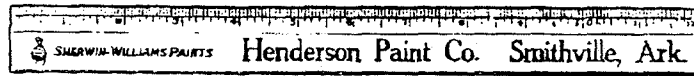
Extra charge of \$.50 per order if hole in end is desired. Check must accompany order.

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
\$3.00	\$4.50 per M

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 ½" 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

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 2½" pencil inserted. Large eraser. Dealer imprint (limited to 3 lines.) and S-W trademark printed in ink.

Printed 1 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.....	\$7.20	\$13.20	\$24.00 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.....	\$8.40	\$15.00	\$27.00 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 $\frac{1}{2}$ " 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	\$8.00	\$13.00 per M
Shipping weight approximately.....	6 lbs.	11 lbs.	21 lbs.

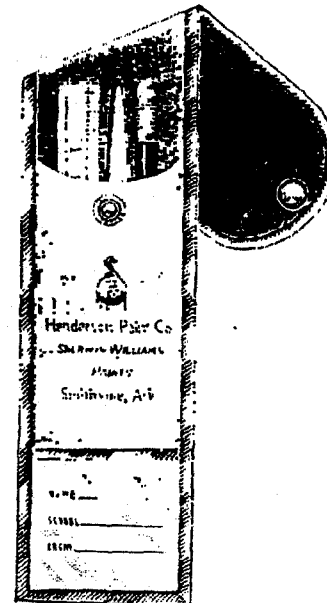
Check must accompany order. These prices are f.o.b. Shelbyville, Tenn. Shipments will be made Express collect.

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 rule. (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 f. o. b. Shelbyville, Tenn. Shipment will be made Express collect. Shipping weight about 19 pounds per 250 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 \$3.78 \$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	\$7.00	\$13.00	\$25.00 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

700-L-LARGE ERASER PENCILS 17/63

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

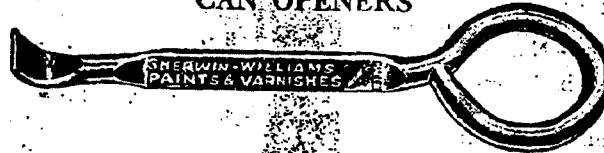
This pencil is equipped with separate large size metal tip and eraser. Comes in yellow hexagon and round white pencils.

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)

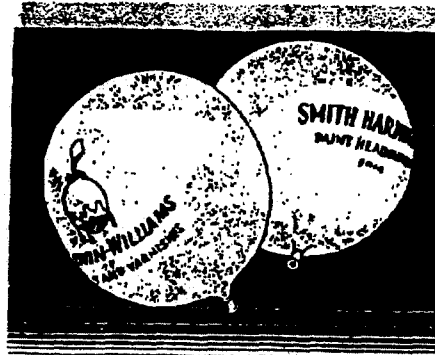
Made of good strong rubber in bright attractive colors. Inflate to 11 inches and can also be furnished with self-closing valves or squawkers. Dealer's three-line imprint on one side. Sherwin-Williams trademark on opposite side.

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 Newark, 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 No.

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

Minimum quantity, 100.

Price, \$2.00 per 100.

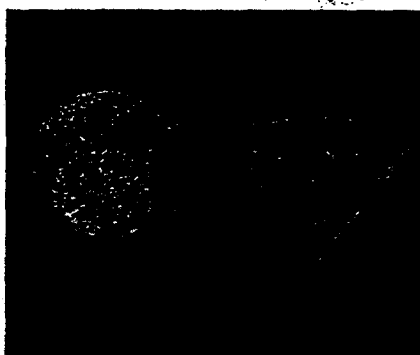
Check must accompany order.

Shipped Express collect from Cincinnati, Ohio.



IMPRINTED STRAINERS

(See Sample)



A practical strainer made of durable cardboard and quality cheesecloth. Allows for three-line imprint on inside—opposite Sherwin-Williams imprint.

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.

0007-SWP-039725

IMPRINTED STRAINERS

The imprinted strainers we are offering are much better quality with less filler in the fabric and a heavier paper stock that does not collapse in the can when the material is being strained.

Until further notice our O-K Jobbers and Distributors may purchase imprinted strainers on the following basis:

500	for	\$3.50.
1000	"	6.00
2000	"	11.00

The above prices are F.O.B. Cleveland, shipping charges collect. Imprinting must not exceed 3 lines.

