

OLD PRODUCTS OF
S-W RESEARCH ADS

Folder 4

N24236

Research Ads

Bringing the marvels of



PRODUCTS OF

What's the secret of modern science's miracle-making? Research—and more research! These products were born of the research of seven great companies.



Many minds instead of a few created, developed and perfected them. They were made to satisfy your longing for easier, better living in a happy American home.

ACME WHITE LEAD & COLOR WORKS, Detroit
W. W. LAWRENCE & CO., Pittsburgh
THE LOWE BROTHERS CO., Dayton
JOHN LUCAS & CO., INC., Philadelphia
THE MARTIN-SENOUR CO., Chicago
ROGERS PAINT PRODUCTS INC., Detroit
THE SHERWIN-WILLIAMS CO., Cleveland



\$1.00—8 oz. Makes 8 gallons—enough for average lawn.
\$2.98—qt. Economy size makes 32 gallons.



Pestroy 101, DDT Activated Powder, 39¢ 3 oz.
Pestroy DDT Liquid Coating, 69¢ pt.



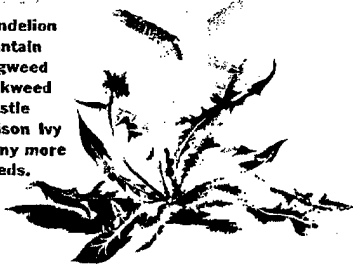
\$2.98 per gallon. (Does the average room.)

N24236.01

0007-SWP-000109604

science to your home

Dandelion
Plantain
Ragweed
Milkweed
Thistle
Poison Ivy
Many more
weeds.



KILLS WEEDS!
OR YOUR MONEY BACK*

WEED NO MORE
TRADE MARK

**APPLY
IT
NOW!**

For a beautiful lawn *now* and *next* spring!

2 4-D... magic formula! The workless way to a weedless lawn! Not satisfied with ordinary 2 4-D concoctions, the combined research of these seven great companies has developed a new 2 4-D compound that is, without question, a marvel of science. The name of this wonder—Weed-No-More!

Now, you can spray away weeds

... have a beautiful lawn without endless hours of discouraging, tiresome weeding. Weed-No-More kills weeds for you. It will not harm common lawn grasses.

**If not satisfied after 3 weeks that Weed-No-More kills weeds, send package to manufacturer and the full purchase price will be refunded to you.*



KILLS
Flies, Ants
Mosquitoes
Roaches
Bedbugs
Moths
Wasps
Beetles
Many other
insects.



DESTROYS PESTS!
SAFE, SURE, LONG-LASTING

PESTROY DDT **SYNTHETIC
RESIN
COATING!**

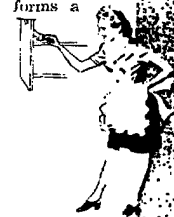
New, safe, sure-kill, brush-on DDT!

Out of Seven-Company research—into your home—comes the first DDT insect killer with a synthetic resin base—Pestroy DDT Coating! Absolutely safe to use. Brush it on. No

Simplified sketch of insect foot on surface coated with Pestroy DDT. Arrows show how Pestroy attacks nerves, causes death.



wasteful spraying, no noxious fumes. As Pestroy Coating dries, the DDT reacts to the surface and forms a closely-knit DDT film. Insects touching it face certain death. Pestroy DDT keeps killing for months. New type synthetic resin binds it to any surface. It can neither brush off nor blow away.



TRADE MARK U.S. PAT. OFF.
MIRACLE WALL FINISH

Decorates 35,000,000 rooms!

A synthetic resin and oil paint that thins with water. A finish that goes on right over wall paper...dries in an hour...leaves no "painty" odor. Yes, that's Kem-Tone, a miracle of paint chemistry! Only the combined research of the world's largest paint companies could bring you such a wonderful wall finish. There's no muss! no fuss! no bother with Kem-Tone!



Lin-x Self-Polishing Wax 59¢ pt.

Lin-x **SELF-POLISHING
WAX**

It's Anti-Slip!

Science brings beauty and safety to your home. A different, better, self-polishing wax—Lin-x. Gives floors hard, lustrous sheen, with out rubbing...and it is anti-slip. Underwriters' Laboratories certify that! More Lin-x products: Lin-x Clear Gloss for linoleum and wood surfaces—95¢ pt. Lin-x Cream Polish for fine furniture—69¢ pt.



THESE FAMOUS PRODUCTS OF

SHERWIN- WILLIAMS RESEARCH

What's the secret of modern science's miracle-making? Research—and more research! These products were born of the combined research of seven great companies. Many minds instead of a few created, developed and perfected them. They were made to satisfy your longing for easier, better living in a happy American home.



ACME WHITE LEAD & COLOR WORKS, Detroit
W. W. LAWRENCE CO., Pittsburgh
THE LOWE BROTHERS CO., Dayton
JOHN LUCAS & CO., INC., Philadelphia
THE MARTIN-SENOUR CO., Chicago
ROGERS PAINT PRODUCTS INC., Detroit
THE SHERWIN-WILLIAMS CO., Cleveland

Kem-Tone MIRACLE WALL FINISH

Decorates 35,000,000 rooms!

Who but these companies could bring you a wall finish as wonderful as Kem-Tone? A synthetic resin and oil paint, Kem-Tone thins with water—for convenience and for economy. Over walls and ceilings it goes, in a breeze. Covers even wallpaper . . . dries in an hour without "painty" odor. In no time, you can paint a houseful of glorious rooms with Kem-Tone Miracle Wall Finish!

For the Walls



\$2.98 per gallon. (Does average room!)

