

JUNE 1944

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WARTIME EDITION

S-W WAR-TIME PAINTS STRICTLY OK-

When We Can't Make Them Right
We'll Stop Making Them for the Duration



SHERWIN-WILLIAMS Top Quality Always Maintained

Quality first! That's Sherwin-Williams' policy—yesterday, today, always! There's no "ersatz" material going out under the Cover-the-Earth label—now—or at any time. We just won't tamper with the public's confidence in the Sherwin-Williams brand name.

Furthermore, as wartime restrictions have deprived us of ingredients essential to pre-war formulations, new developments planned and test-

ed for the future have been introduced—so that in many cases we actually are selling "tomorrow's improved finishes" today!

Take SWP as an outstanding example: Dealers can sell SWP made during these war years with utmost confidence that the performance of this world famous house paint was never better than it is today!

The New SWP

1. Retains its gloss better than pre-war SWP.
2. Brushmarks level out better.
3. There is definitely less tendency to dirt retention on the painted surface.
4. Laboratory and field tests prove superiority.

Semi-Lustre

Because it is in demand more and more for woodwork as well as walls, smoothness of finish has been improved still further in Semi-Lustre. Also, it dries more quickly. Most important of all, the outstanding washability of Semi-Lustre is absolutely unaffected by wartime restrictions.

Flat-Tone

There is a noticeable freedom from brushmarking in today's Flat-Tone. A harder, tighter finish is produced that makes Flat-Tone the easiest-to-wash flat finish on the market. Its improved formulation is particularly suited to create clear uniform tints with First Quality Oil Colors. Many customers still prefer "good old-fashioned" oil type wall paints to the resin-emulsion finishes.

Flat-Rite Undercoater

A superb product made better than ever. Minute fineness of grind has practically eliminated brushmarking. The need for sandpapering is reduced to a

mere scuffing to knock off nibs. Can be mixed with gloss enamel to produce any desired degree of dullness in high quality finish.

Enameloid

The new synthetic resins used in Enameloid are not quite so fast drying as our latest pre-war formulation. But the finish is completely hard and ready to use after overnight drying (14 hours) and the so-called, pre-war, 4-hour enamels sold to the public never were really ready for service in 4 hours but needed overnight drying before thoroughly hard. For ease of brushing, beauty of finish and serviceability, wartime Enameloid is as good as we ever made. Sell it with pride and confidence.

Floor Enamel

The quality and performance of Floor Enamel have not been affected by wartime restrictions.

Porch and Deck Paint

Since the war in the East deprived us of the China Wood Oil used in Porch & Deck Paint, pre-war, this sturdy finish has emerged from complete re-formulation with water spotting overcome and a new durability built in—an excellent porch paint.

Polish-Oil furniture polish

It cleans while it shines and polishes! This polish cleans and revives the attractiveness of

varnished and enameled home furniture just as the many housewives interviewed like to have it done. Results are positive and good. The polish is simple and satisfactory to use—Non-Stricky! We're positive that there is no better furniture polish. Actually, we know of none as good as Polish-Oil.

Flo-Wax

Self-Polishing Wax

Produced in an emulsion of super fine particle size. This insures better penetration and adhesion to the floor surface. Flo-Wax is more slip resistant. It is exceptionally water-resistant, withstanding damp mopping which easily removes dirt from this hard-wear resistant finish. Never was the quality as good as it is today.

Mar-Not-Varnish

Quota Free

While the new type synthetic resins used in today's Mar-Not are not as fast in initial drying as in pre-war days, the varnish is hard and ready for service after an overnight dry—practically as fast as the so-called 4-hour varnishes which actually were hard only after overnight drying. This means 14 hours normally—up to 18 hours in cold, damp weather. As for roughness and resistance to wear, water, soap, beverages, etc., today's Mar-Not is unequalled to our knowledge—a finish to be proud of.