IMPRINTED O-K AUTOMOTIVE PAINTER CAPS

A substantial Black leatherette fabric that will not only withstand more "wear and tear" but which can be cleaned. The "overseas" type also enables us to give ourselves as well as the Jobber or Distributor much better advertising display.

These new O-K Automotive painter caps will carry the Sherwin-Williams Automotive Finish imprint with a reproduction of the Opex-Kem Shield in two colors on one side and the Jobbers' name, address and telephone number on the other side.

The Jobbers or Distributors imprint must be confined to 3 lines and all orders should be carefully checked for spelling to avoid any possibility of error.

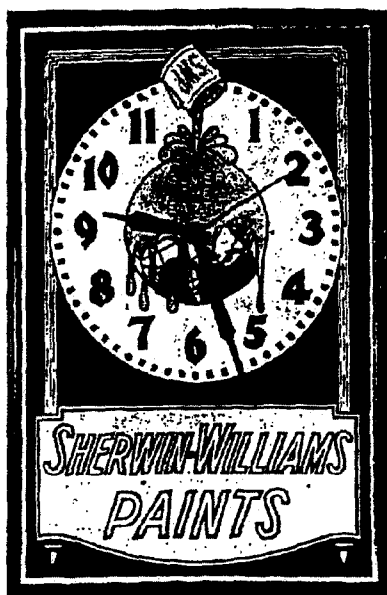
These handsome, colorful, painter caps will be available to all of our O-K Automotive Jobbers and Distributors on the following basis with their 3 line imprint:

250	for	\$8.00
500	"	15.00
1000	"	28.00

0007-SWP-039726

The above prices are F.O.B. Jobbers' City, (

NEW ELECTRIC CLOCK FOR WINDOW OR STORE



Form MM17

An electric clock constantly on display in a window becomes an asset when it also delivers an advertising message and the clock pictured here deserves a commanding spot in any dealer's window. Not just an ordinary clock but also 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—Approx. 17 lbs. Shipped Express prepaid.

Ordering—Order on regular Advertising order. We will bill dealer including transportation charge.

PAINTERS JOB SIGN



Form AA34

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.

Sample signs were recently sent to all Sales Managers.

For Painting Contractors

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

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

Minimum quantity—3 signs. We pay transportation.

We absorb more than two-thirds of the total 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 two weeks for delivery since the weather-proofing process has to be done after imprinting so as to protect the imprint.

See other side

0007-SWP-039728

SHERWIN-WILLIAMS PRODUCTS

FOR DEALERS

This sign should prove a good-will and business-builder for Dealers and we are therefore making the above proposition available to all Authorized Dealers with the suggestion that they order the signs imprinted with the Contractor's name and absorb the small cost themselves.

A dealer may use the sign as a premium by offering it at no cost, provided the contractor will agree to use S-W Products.

The painting contractor will use and appreciate these signs because they will constantly advertise for him while he is on the job. He will find that they are business-builders because consumers have learned to depend upon the quality and reliability of Sherwin-Williams products and will naturally place equal dependence upon the reliability of the painting contractor who displays these signs.

The wide awake merchant should overlook no opportunity to use this feature as a sales-builder with his Contractor Trade.

ADVERTISING FEATURES ON HAND IN THE
ADVERTISING DEPARTMENT, -CLEVELAND

Revised --- OCTOBER 1937

PAINT HEADQUARTERS FEATURES

40 X 8	Pad of Dealers Order Blanks
AA-32	24 sheet Billboard Poster- "Paint Now"
B-575	Counter Book for New Authorized Dealers
B-595	Checking House Paint Complaints Book
CPL	Consumers Price Card -- (SHOW ZONE DIFFERENTIAL)
E-646	SWP Thinning Instructions Folder
PA-53	Discontinued Colors Pack
RS-32	Paint Clerk's Training Course
S-692	Painters' Caps
S-2136	Wet Paint Sign
S-2434	Re-painting Prospect Listing Card
S-2435	Property Protection Survey Blanks
S-2554	Paint Prospect Survey Slip
TS Book	Dealers Confidential Price List (SHOW ZONE DIFFERENTIAL)
W-201	Giant Cover-the-Earth Cutout
W-201-A	Small Cover-the-Earth Cutout
W-205 Set	Transparency with choice of side panels: Hardware Electrical Supplies Tools Brushes Painter Supplies Glass Lumber Builders' Hardware Radio Drugs Wallpaper Soda Oil
W-231	Cover-the-Earth Window Decal. & Transfer
W-291	Paint-Up Banner
W-322	Fall 1937 Window Banner
W-323	"SPECIAL VALUE" Window Pastors (Fall 1937)
W-324-ABD	"Room-of-the-Week" Window Trim