Lin-x SELF POLISHING WAX

It's Anti-Slip!

For the Floors

Products that truly make your home more pleasant and your life much easier are the Lin-x Home Brighteners. Lin-x Self-Polishing Wax shines floors, without rubbing. What's more—it's actually *anti-slip*. Underwriters' Laboratories certify that. *Lin-x Clear Gloss* brightens, guards wood, metal and linoleum surfaces—95¢ pt. *Lin-x Cream Polish* makes fine furniture glow—69¢ pt.



Lin-x Self-Polishing Wax—55¢ pt.

N24236.02

0007-SWP-000109606

BRINGING THE MARVELS OF SCIENCE TO YOUR HOME!

WEED-NO-MORE TRADE MARK **APPLY IT NOW!**

For a beautiful lawn now and next spring!

For the Lawn

KILLS

Dandelion
Plantain
Ragweed
Milkweed
Thistle
Poison Ivy
Many other weeds



KILLS WEEDS! OR YOUR MONEY BACK*

Spectacular new product of research and know-how of seven great companies, Weed-No-More certainly is a marvel of modern science. It's the workless way to a weedless lawn. Weed-No-More kills weeds for you . . . all sorts of weeds—dandelion, plantain, ragweed, milkweed, thistle, poison ivy—just to mention a few. Simply spray them away. Have a lovely lawn without endless,

hopeless hours of discouraging, tiresome weeding. Let Weed-No-More do the work for you. It will not harm common lawn grasses. In 2 sizes: 8 oz. for \$1.00—makes 8 gallons—enough for average lawn, 1 qt. for \$2.98—economy size that makes 32 gallons. **If not satisfied, after 3 weeks, that Weed-No-More kills weeds, send package to manufacturer and purchase price will be refunded to you!*



8 oz., \$1.00;
1 qt., \$2.98.



Good-bye Dandelion! Here's positive photo proof of Weed-No-More's amazing weed-killing power.

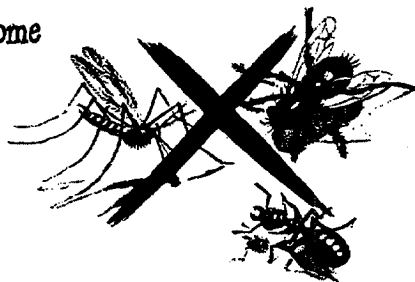
PESTROY DDT TRADE MARK **SYNTHETIC RESIN COATING!**

New, safe, sure-kill, brush-on DDT!

For the Home

KILLS

Flies, Ants
Mosquitoes
Roaches
Bedbugs
Moths, Wasps
Beetles
Many other insects



DESTROYS PESTS! SAFE, SURE, LONG-LASTING

For the first time, a DDT insect killer with a synthetic resin base! Pestroy DDT Coating! Trust the world's largest insecticide makers to bring you such a wonderfully effective DDT formula which you can use with absolute safety. You brush on Pestroy DDT Coating. Whisk it over areas where insects gather—screens, garbage pails, plumbing and the like. It goes on quickly, easily . . . does away

with harmful spraying, contaminating fumes. Pestroy DDT destroys pests days, weeks, even months after application. Its synthetic resin base locks Pestroy DDT to every surface . . . keeps it on its insect-killing job. Pestroy can neither brush off nor blow away. Yes, Pestroy is a triumph of insecticide science. Only combined seven company research could develop so great a scientific marvel.



Pestroy DDT Coating 69¢ pt.
Pestroy 10% DDT
Activated Powder 39¢ 3 oz.

How Pestroy Kills and Keeps Killing!

Pestroy DDT Coating will kill insects days, weeks, even months after it's applied. For as Pestroy Coating dries, its DDT content rises to the top where it forms a closely-knit crystalline film. This lethal DDT film is bound to the surface by Pestroy's special new-type synthetic resin. It kills insects that touch it. Pestroy DDT is absorbed through insects' feet. It attacks and cripples nerves, causes certain death.



Simplified sketch of insect foot on surface coated with Pestroy DDT. Arrows indicate how DDT attacks nerves, brings death.

RECORD



SHERWIN-WILLIAMS RESEARCH

BRINGING THE MARVELS OF SCIENCE TO AMERICAN HOMES

ACME WHITE LEAD & COLOR WORKS, Detroit
W. W. LAWRENCE & CO., Pittsburgh
THE LOWE BROTHERS CO., Dayton
JOHN LUCAS & CO., INC., Philadelphia
THE MARTIN SENGOUR CO., Chicago
ROGERS PAINT PRODUCTS, INC., Detroit
THE SHERWIN-WILLIAMS CO., Cleveland

PRODUCTS OF SHERWIN-WILLIAMS RESEARCH

SHATTER ALL

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
MIRACLE WALL FINISH

GREATEST
SUCCESS IN
PAINT
HISTORY!

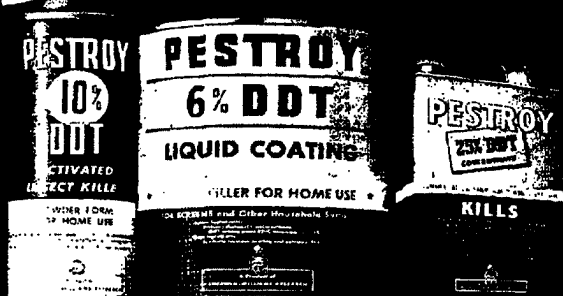


PRO
GARDEN B
A SINGLE MUL
IN ONE GIANT G
KILL MOST GARD
BUGS AND FUNGI

BUG

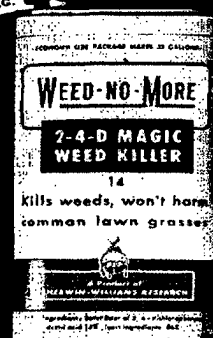
PESTROY DDT
TRADE MARK REG.