NEW S-W RADIO SHOW A HIT

Top Musical Stars Heard Coast-to-Coast for Dealers

Every Sunday afternoon from 4:30 to 5:00 P.M. E.W.T., you—the Sherwin-Williams Dealer—are ON THE AIR with a glorious new show and a hard-hitting sales message to your customers. The program, known as "WORLD OF SONG," is heard in millions of homes over 155 Blue Network stations and sparkles with the familiar music America loves . . . performed by the nation's top musical personalities. Every week, two thrilling new stars from the opera world will be heard with a 35 piece orchestra under the baton of the world-famous Wilfred



Wilfred Peltier, musical director, World of Song Program.

products. All through the summer-long painting season when sales potential is high, you have the satisfaction of knowing that you . . . your store . . . and the Sherwin-Williams products on your shelves are being solidly sold. Here is a chance to talk to your customers right in their own homes, when they are in a friendly receptive mood. Here is a deal that can't be beat!

Flexibility . . . Important

Rest assured that only those products which you can get regularly in sufficient quantities will be featured. Right now, for example, it's Semi-Lustre, SWP, Enameloid, Mar-Not Varnish. But should the situation change, the commercials will change with it. YOUR show . . . the Sherwin-Williams Radio Show . . . will be kept up-to-the-minute to help bring more people into your store where you can complete the selling job! Listen every Sunday afternoon to this new show.



Kaoul Jobin, one of the artists heard on World of Song series.

Peltier, singing and playing favorite selections. But best of all, thousands of your customers, listening in this electrifying show, will know that "WORLD OF SONG" is brought to them by YOU, the Sherwin-Williams Dealer.

Dealer-Sponsored

Yes . . . this is YOUR show, from the opening announcement that says, "The Sherwin-Williams Radio Show is brought to you by your Sherwin-Williams Dealer," to the last musical note. The clever commercial announcements establish you as the source of high quality Sherwin-Williams

Kem-Tone

In spite of restrictions on resins available for Kem-Tone manufacture, improvement in technical knowledge and procedures has maintained the high quality that has won market dominance for Kem-Tone.



Frances Greer's lovely lyric soprano voice will also be heard.

One

A REPORT TO SHERWIN-WILLIAMS DEALERS

What S-W is Doing on the War Front and on the Home Front

In 1941, an official looking letter from Washington arrived in the Cleveland office of The Sherwin-Williams Company. "Dear Sherwin-Williams," it said, in effect, "can you make dibutyl phthalate, and if so how much, how soon?"

Smokeless Powder

Now, dibutyl phthalate is an important ingredient in smokeless powder. And smokeless powder is what is now making bull's-eyes out of Jap cruisers and Nazi tanks. The d.p. "plasticizes" the gun cotton, so it can be compressed and "pelleted" to make more straight shooting charges for big guns.

To build a plant to make untold quantities of this chemical would ordinarily take a year, but ninety days after that letter arrived, Sherwin-Williams began production of this vital chemical. Today, Sherwin-Williams—world's largest paint-maker—is also one of the nation's largest dibutyl phthalate producer—making millions of pounds more than the entire country produced before the war!



Rust on bombs would make precision bombing impossible. Bomb finishes must meet exacting performance tests. Bombs finished with S-W Industrial Finishes are "biting the target" the world over.

The hottest news and demands in Washington today are based on the fact that more soldiers are becoming incapacitated by malaria or troubled with flies, lice carrying the terrible typhus, or mosquitoes, than the trouble caused by enemy shells or bullets.

Therefore, the crying need this Spring has been for chemicals suited for combating the

mosquito, fly, and lice problem on both fronts. As a result of this demand Sherwin-Williams is now building a Phthalic Anhydride Plant where, by a completely new process, this material ends up as a mosquito and fly control chemical as well as for use in making many important finishes for the Army and Navy.

Practically everyone is fa-

miliar with the publicity on DDT, the new anti-typhus insect repellent material for human beings, which will take care of the active body lice and other types of insects that can and do make the life of our soldiers more hazardous than the war itself.

Sulfa Drugs

Then there is sulfanilamide. To make this wonderful sulfa drug, you need acetanilid. To make acetanilid, you need stills and driers such as Sherwin-Williams used in its vast Chicago plant for making paint chemicals. This year Sherwin-Williams made 85% of the acetanilid used on the U. S. war and home-fronts. In addition to acetanilid, the company is now producing vast quantities of the sulfanilamide, itself.