0007-SWP-039730

ACID STAINS

CC-171 Color Card

ANTIQUING

E-663 Folder

AUTO ENAMEL

CC-81 Color Card

BONDING CEMENT PAINT

CC-361 Color Card
E-674 Enclosure
W-320 Counter Card

BRIGHTEN-UP STAIN

CC-143 Color Card

BRUSHES

B-557 Brush Catalog
S-2518 Brush Price List
S-2519 Brush Guide

BUDGET PAYMENT PLAN LITERATURE

E-664 Enclosure
E-665 Painters' Booklet
S-2677 Dealers' Folder

CASENITE

CC-363 Color Card
CC-403 Deep Colors Color Card
E-666 Enclosure
W-301 Counter Card

CLEAROLIN

W-299 Counter Display Card

0007-SWP-039731

COMMONWEALTH BARN RED AND GRAY

CC-331 Color Card

COMMONWEALTH PAINT

CC-98 Color Card

DECOTINT

CC-215 Color Card

DEX

W-252 Counter Display

ENAMELOID

CC-133 Color Card
H-93 Panel Board
W-283 Window Trim

FAMILY PAINT

CC-101 Color Card -- Full Line
CC-102 Color Card -- Short Line

FIRST QUALITY COLORS IN OIL

CC-160 Color Card

FLAT-TONE

CC-10 Color Card
CC-25 System Effects Color Card
W-282 Window Trim
E-578 Plastic Pigment Folders

FLAXOAP

E-634 Enclosing Slip
W-316 Counter Display Card

FLO-WAX

0007-SWP-039732

E-629 Descriptive Enclosing Slip

FLO-LAC

CC-130	Color Card
H-78	Panel Board

FLOOR ENAMEL

CC-280	Color Card
CC-344	Tile Green Color Card
H-113	Panel Board
W-234	Floor Finishes Window Trim

GALVITE

E-671	Descriptive Folder
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GLAZ-KALK

CC-380	Color Card
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HANDCRAFT STAIN

CC-119	Color Card
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INTERIOR GLOSS ENAMEL

CC-405	Color Card
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KALSO

CC-370	Color Card
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LINSEED OIL

S-2057	Counter Card Guide
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LUSTRAL ENAMEL

CC-137	Color Card -- 30 shades
CC-340	Color Card -- 16 shades

0007-SWP-039733

NEWSPAPER CUT SERVICE

B-577	1935 Issue
B-583	1936 Supplement to 1935 Issue
B-590	1936 Fall Supplement to 1935 Issue
B-598	1937 Spring Supplement to 1935 Issue
B-608	1937 Fall Supplement to 1935 Issue

OIL STAIN

CC-129	Color Card
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OLD DUTCH ENAMEL

E-657	Enclosing Slip
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ODP WHITE LEAD

E-672	Descriptive Folder
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PLASTIC PIGMENT

E-578	Flat-Tone Plastic Pigment Folder
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PLEASURE CRAFT FINISHES

B-604	Your Boat-Its Painting & Care - Booklet
CC-400	Color Card
PCR	Retail Price List
W-317	Counter Card
W-319	Pleasure Craft Picture Window Display (MOUNTED)
W-319-A	Pleasure Craft Picture Window Display (UNMOUNTED)

PORCH & DECK PAINT

CC-124	Color Card
H-119	Panel Board
CC-357	Color Card (P & D Paint Dark Brown #71)
CC-358	Color Card (P & D Paint Extra Dark Slate #52)

ROGERS BRUSHING LACQUER

RBL-1	Color Card
RBL-14	Enclosing Slip

0007-SWP-039734

ROOF & BRIDGE UTILITY PAINT

CC-140 Color Card

ROOF PAINT

CC-415 Color Card

SCHOOLROOM COLORS

S-2681 Nela Park Standard Colors Color Card

SEMI-LUSTRE

CC-241 Color Card
H-120 Panel Board
W-281 Window Trim

SEMI-PASTE PAINT

CC-87 Color Card

SHINGLE STAIN

CC-38 Color Card

STUCCO & CONCRETE

CC-283 Color Card
W-222 Window Background

SWP

C SWP Color Card -- Full Line
CC-18 SWP Color Card -- 18 Colors
CC-354 Trimrite Green Color Card
F Sign SWP Display Rack