MOST
SENSATIONAL
OF ALL DDT BUG KILLERS!



WEED-NO-MORE
TRADE MARK REG.

AMERICA'S
NUMBER 1
WEED
KILLER!



THESE PRODUCTS ARE SOLD BY THE MOST POWERFUL

This advertisement appears in the January 1947 issues of American Paint & Oil Dealer; Building Supply Age; the January 16, 1947 issue of Hardware Age; and the February 1947 issues of Hardware Retailer.

N24236.03

0007-SWP-000109608

PROFITS!

ARCH

SHATTER ALL RECORDS FOR SALES, TURNOVER, PROFIT!

INTRODUCING THE NEWEST
PRODUCT OF SHERWIN-WILLIAMS RESEARCH!

GARDEN BUG BLASTER

A SINGLE MULTI-PURPOSE DUST
IN ONE GIANT GUN TO
KILL MOST GARDEN
BUGS AND FUNGI!

BUG-BLASTER

The BUG-BLASTER! The most
sensational garden product of the century!
A goldmine of new profits for you! The
only item of its kind in the world, people
want it, buy it! You can't miss with the
BUG-BLASTER! Sure sales! Fast sales!
Rarest sales! And a pocketful of profit
for you!



Lin-x

AMERICA'S FASTEST-GROWING
LINE OF HOME BRIGHTENERS!



Lin-x
SELF POLISHING
WAX
ANTI-SLIP

Lin-x
CREAM
POLISH
The Fine Finish

Lin-x
CLEAR GLOSS
For linoleum floors
and all wood surfaces
INTERIOR AND EXTERIOR

Lin-x
QUICK-SLICK
AUTO POLISH
Cares - Waxes - Polishes
in 1 Operation

MOST POWERFUL ADVERTISING IN THE FIELD!

1947 issues of American Paints & Oil Dealers; Building Supply News; Chain Store
re Age; and the February 1947 issues of Hardware Retailer; and Southern Hardware.

0007-SWP-000109609

SWCo. Adm. Budget
1946-47

Institutional ⁷ 1,049,469

Inst. Local

Reg. Natl

" Local

L. Reese

N24236.04

0007-SWP-000109610

With Kidse

$$\begin{array}{r} 144119 \\ 225.652 \\ \hline 369.771 \end{array}$$

144119

normal

225652

$$\begin{array}{r} 144119 \\ 225.652 \\ \hline 369.771 \end{array}$$

$$\begin{array}{r} 144119 \\ 225.652 \\ \hline 369.771 \end{array}$$

Point - of - Sale

	1945-46		1946-47		
	Point to multiplication	Point to commission	TOTAL	Point to collected companies	TOTAL
(22,000,000) Cum Time		163,000.00	163,000.00	29,700.00	123,474.00
(65,000,000) Jun - 4		89,000.00	89,000.00	50,000.00	100,366.00
(4,221,831) Wed. in June	27,351.00	11,957.00	39,308.00	29,663.00	53,525.00
(2,822,000) Friday 6-10				22,767.00	39,361.00
(3,400,000) Friday 25-26	16,300.00	11,258.00	27,558.00	11,769.00	23,345.00
			318,881		868

..BACKED BY THE MOST POWERFUL OF HOME

SMASHING NATIONAL ADVERTISING CAMPAIGNS ON EACH

INDIVIDUAL PRODUCT

Kem-Tone

MIRACLE WALL FINISH

KEM-TONE and gigantic advertising campaigns have always formed a partnership! National magazines, newspapers coast to coast and Shopping News in countless cities are used to sell KEM-TONE. Over 2 billion KEM-TONE messages are coming up!

Lin-x

GREAT HOME BRIGHTENERS

Where do you see Lin-x advertising? All over the country! Magazines, newspapers, everywhere it's the Lin-x Great Home Brighteners. And over a billion messages are coming along to sell for you!

TYPICAL FULL-COLOR, DOUBLE-PAGE ADVERTISEMENT APPEARING IN THE SATURDAY EVENING POST.

THESE FAMOUS PRODUCTS OF
SHERWIN-Williams Research

FOR HAPPIER H

WEED-NO-MORE

FOR THE LABOR

KILLS WEEDS!

OR YOUR MONEY BACK

APPEARING IN AMERICA'S
... THIS GREAT NEW

Now in addition to the tremendous national advertising campaigns behind each individual "Product of Sherwin-Williams Research"—their combined stories are wrapped up in a single smashing advertising campaign. Big

LEADING NATIONAL
COMBINED CA

double-pages in color! of many more millions! Products of Sherwin-V advantages of the grea tance these products h

A STAGGERING TOTAL OF 5 BILLION MESSAGES

—This For

N24236.06

0007-SWP-000109613

L OF HOME PRODUCTS ADVERTISING!