TAXITE

E-673 Descriptive Folder

TRACTOR & IMPLEMENT PAINT

CC-414 Color Card

0007-SWP-039735

VARNISHES

ST Varnish Strainers

WAGON & IMPLEMENT PAINT

CC-157 Color Card

WATER PAINTS

CC-215 Decotint Color Card
CC-361 Bonding Cement Paint Color Card
CC-363 Casenite Color Card
CC-369 Art Colors Color Card
CC-370 Kalso Color Card
CC-403 Casenite Deep Colors Color Card

WOODCRAFT STAIN

CC-355 Color Card

ZILO

E-615 Enclosure

ZONE MARKING PAINT

CC-243 Color Card

ARCHITECTURAL BOOKS & COLOR CARDS

B-439 Stencil Catalog
B-303 Specification Book for Architects
CC-332 Property Maintenance Color Card
S-1433 Direction Sheet on Stencil Colors
S-2237 Specification & Reduction Book
E-547 Decorative Service Folder
S-2606 #1 Property Maintenance Painting Specifications
S-2606 #2 Property Maintenance Painting Specifications

INDUSTRIAL PRODUCTS LITERATURE

B-47 Ajax Insulating Varnish Booklet
B-570 Furniture Finishing Book
S-2550 Millinery Finishes Price List 0007-SWP-039736

INDUSTRIAL PRODUCTS LITERATURE

F-820-A	Real Estate Property Maintenance File Folder
IMW-2	Industrial Maintenance Catalog
IMW-10	Savelite -- An Analysis of Plant Conditioning (Booklet)
IMW-11	Gas & Fume Resisting Savelite (Booklet)
S-2345	Industrial Plant Maintenance Guide
TS-Ind	Trade Sales Industrial Finishes Price List (SHOW ZONE DIFFERENTIAL)

INDUSTRIAL PRODUCTS COLOR CARDS

CC-158	Bulletin Colors Color Card
CC-311	Kromik Primer Color Card
CC-304	Quick Drying Colors Color Card
CC-256	Mill Village Paint Color Card
CC-293	Gas Resisting Paint Color Card
CC-339	Poster Board Green Color Card
CC-388	Oilproof and Machine Finishes Color Card
CC-418	Galvanized Iron Paint (One Coat) Color Card
CC-413	Kem Kromik-Kem Elastic Color Card
PA-35	Agricultural Implement Paint Color Pack
S-2134	Gas Resisting Paint Color Chips--Interior

KEM FINISHES

B-556	Story of Kem Bulletin Colors
B-563	Standard Bulletin Colors Booklet
CC-317	Exterior Kem Color Card
CC-318	Baking & Air Drying Color Card
CC-323	Kem Bulletin Color Card
CC-325	Kem Art Metal Color Card
CC-334	Kem Store Front Color Card
CC-336	Kem Railway Enamel Color Card
CC-339	Kem Poster Board Green Color Card
CC-365	Kem X-47 Ford Touch-up Colors Color Card
CC-379	Kem Opalescent Colors Color Card
O-93	Kem X-47 Kem Transport Catalog Page
CC-413	Kem Kromik-Kem Elastic Color Card
PA-64	Combined Kem Transport & Kem X-47 Color Pack
PA-65	Kem Railway Enamel System Color Pack
S-2628	Kem X-47 Touch-Up Enamels Catalog Sheet
S-2391-A	Jobbers' Color Page on Kem Exterior
S-2391-B	Jobbers' Descriptive Section on Kem Exterior

0007-SWP-039737

(KEM FINISHES - Continued)

S-2595-A Jobbers' Catalog Page on Kem X-47 Colors
 S-2595-B Jobbers' Catalog Descriptive Page on Kem X-4
 TSB #5 Kem Bulletin Colors Price List
 (SHOW ZONE DIFFERENTIAL)