CH

INDIVIDUAL PRODUCT OF SHERWIN-WILLIAMS RESEARCH

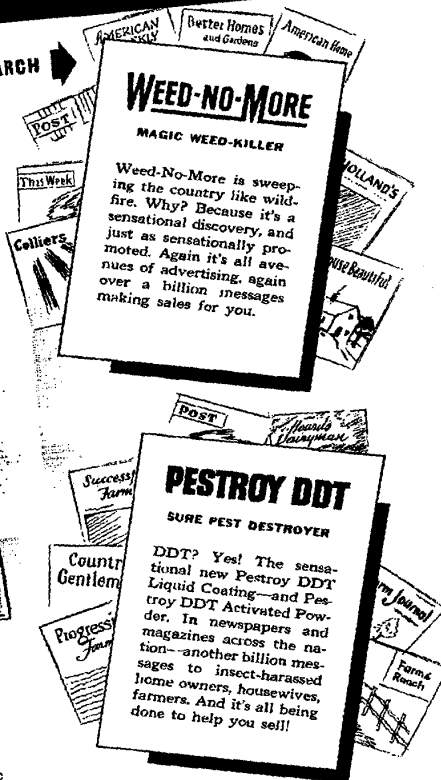


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W

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ch"
in
Big

LEADING NATIONAL MAGAZINES COMBINED CAMPAIGN!

double-pages in color! Additional circulation of many more millions to give dealers who sell the Products of Sherwin-Williams Research the advantages of the greatest consumer acceptance these products have ever enjoyed.



—This Fall and next Spring!



**WHAT THIS UNIFIED PRODUCT
RESEARCH, DEVELOPMENT,
PROMOTION, MEANS TO YOU!**

The simple goal of these seven great companies is this: *Better products that sell faster and more easily to more customers!*

Right down the line—from original research to actual sale—everything is pointed your way! You get products that are unbeatable . . . products created by the com-

bined scientific knowledge of vast laboratories. You get merchandising know-how that's absolutely tops—the sum of years of experience of not just one but these seven great companies.

You get unparalleled advertising support . . . millions of dollars spent to make millions of people know about and want these wonder products of Sherwin-Williams Research. And, finally, you'll get *new* products — sound, scientific, salable products that open up new markets, new sales opportunities, new goldmines of profit for you.

Yes, this is beyond a doubt the greatest thing that has ever happened in the home products field! Get into it! Phone, wire, or write now for complete facts to any of the companies listed below.

Kem-Tone



**\$35,000,000 DEALER
PROFITS IN 5 YEARS!**

Lin-X



**FASTEST-GROWING
PRODUCTS OF THEIR KIND!**

PESTROY DDT



**MOST SENSATIONAL OF
ALL DDT BUG KILLERS!**

WEED-NO-MORE



**AMERICA'S NO. 1
WEED KILLER!**

PRODUCTS OF

**SHERWIN-
WILLIAMS
RESEARCH**

**BRINGING the MARVELS of SCIENCE
to YOUR HOME!**

ACME WHITE LEAD & COLOR WORKS,
Detroit

W. W. LAWRENCE & CO., INC.,
Pittsburgh

THE LOWE BROTHERS COMPANY,
Dayton

JOHN LUCAS & COMPANY, INC.,
Philadelphia

THE MARTIN-SENOUR COMPANY,
Chicago

ROGERS PAINT PRODUCTS, INC.,
Detroit

THE SHERWIN-WILLIAMS CO.,
Cleveland

YOUR B

**TO HELP YOU S.
PRODUCTS SA**

**These 7 G
bring yo
SHERW
R**



**W. W. LAWRE
& COMPANY,
PITTSBURGH, PA**



**THE
MARTIN-SE
COMPAN
CHICAGO, I**

ledge of vast labor-handising know-how the sum of years of one but these seven

led advertising sup-ollars spent to make low about and want of Sherwin-Williams you'll get new prod-ic, salable products ets, new sales oppor-es of profit for you. a doubt the greatest ppened in the home to it! Phone, wire, or e facts to any of the w.

WEED-NO-MORE



AMERICA'S NO. 1
WEED KILLER!

COLOR WORKS,
& CO., INC.,
h
S COMPANY,
PANY, INC.,
to
COMPANY,
UCTS, INC.,
MS CO.,

YOUR BEST BET

TO HELP YOU SMASH ALL HOME
PRODUCTS SALES RECORDS!

These 7 Great Companies
bring you Products of
SHERWIN-WILLIAMS
RESEARCH


**W. W. LAWRENCE
& COMPANY, INC.**
PITTSBURGH, PA.

Lowe Brothers
**THE
LOWE BROTHERS
COMPANY**
DAYTON, OHIO


**ACME
WHITE LEAD &
COLOR WORKS**
DETROIT, MICH.


**JOHN LUCAS
& COMPANY, INC.**
PHILADELPHIA, PA.


**THE
MARTIN-SENOUR
COMPANY**
CHICAGO, ILL.


**ROGERS PAINT
PRODUCTS, INC.**
DETROIT, MICH.


**THE
SHERWIN-WILLIAMS
COMPANY**
CLEVELAND, OHIO

MORE!

COVER
THE
EARTH

PRODUCTS OF
**SHERWIN-
WILLIAMS
RESEARCH**

BRINGING THE MARVELS OF SCIENCE TO AMERICAN HOMES

PROFIT

THESE FAMOUS PRODUCTS
backed by the most sales-compelling

**GREATEST SUCCESS IN ALL
PAINT HISTORY! MILLIONS
OF SALES, PROFITS!**

ACME WHITE LEAD & COLOR WORKS, Detroit
W. W. LAWRENCE & CO., Pittsburgh
THE LOWE BROTHERS CO., Dayton
JOHN LUCAS & CO., INC., Philadelphia
THE MARTIN SENGOUR CO., Chicago
ROGERS PAINT PRODUCTS, INC., Detroit
THE SHERWIN-WILLIAMS CO., Cleveland

Lin-x
SELF POLISHING
WAX
WAXY-SLIP

Lin-x
QUICK-SLICK
AUTO POLISH
Cleans—Waxes—Polishes
in 1 Operation

Lin-x
CLEAR GLOSS
For linoleum floors
and all wood surfaces
INTERIOR AND EXTERIOR

Lin-x
**CREAM
POLISH**
For Fine Furniture
POLISHED DONE RIGHT

Kem-Tone
MIRACLE wall finish
TRADE MARK
DRIES IN 1 HOUR
ONE COAT COVERS

**THE FASTEST-GROWING
PRODUCTS OF THEIR KIND!**

THIS ADVERTISEMENT APPEARS IN THE FEBRUARY 1947 ISSUES OF AMERI
NEWS; CHAIN STORE AGE (VARIETY EDITION); THE FEBRUARY 13, 1
MARCH 1947 ISSUES OF HARDWARE RETAILER; SOUTHERN HARDWAR

N24236.07

0007-SWP-000109623

CHAMPIONS!

OF **SHERWIN-WILLIAMS RESEARCH...**
advertising and merchandising in the home products field!



**MOST
SENSATIONAL
OF ALL DDT
BUG KILLERS!**

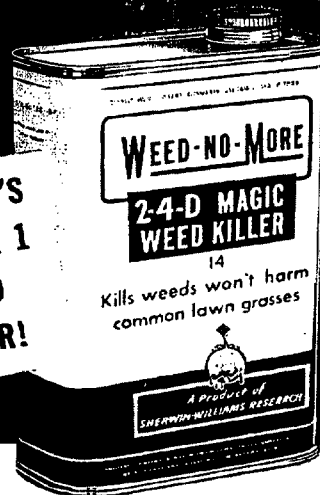
**NEWEST MEMBER OF THIS
SENSATIONAL PROFIT FAMILY!**

GARDEN BUG BLASTER

A SURE-FIRE SALES SUCCESS!

The BUG BLASTER! The most sensational garden product of the century! A goldmine of new profits for you! The only item of its kind in the world, people want it, buy it! You can't miss with the BUG BLASTER! Sure sales! Fast sales! Repeat sales! And a pocketful of profit for you!

**AMERICA'S
NUMBER 1
WEED
KILLER!**



**CAN PAINT & OIL DEALER; BUILDING SUPPLY
947 ISSUE OF HARDWARE AGE; AND THE
E; AND SYNDICATE STORE MERCHANDISER.**



PRODUCTS OF
**SHERWIN-
WILLIAMS
RESEARCH**

BRINGING the MARVELS of SCIENCE

to YOUR HOME!

★ ACME WHITE LEAD & COLOR WORKS, Detroit ★ W. W. LAWRENCE & CO., Pittsburgh ★ THE LOWE
BROTHERS CO., Dayton ★ JOHN LUCAS & CO., INC., Philadelphia ★ THE MARTIN-SENOUR CO., Chicago
★ ROGERS PAINT PRODUCTS, INC., Detroit ★ THE SHERWIN-WILLIAMS CO., Cleveland

N24236.08

0007-SWP-000109650



PRODUCTS OF

***SHERWIN-
WILLIAMS
RESEARCH***

BRINGING the MARVELS of SCIENCE

to YOUR HOME!

★ ACME WHITE LEAD & COLOR WORKS, Detroit ★ W. W. LAWRENCE & CO., Pittsburgh ★ THE LOWE
BROTHERS CO., Dayton ★ JOHN LUCAS & CO., INC., Philadelphia ★ THE MARTIN-SENOUR CO., Chicago
★ ROGERS PAINT PRODUCTS, INC., Detroit ★ THE SHERWIN-WILLIAMS CO., Cleveland

UNITED THEY STAND
TO SMASH ALL HOME PRODUCTS
SALES RECORDS!

PRODUCT OF
SHERWIN-
WILLIAMS
RESEARCH

These 7 Great Companies
bring you Products of
SHERWIN-WILLIAMS RESEARCH

1
ACME

ACME
WHITE LEAD &
COLOR WORKS
DETROIT, MICH.

2
W.W. Lawrence & Co.
W.W. LAWRENCE
& COMPANY, INC.
PITTSBURGH, PA.

3
Lowe Brothers
THE
LOWE BROTHERS
COMPANY
DAYTON, OHIO

4
MARTIN SENOUR
THE
MARTIN-SENOUR
COMPANY
CHICAGO, ILL.

5
Lucas
A GREAT NAME IN PAINTS
JOHN LUCAS
& COMPANY, INC.
INDIANAPOLIS, IND.

6
ROGERS
ROGERS
PAINT PRODUCTS, INC.
INDIANAPOLIS, IND.

7

THE
SHERWIN-WILLIAMS
COMPANY
CLEVELAND, OHIO

... BACKED BY THIS MOST POWERFUL OF HOI

SMASHING NATIONAL ADVERTISING CAMPAIGNS ON EACH INDIVIDUAL PRODUCT

Kem-Tone
MIRACLE WALL FINISH

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~~~~~

Lin-x

GREAT HOME BRIGHTENERS

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that's why
PRODUCTS OF
**SHERWIN-
WILLIAMS**
RESEARCH
are famous!

TYPICAL FULL COLOR
DOUBLE-PAGE ADVERTISEMENT
APPEARING IN THE
SATURDAY EVENING POST

KILLS
KILLS WEEDS
OR YOUR MONEY BACK
KILLS
DESTROYS PESTS
SAFE, SURE, LONG LASTING
Kem-Tone
MIRACLE WALL FINISH
DECORATES 35,000,000 ROOMS

APPEARING IN AMERICA'S
... THIS GREAT NEW LEADING NA
COMBIN

A STAGGERING TOTAL OF 5 BILLION MESSAGES — This!