OPEX FEATURES

B-462	Opex Refinishing Book - Automotive
CC-364	Opex Mixing Enamels Color Card
CC-393	Opex O-K Color Card (Oldsmobile)
CC-394	Opex O-K Color Card (Dodge)
CC-395	Opex O-K Color Card (Pontiac)
CC-410	Opex O-K Color Card (Chevrolet)
CC-411	Opex O-K Color Card (Ford)
CC-412	Opex O-K Color Card (Plymouth)
E-637	Opex Polish Enclosure
E-638	Opex Automotive Wax Enclosure
E-641	Opex Touch-Up Black Enclosure
MM-12	O-K Metal Shop Sign
MM-16	O-K Jobber Weatherproof Banner
O-76	Opex Opaque Black Enclosure
O-84	Opex Striping Enamel Catalog Page
O-86	O-K Spray Gun Adapter Catalog Page
O-87	O-K Enamel for Spot Repairs - Enclosure
O-89-A	PACKARD - Intermix Formula Catalog Page
O-89-B	BUICK " " " "
O-89-C	CHEVROLET " " " "
O-89-D	DODGE " " " "
O-89-E	PLYMOUTH " " " "
O-89-F	NASH-LAFAYETTE " " " "
O-89-G	DESOTO " " " "
O-89-H	STUDEBAKER " " " "
O-89-I	PONTIAC " " " "
O-89-J	OLDSMOBILE " " " "
O-89-K	FORD " " " "
O-89-L	CHRYSLER " " " "
O-89-M	GRAHAM-PAIGE " " " "
O-89-N	LINCOLN-ZEPHYR " " " "
O-89-O	HUDSON-TERRAPLANE " " " "
O-89-P	PIERCE-ARROW " " " "
O-89-Q	ALBURN-CORD " " " "
O-89-R	WILLYS " " " "
O-89-S	CADILLAC " " " "
O-89-T	LASALLE " " " "

0007-SWP-039738

(OPEX FINISHES - Continued)

O-91	O-K Jobber Descriptive Catalog Page
O-92	O-K Jobber Price List Catalog Page
S-2250	"Why Opex Is A Better Lacquer" Folder
S-2272	"New Jobber" Announcements
S-2598	Jobbers' Catalog Page - Service Station Paint
S-2598-B	Service Station Finishes Suggested Selling Price Catalog Page (SHOW ZONE DIFFERENTIAL)
S-2598-C	Service Station Finishes Jobbers' Net Cost Sheet Catalog Page (SHOW ZONE DIFFERENTIAL)
S-2633-ABC	Opex O-K Enamel Jobbers' Catalog Page -- (DODGE - OLDSMOBILE - PONTIAC)
S-2658	O-K Jobbers' Brush Catalog Page
S-2660-A	CHEVROLET -- Opex OK Enamel Sampled Inserts
S-2660-B	DODGE " " " " "
S-2660-C	PLYMOUTH " " " " "
S-2660-D	FORD " " " " "
S-2660-E	OLDSMOBILE " " " " "
S-2660-F	PONTIAC " " " " "
S-2660-G	PACKARD " " " " "
S-2660-H	BUICK " " " " "
S-2660-I	STUDEBAKER " " " " "
S-2660-J	HUDSON-TERRAPLANE " " " " "
S-2660-K	CHRYSLER " " " " "
S-2660-L	DESOTO " " " " "
S-2660-M	LINCOLN-ZEPHYR " " " " "
S-2660-N	PACKARD- 1938 " " " " "
S-2660-O	LINCOLN-ZEPHYR-1938 " " " " "
S-2660-P	HUDSON-TERRAPLANE-1938 " " " " "
S-2660-Q	CHEVROLET-1938 " " " " "
S-2660-R	BUICK-1938 " " " " "
S-2660-S	OLDSMOBILE-1938 " " " " "

RAILWAY - MARINE & AERO PRODUCTS

B-561	Aero Finishes Specifications Booklet
B-604	Your Boat - Its Painting & Care - Booklet
CC-62	Old Dutch Railway Enamel Color Card
CC-313	Railway Rolling Stock Finishes Color Card
CC-336	Kem Railway Enamel Color Card
CC-400	Pleasure Craft Finishes Color Card
CC-416	Railway Passenger Station Finishes Color Card
E-661	Fast-Dri Finishes Enclosure
PA-65	Kem Railway Enamel System Color Pack

0007-SWP-039739

CONTINUED

RAILWAY - MARINE & AERO PRODUCTS

PA-70	Marine Finishes Color Pack
PCR	Pleasure Craft Finishes Price List
RY-S	Specifications for Finishing Railway and Transportation Equipment

DISINFECTANT & COAL TAR PRODUCTS

B-514	D C & C Products Booklet
E-656	Ebonol Enclosing Slip
E-647	Industrial Disinfectants Enclosure
E-556	Kilscab Booklet
F-773	Pheno-Dip Folder
E-604	Pyrethrum Fly Spray Folder
W-266	Pyrethrum Fly Spray & Pheno Dip Poster
F-776	Roof Cement Mailing Folder
CT #3	Coal Tar Price List