UL OF HOME PRODUCT ADVERTISING!

NS ON EACH INDIVIDUAL PRODUCT OF SHERWIN-WILLIAMS RESEARCH

KILLS WEEDS!
OR YOUR MONEY BACK!

WEED-NO-MORE Apply it now!
For a beautiful lawn now and next spring!

DESTROYS PESTS!
SAFE, SURE, LONG LASTING

PESTROY DDT SYNTHETIC RESIN COATING
Now, safe, sure-kill, brush on DDT!

Ken-Tone
FINISHES WALLS
Decorates 35,000,000 rooms!

Lin-x SELF POLISHING WAX
It's Anti-Slip!

WEED-NO-MORE MAGIC WEED KILLER

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PESTROY DDT SURE PEST DESTROYER

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ERICA'S NEW LEADING NATIONAL MAGAZINES COMBINED CAMPAIGN!

ES — This Fall and next Spring!

Trade paper ad

This announcement heralds a New Era in
Home Products **RESEARCH, MARKETING,**
ADVERTISING, DEALER ASSISTANCE
AND SALES!



PRODUCTS OF

SHERWIN- WILLIAMS RESEARCH

ACME WHITE LEAD & COLOR WORKS, Detroit, Mich.

W. W. LAWRENCE & CO., Pittsburgh, Pa.

THE LOWE BROTHERS CO., Dayton, Ohio

JOHN LUCAS & CO., INC., Philadelphia, Pa.

THE MARTIN-SENOUR CO., Chicago, Ill.

ROGERS PAINT PRODUCTS, INC., Detroit, Mich.

THE SHERWIN-WILLIAMS CO., Cleveland, Ohio

N24236.09

0007-SWP-000109656



PRODUCTS OF
**SHERWIN-
WILLIAMS
RESEARCH**

BACKED BY THE GREATEST OF ALL HOME PRODUCTS ADVERTISING!

Now, the combined stories of Products of Sherwin-Williams Research are reaching your customers through a tremendous new advertising drive, which is building even wider consumer acceptance and demand for this world-famous family of products. No other group of home products gets such vigorous, persuasive advertising support!

**BIG DOUBLE PAGES IN COLOR
REACHING MILLIONS OF CUSTOMERS
THROUGH NATIONAL MAGAZINES**



**A TYPICAL DOUBLE-
PAGE AD APPEARING
IN THE SATURDAY
EVENING POST!**

**FOR YOUR BIGGEST SALES OPPORTUNITY
IN YEARS — STOCK AND FEATURE
THESE WONDER PRODUCTS**



PRODUCTS OF
**SHERWIN-
WILLIAMS
RESEARCH**

What's the secret of modern science's miracle-making research — and more — was born of the combined research of several great companies. Many minds instead of a few created, developed and perfected them. They longed for speed, better living in a happy American home.

ACME WHITE LEAD & COLOR WORKS, Detroit, Mich.

W. W. LAWRENCE & CO., Pittsburgh, Pa.

THE LOWE BROTHERS, Dayton, Ohio

JOHN LUCAS & CO., INC., Philadelphia, Pa.

THE MARTIN-SENOUR CO., Chicago, Ill.

ROGERS PAINT PRODUCTS, INC., Detroit, Mich.

THE SHERWIN-WILLIAMS CO., Cleveland, Ohio

7 WORLD-FAMOUS COMPANIES BRING

SHERWIN-WILLIAMS RESEARCH

A TREMENDOUS UNIFIED "KNOW-HOW"!

Each name on this page is famed for sound, scientific products and salesmanship. Now, these 7 great Companies have combined their vast research and product development resources, pooled their immense storehouses of advertising and merchandising knowledge. The purpose? To bring you, under one banner, products of their absolute, well-rounded best—best for quality, best for sales, best for profits.

1.

[ACME QUALITY]

ACME
WHITE LEAD &
COLOR WORKS
Detroit, Mich.

2.

W. W. Lawrence & Co.

W. W. LAWRENCE
& CO.
Pittsburgh, Pa.

3.

[Low Brothers]

THE
LOWE BROTHERS
CO.
Dayton, Ohio

4.

[Lucas Quality]

JOHN LUCAS
& CO., INC.
Philadelphia, Pa.

5.

MARTIN
SENOUR

THE
MARTIN-SENOUR
CO.
Chicago, Ill.

6.

[Rogers]

ROGERS PAINT
PRODUCTS, INC.
Detroit, Mich.

7.

[Sherwin-Williams]

THE SHERWIN-
WILLIAMS CO.
Cleveland, Ohio

What a "natural"! What a chance for YOU to make

YOU THESE MIRACLE SALES-MAKERS!

MIRACLE WALL FINISH



**\$35,000,000
DEALER PROFITS
IN 3 YEARS!**

GREAT HOME BRIGHTENERS



**FASTEST-GROWING
PRODUCTS OF
THEIR KIND!**

PRODUCTS OF
**SHERWIN-
WILLIAMS
RESEARCH**

MAGIC WEED KILLER



**HOTTEST-SELLING
LAWN SPECIALTY
OF ALL TIME!**

SURE PEST DESTROYER



**MOST SENSATIONAL
OF ALL
DDT BUG KILLERS!**

...UNITED TO SET NEW HIGHS IN SALES, PROFITS FOR YOU!

Yes, the simple goal of these great Companies is to produce better products for happier homes and easier living for all.

What does this mean to you? Your own experience will tell you — Better products have much higher consumer acceptance and demand. Products that get the most vigorous, persuasive advertising and merchandising support sell faster, more often,

bring you bigger, easier profits.

Each and every one of these products is backed to the hilt, not by one or two companies, but by seven great companies united in product development and promotion. Beyond a doubt, Products of Sherwin-Williams Research mean more sales, more profits for you.

real money with these Great Home Products!





THESE FAMOUS PRODUCTS OF

SHERWIN- WILLIAMS RESEARCH

What's the secret of modern science's miracle-making? Research and more research! These products were born of the combined genius of seven great companies. Many minds instead of a few created, developed and perfected them. They were made to satisfy your longing for nature, better living in a happier American home.



ACME WHITE LEAD & CO. WORKS, Detroit
W. W. LAWRENCE CO., Pittsburgh
THE LOWE BROTHERS CO., Boston
JOHN LEYAN & CO., INC., Philadelphia
THE MARTIN BENNETT CO., Chicago
ROBERTS PAINT PRODUCTS, INC., Detroit
THE SHERWIN WILLIAMS CO., Cleveland

Kem-Tone TRADE MARK U.S. PAT. 2,174,000 MIRACLE WALL FINISH

Decorates 35,000,000 rooms!

Who but these companies could bring you a wall finish as wonderful as Kem-Tone? A synthetic resin and oil paint. Kem-Tone thins with water for convenience and for economy. Over walls and ceilings it goes in a breeze. Covers even wallpaper... dries in an hour without "pointy" odor. In no time, you can paint a beautiful of gleaming rooms with Kem-Tone Miracle Wall Finish!



1/2 qt. per gallon. (This averages room)

Lixx SELF POLISHING WAX

It's Anti-Slip!

For the Floors

Products that truly make your home more pleasant and your life much easier are the Lixx Home Brighteners. Lixx Half-Polishing Wax shines floors without rubbing. What's more, it's actually anti-slip. Underwriters' Laboratories certify that Lixx Floor Glass brightens, guards wood, metal and linoleum surfaces. The 1/2 qt. Lixx Cream Polish makes fine furniture glow. 1/2 qt.



Lixx is Half-Polishing Wax. 1/2 qt.

N24236.1

0007-SWP-000109660

FOR HAPPIER HOMES

WEED-NO-MORE APPLY IT NOW!

For a beautiful lawn now and next spring!

For the Lawn

KILLS

Dandelion
Plantain
Ragweed
Bittersweet
Thistle
Poison Ivy
Many more weeds.



KILLS WEEDS! OR YOUR MONEY BACK*

Spectacular new product of research and know-how of seven great companies. Weed No More certainly is a marvel of modern science. It's the quickest way to a weedless lawn. Weed No-More kills weeds for you... all sorts of weeds: dandelion, plantain, ragweed, milkweed, thistle, poison ivy just to mention a few. Merely spray them away. Have a lovely lawn without weeding.



8 oz., \$1.25
1 qt., \$2.50

hopeless hours of discouraging, tiresome weeding. Let Weed-No-More do the work for you. It will not harm beautiful lawn grasses. In 2 sizes 8 oz. for \$1.00 makes 8 gallons enough for average lawn. 1 qt. for \$2.50 economy size that makes 32 gallons. *If not satisfied, after 3 weeks, that Weed-No-More kills weeds, and package in manufacturer and purchase price will be refunded to you!



Good-bye Dandelion! Here's positive photo proof of Weed-No-More's amazing weed-killing power.

PESTROY DDT SYNTHETIC RESIN COATING!

New, safe, sure-kill, brush on DDT!

For the Home

KILLS

Flies, Ants
Houseflies
Roaches, Bedbugs
Mosquitoes
Beetles
Many other insects.



DESTROYS PESTS! SAFE, SURE, LONG-LASTING

For the first time, a DDT insect killer with a synthetic resin base! Pestroy DDT Coating! Trust the world's largest insecticide makers to bring you such a wonderfully effective DDT formula which you can use with absolute safety. You brush on Pestroy DDT Coating. Think it over areas where insects gather—screens, garbage pails, plumbing and the like. It goes on quickly, easily... does away



Pestroy DDT Coating 8 oz. jar.
Pestroy DDT Coating 1 qt. jar.
Indicated Pests: 25¢ 1 oz.

with harmful spraying, contaminating fumes. Pestroy DDT destroys pests days, weeks, even months after application. Its synthetic resin base locks Pestroy DDT to every surface... keeps it on its insect-killing job. Pestroy can neither brush off nor blow away. Yes, Pestroy is a triumph of insecticide science. Only combined seven-company research could develop so great a scientific marvel.

How Pestroy Kills and Keeps On Killing

Pestroy DDT Coating will kill insects days, weeks, even months after it's applied. For as Pestroy Coating dries, its DDT content rises to the top where it forms a cloudy-dust crystalline film. This lethal DDT film is bound to the surface by Pestroy's special new-type synthetic resin. It kills insects that touch it. Pestroy DDT is absorbed through insects' feet. It attacks and cripples nerves, causes certain death.



Simplified sketch of insect foot on surface coated with Pestroy DDT. Arrows indicate how DDT attacks nerves, brings death.

HERBERT REBMAN
Photographer

D-10

Bringing the marvels of science to your home...

KILLS
 Broadleaves
 Grasses
 Legumes
 Vines
 Poison ivy
 Many more weeds.

**KILLS WEEDS!
 OR YOUR MONEY BACK***

For your yard



\$1.99 - 4 to 6 sq. ft. Makes 2 gallons enough for average lawn.
 \$3.99 - 16 sq. ft. Makes 8 gallons enough for average lawn.

WEED-NO-MORE
Trade Name

Apply it now!