(SHOW ZONE DIFFERENTIAL)

0007-SWP-039740

0007-SWP-000123126

SHIPPED	ACCOUNT	MANUF.
AUG 1933	Wells & Co. Buffalo, N.Y.	1-W
10-30-33	S-W Co. Corpus Christi, Tex.	1-W
11-8-33	" Tyler, Tex.	1-W
11-2-33	Low & Quinn, Braddock, Pa.	Bellows
12-9-33	S-W Co. Canton, O.	"
12-6-33	L. E. Wenzel, Ann Arbor, Mich.	"
12-12-33	S-W Co. Ashtabula, O.	1-W
12-14-33	Morgan, Kibbitt Hds. Akron, O.	BELLOWS
12-15-33	" " "	"
12-24-33	S-W Co. Newark, N.J.	J-W
	S-W Co. Youngstown, O.	STROPE
1-5-34	" " Des Moines, Iowa	J-W
1-29-34	Garino's Framingham, Mass.	"
2-7-34	Frank B. Peck Co. Hornell, N.Y.	"
2-10-34	H. A. Boldt, Kansas, N.Y.	Bill.
2-24-34	S-W Co. Paducah, Ky.	J-W
2-27-34	" Peoria, Ill.	"
2-27-34	" Milwaukee, Wisc.	Bellows
2-27-34	White's Inc. Greenville, Tex.	Bellows
2-28-34	S-W Co. Wichita Falls, Tex.	J-W
3-10-34	American Motor Specialty, Newark	J-W
3-13-34	S-W Co. Paris, Tex.	Bill.
3-29-34	S-W Co. Rockford, Ill. 2 Sigs.	J-W
3-30-34	Talmasse Bros. Monroe, Mich.	Bill.
4-9-34	S-W Co. Louisville, Ky.	J-W
4-10-34	" Detroit (Grand River)	J-W
4-17-34	" Rochester, N.Y.	Bill.
4-24-34	Stebbins, Anderson, Johnson, Ind.	Bill.
4-26-34	Glogau, Meyers Co. Salem, O.	Bill.
4-26-34	S-W Co. Blauvelt, Tex.	J-W
4-26-34	Marsh Bros. Hds. Weirton, W. Va.	Bill.
5-24-34	Rock Hill Hds. Co. Rock Hill, S.C.	"
5-25-34	Builders & Supply, Cumberland, Md.	J-W
5-31-34	J-W Co. Albany (3rd Central Ave)	Bill.
6-20-34	Seal Wallpapers & H. Clearfield, Pa.	Bill.
6-28-34	Pickering's Cincinnati	J-W
6-28-34	R. E. Knight, Sons, Alexandria, Va.	J-W
7-34	Gladwin & Foss Co. Wakefield, Mass.	J-W
7-10-34	Lundquist Hds. Co. Jamestown, N.Y.	J-W
8-34	H. J. Barrett, W. Roxbury, Mass.	J-W

0007-SWP-039741

0007-SWP-000123127

SHIPPED	ACCOUNT	MANUFACT.
Aug. 1934	J.W. Co. Chattanooga. Tenn.	J. W.
8-22-34	Lawrence Lumber Lawrence Mass.	J. W.
8-23-34	Shilling & Chatter. Jersey City N.J.	"
9-12-34	Woodbridge Hdw Co. Woodbridge N.J.	"
9-21-34	Corning Bldg Co. Corning N.Y.	"
Oct. 34	S-W Co. Austin. Tex.	Strope
10-18-34	S. W. Co. Miami Beach. Fla.	J. W.
10-18-34	" Columbia. S.C.	
10-26-34	Sanger Bldg. Store Dallas. Tex.	
11-5-34	Keller Supply Co. Reading Pa.	
11-13-34	Henry Bernstein & Son. Orange N.J.	
11-13-34	S. W. Co. Oklahoma City	
11-16-34	" Spartanburg. S.C.	
12-34	" Amarillo. Tex. <u>2 SIGNS</u>	
12-11-34	Warren Lumber Co. St. Morgan. Colo.	
12-12-34	J. W. Co. Mobile. Ala.	
1-24-35	J. W. Co. Pensacola. Fla.	
1-4-35	Young & Gabriel. Inc. Liberty N.Y.	
1-4-35	J. W. Co. Uniontown. Pa.	
1-29-35	J. A. Tison's Sons. Savannah. Ga.	
2-9-35	J. W. Co. Little Rock. Ark.	
2-19-35	Norman Chasoff. Sedalia. Mo.	
2-19-35	Frankirk Hdw Co. Frankirk. N.Y.	
2-25-35	S. W. Co. Montgomery. Ala.	
3-12-35	Southern Supply Co. Jackson. Tenn.	
3-14-35	Lee Hardware Co. No. Adams. Mass.	
3-16-35	Mayers Hdw Co. Steubenville. O.	
Apr. '35	J. W. Co. Charleston. W. Va.	Strope
" 35	Bowman Hdw Co. Curwensville. Pa.	J. W.
4-2-35	R. A. Bergman. ^{4029 W. NORTH AVE.} ^{CHICAGO.}	"
4-2-35	Lundy Lumber Co. Williamsport. Pa.	
4-4-35	J. W. Co. Altoona. Pa.	
4-5-35	Modern Bldg & Heating. Alton. Ill.	
4-9-35	Lawmut Hdw & Pt. Somerville. Mass.	
4-17-35	Hope Lumber Co. Muskogee. Okla.	
4-20-35	Paint Headquarters. Niagara Falls. N.Y.	
5-8-35	S. W. Co. Colorado Springs. Colo.	
5-9-35	Empire Bk Co. St. Louis. Mo.	
5-17-35	S. W. Co. New Haven. Conn.	
6-10-35	Norman Chasoff. Marshall. Mo.	

0007-SWP-039742

SHIPPED	ACCOUNT	NAME
6-12-35	S. W. Co. Headquarters Evanston Ill.	S. W.
6-1-35	S. W. Co. Ft. Worth Tex. 2 SIGNS.	"
8-21-35	Cushman Hdw. Store. Martinsburg W. Va.	"
8-30-35	S. W. Co. Orlando Fla.	

ORDERED	ACCOUNT	DATE SHIPPED	DATE SHIPPED
	S. W. Co. Longview Tex.	9-28-35	9-28-35
10-14-35	Hendrickson H. Co. Maysville Ky	10-21-35	10-18-35
11-5-35	S. W. Co. Knoxville Tenn.	11-13-35	11-9-35
1-14-36	Anderson Walley & H. B. Troy Ky.	1-23-36	1-18-36
1-30-36	Black Hills Seed Co. Sioux Falls S.D.	2-8-36	2-7
2-10-36	Lower Mills Hdw. Co. Dorchester Mass.	2-28-36	2-14
2-25-36	Kriffner Lumber Co. Saratoga Springs N.Y.	3-10-36	2-28
2-27-36	Horn H. & W. Co. Owensboro Ky.	2-29-36	2-29
3-10-36	H. & Waller Hdw. Hutchinson Mo.	4-9-36	3-18
4-10-36	Tan Gorden Hdw. Chardon Ohio.	5-5-36	5-5-36
4-13-36	PINE LAWN PT & WALLER CO. ST. LOUIS MO.	5-6-36	6-5-36
4-21-36	Lite Products Corp. Chicago Ill.	5-9-36	4-25
5-6-36	Fredrick A. Gould Millford Mass.	5-15-36	6-5-36
4-21-36	Chippewa H. Hdw. St. Louis Mo.	5-9-36	4-25
5-29-36	S. W. Co. New Orleans La.	5-29-36	6-4-36
8-12-36	KRAUSE & MANAGAN, LAFAYETTE, LA.		

0007-SWP-039743

type R. Kern - Kern Syn.

ORDERED	ACCOUNT	STON SHIPPED	GLASS SHIPPED
9-5-35	Bould Hds. Cleveland, Ohio.	10-16-36	✓
12-5-35	A. W. Co. Columbus, Ga.	1-11-36	12-19-35
1-14-36	" " Evansville, Ind.	2-12-36	1-28-36
3-23-36	Solondy Bros. Darlington, N.J.	4-15-36	3-26
4-21-36	Claude Campbell Lbr Co. Detroit, Mich.	5-9-36	4-24-36
4-8-36	Friedland Hds. Co. Lakewood, O.	4-21-36	4-20.
2-26-36	S. W. Co. Kansas City, Kans.	3-10-36	3-3-36
3-11-36	Lawrence H. Co. Birmingham, Ala.	4-9-36	3-17.
3-12-36	Jack Rose Inc. Pittsfield, Mass.	4-16-36	3-18
3-23-36	B. W. Co. Baton Rouge, La.	4-21-36	3-27.
3-23-36	KAPLOWITZ & ALPERT, SPRING VALLEY, N.Y.	5-6-36	3-27.
4-10-36	Whaley Bros. Inc. Augusta, Ga.	5-5-36	5-13-36
4-21-36	M. Schwartz & Son, Baltimore, Md.	5-19-36	4-25-36
1-23-36	S. W. Co. Memphis, Tenn.	2-28-36	
4-3-36	Lawrence H. Co. Endicott, N.Y.	4-30-36	5-28-36