For a beautiful lawn now and next spring!

... have a beautiful lawn without any way to a weedless lawn! Not even weeding. Weed-No-More kills weeds for you. It will not harm desirable lawn grasses. 1/2" and smaller after 3 weeks. The combined research of three great weed companies has developed a new 2,4-D compound that is without question, a novel of weeds. The name of this wonder is Weed-No-More!

Here, you can spray away weeds right from your lawn.

KILLS
 Fleas, ticks
 Mosquitoes
 Beetles
 Spiders
 Flies
 Many other insects.

For your home



Pestroy 50% DDT Aerosol Product, 20 oz. 7 oz.
 Pestroy DDT Liquid Solution, 64 oz. 1 qt.

PESTROY DDT
SWITHENOW TRADE MARK
CHANGING!

New, safe, sure-kill, brush on DDT!

Out of seven Company researches, we found the best DDT. As Pestroy Co. has been doing the DDT, insect killer with a synthetic resin base. Pestroy DDT Coated! Absolutely safe to use. Pestroy is on the market today. Pestroy kills fleas, ticks, mosquitoes, beetles, spiders, flies, and many other insects. It can be used on all surfaces. It can be used on all surfaces. It can be used on all surfaces.

Kem-Tone
MADE IN U.S.A.

Decorates 35,000,000 rooms!
 A synthetic resin and oil paint that flows with water. A finish that can be applied over wall paper, plaster, or bare wood. Kem-Tone is "easy" to use. You brush Kem-Tone on a brush of white paint. You brush Kem-Tone on a brush of white paint. You brush Kem-Tone on a brush of white paint.



12.99 per gallon. Cover the average room!

Lin-X
SELF POLISHING FINISH

It's Anti-Slip!
 Science brings beauty—and safety—to your home. A different, better, self-polishing wax—Lin-X. Gives floors back, restores shine, without rubbing... and it won't slip. Underfoot! Laboratory tests show that Lin-X is a synthetic wax. It can be used on all surfaces. It can be used on all surfaces. It can be used on all surfaces.



Use Softening Oil... See pg. 4.

D-8

SHERWIN-WILLIAMS RESEARCH brings you

COVER
THE
EARTH

PRODUCTS OF

SHERWIN-WILLIAMS RESEARCH

Bringing the Marvels of Science to the American Home!

For more than 80 years the name "Sherwin-Williams" and the world-famous Cover-The-Earth trademark have identified only products of highest quality—products that have consistently earned overwhelming consumer preference and demand.

Sherwin-Williams Research now makes available for you three new, but already famous, names—Lin-a, Wood-No-More, and Pestroy—heralding a new era in home product merchandising thru grocery and food markets. They are all products your customers want—products your customers buy... they are names your customers know and respect. Products of highest quality... they are expertly packed and displayed to sell on sight. They are all products of Sherwin-Williams Research continuously supported by the greatest home products advertising campaign in history.

You may be sure if it's a product of Sherwin-Williams Research it's a product that has a ready market in your community and it's a product you can display and sell with confidence at a profit that pleases you.

...BACKED BY FIVE BILLION

TH

back

TREM

FROM

TOP-

BIG

BIGG

W!

W!



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This advertisement appears in the October 1946 issue of Super Man

N24236.12

0007-SWP-000109677

THESE MIRACLE SALES-MAKERS!

backed by
TREMENDOUS ADVERTISING!
FRONT-RANK DISPLAY!
TOP-NOTCH PACKAGING!
BIG PROFIT PER ITEM!
BIGGER PROFITS PER WEEK!



GREAT HOME BRIGHTENERS!
LIN-X *ANTI-SLIP WAX*
LIN-X *CREAM POLISH*
LIN-X *AUTO POLISH*



WEED-NO-MORE
MAGIC WEED KILLER!
HOTTEST SELLING
LAWN
SPECIALTY
OF ALL TIME!



PESTROY DDT
SURE PEST DESTROYER!
MOST SENSATIONAL
OF ALL
DDT BUG KILLERS!



LIQUID
COATING



ACTIVATED
POWDER

GREAT ADVERTISING MESSAGES!

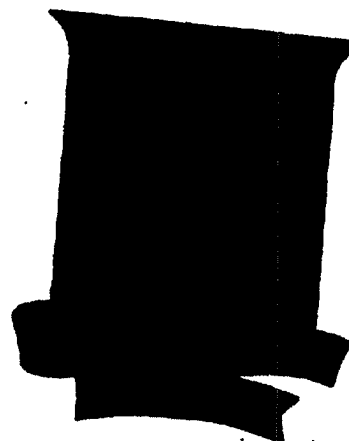
as in the October 1946 issue of Super Markets Merchandising.

0007-SWP-000109678

2500 N. 1st St.
Amherst, N.Y.

YOUR BEST BET

TO HELP YOU SMASH ALL HOME
PRODUCTS SALES RECORDS!



These 7 Great Companies
bring you Products of
SHERWIN-WILLIAMS
RESEARCH



ACME
WHITE LEAD &
COLOR WORKS
DETROIT, MICH.



W. W. LAWRENCE
& COMPANY, INC.
PITTSBURGH, PA.

Lowe Brothers

THE
LOWE BROTHERS
COMPANY
DAYTON, OHIO



JOHN LUCAS
& COMPANY, INC.
PHILADELPHIA, PA.



THE
MARTIN-SENOUR
COMPANY
CHICAGO, ILL.



ROGERS PAINT
PRODUCTS, INC.
DETROIT, MICH.



THE
SHERWIN-WILLIAMS
COMPANY
CLEVELAND, OHIO