Type J. Circular Non-Order

DATE ORDERED	ACCOUNT	DIVISION
3-13-35	H. J. Schrader. Kokomo. Ind.	Ind.
3-13-35	H. J. Schrader. Muncie. Ind.	"
3-13-35	Harold O. Long. Peru. Ill.	Chic. City
	Townsgut Hdw. Co. 4211 College Ave	Ind.
	" 1116 Prospect Ave	"
	" 2125 W. Wash. St.	"
	" 120 E. Wash.	"
	" 3228 E 10th St.	"
	S. S. Rhodes & Son. Indianapolis.	"
	H. J. Schrader Co. Elwood. Ind.	"
	" " " South Bend.	"
	" " " Logansport.	"
3-18-35	Hardman Ch. & Wd. Co. Chicago.	Chicago City
	Builders Iron Inc. South Bend.	Ind.
	A. G. Williamson Hdw. Co. Muncie	Ind.
	C. C. Schlatter Hdw. Co. St. Wayne.	"
	E. W. Fields. Goshen. Ind.	"
	C. Miller & Son. St. Wayne.	"
	H. J. Schrader & Co. Warsaw. Ind.	"
	H. J. Schrader & Co. Columbia City	"
	Ind.	"
3-25-35	R. E. Johnson Hdw.	
	Sold. 34 Ave. S. Minneapolis.	Minneapolis.

0007-SWP-039746

0007-SWP-000123132

INTER-OFFICE LETTER

FROM

Cleveland

OFFICE Advertising

DEPT.

FOR

OFFICE

DATE

October 25, 1937

MR.

SUBJECT

2% Advertising Allowance to
Distributors

ANSWERING LETTER OF

DICTATED BY

In order to explain the basis on which we will reimburse distributors and their sub-dealers for the Cooperative Advertising that they do, we are trying to answer a number of questions that could logically be asked.

Ques. How will the allowance for which a dealer who is also a distributor be computed?

Ans. On the basis of 2% of the total purchases made by the distributor, provided, of course, that he is carrying the sub-dealers on his own books and not merely warehousing for us. This total allowance available must provide for the advertising needs of the sub-dealers, as well as the distributor and must be matched dollar for dollar by the distributor or his sub-dealers.

Ques. How will sub-dealers be paid the advertising allowance for which they are eligible?

Ans. They will be paid direct by the distributor.

Ques. How will the distributor collect for the amounts he pays to sub-dealers?

Ans. By submitting to us invoices paid by the sub-dealers and approved by him.

Ques. Whose responsibility is it to see that sub-dealers are not paid more than 2% of their previous year's purchases?

Ans. It is entirely the responsibility of the distributor. He should be advised that the total allowance for which he is eligible is 2% of his 1936-37 purchases and that dealers' allowances should be up to 2% of their 1936-37 purchases from him.

Example

Purchases of Distributor "A" amounted to \$30,000. in 1936-37.

Sales to sub-dealers amounted to \$15,000.

Total amount of allowance available to distributor2% of
\$30,000. - \$600.

0007-SWP-039747

0007-SWP-000123133

Example Cont'd

allowance that should be made available
to sub-dealers by distributor - 2% of \$15,000 - \$300.

Allowance available to distributor for
his own advertising - \$300.

If the distributor allows more than \$300. to his dealers,
his own allowance will necessarily be reduced, since the
maximum allowance available is \$600.

In the event that this does not entirely cover any
questions that may have come up in your mind, we will certainly be glad to
explain it further.

ECE/CCF

Sales Mgrs.
cc-Dist. Mgrs.

E. C. Baldwin

P, S,

This applies to the following accounts in your division:

0007-SWP-039748

0007-SWP-000123134