Synthetic Rubber

Commercial production of "Kem-Pol," Sherwin-Williams' vegetable oil rubber substitute for adhesion, post-war, garden hose, etc., was started last year in the Sherwin-Williams Chicago plant. Unlike most synthetic rubbers, Kem-Pol requires no critical equipment for its manufacture and the volume of its production is limited only by the amount of oil available for the purpose. Today, carload



W. T. Walton, research chemist, demonstrates pliability of a section of Kem-Pol.

lots of Kem-Pol are being shipped from Chicago.

240 Varieties of War Paint

But what about paint for war? Did you know that Sherwin-Williams alone makes over 240 varieties of war-paint, ranging from shell coatings that prevent premature detonation, through camouflage paints that defy even infrared camera detection, to ship-bottom finishes that resist barnacles and airplane primers that resist corrosion? Actually not a piece of modern war equipment can go into action without protective or concealing war-paint of some kind.

These 240 kinds of war-paint are not just pepped-up variations of peace-time paints, either. They include some pretty fancy ingredients plus plenty of fancy thinking of Sherwin-Williams chemists,



Every day sulfa drugs are saving the lives of American boys. Top picture: An operation—instead of amputation thanks to Sulfa drugs. Bottom picture: Loading Acetanilid in bulk at the S-W Acetanilid plant.

Coating flimsy fishnet for vehicle and gun camouflage with a fadeless, infrared-fooling olive drab at the rate of millions of feet a day called for an entirely new dye-emulsion. You'll see it after the war, on many consumer products. Coating armored car bodies, landing mats, bomb-casings, and mortars with non-reflecting camouflage colors that dry in five minutes and pass a dozen torture tests were all tough jobs, too. But Sherwin-Williams chemists had what it takes to lick them—just as they solved a hundred and one other war-paint problems just as difficult.

Home-Front Paint Quality Maintained

In spite of the tremendous amount of war work carried on by The Sherwin-Williams Company, the home-front has been far from neglected. In fact, at no time in the history of the company has more been done to overcome the problems of Sherwin-Williams dealers. In the face of wartime raw material restriction, Sherwin-Williams has maintained the quality of its products by finding new and often better materials to use in the manufacture of its paints and allied products. Here, Sherwin-Williams' experience with materials used for war has been applied directly to the maintenance and improvement of its home-front products today. Take the alkylid resins and resin emulsions, for instance. Substituted for older but higher-priority materials,



Draping shrimp net over medium tank to prevent identification by enemy aerial observers.

many of them have been found to greatly improve paint application, performance, and beauty. They will continue to be used in making Sherwin-Williams Paints after the war—unless continued research turns up something even better. And it would not be safe to bet against that!

Color Simplification

With a definite critical material shortage because of war needs slow moving colors presented another problem, so slow moving colors were eliminated. All critical materials



Liberty ship, Joseph M. Teal, 10½ days from keel to launching, finished with S-W Anti-Corrosive and Anti-fouling.

available for civilian use were converted into fast moving colors. Production records show a tremendous gain in the manufacture of these colors, resulting in quicker sale and more profit for the S-W Dealer.

Fair Allocation

This was not realized by some dealers in many sections of the country where home-front paint demand soared to boom proportions. Certain of these dealers felt that they were being discriminated against when their record orders were not promptly filled. A system of allocation was instituted whereby all Sherwin-Williams dealers are treated alike—on the sole basis of past purchases. All

Continued on Page 4

THOUSANDS ENTER WAR BOND CONTEST

Kem-Tone Miracle Radio Show Draws Entries From Every State

Entries have been pouring into Kem-Tone Radio Headquarters since the first announcement of the letter-writing contest was made on the Kem-Tone Miracle Radio Show, April 12th.

Every week a first prize of a \$100 War Bond and four additional \$50 Bonds go to writers of the best letters telling why they like Kem-Tone for living and dining rooms. Kem-Tone also awards a gallon of Kem-Tone each to writers of the next hundred best letters. So far, certificates entitling winners to a gallon of Kem-Tone have been mailed to every State in

the nation. Dealers refund the certificates for the full retail cost of the Kem-Tone.

This widespread interest is additional proof of the popularity of Kem-Tone and Dunninger, the Master Mentalist, who has attracted millions of listeners to the Kem-Tone Miracle Radio Show every Wednesday evening at 9:00 p.m. E.S.T. over the coast-to-coast Blue Network. Dealers enjoy tuning in, too.

Smart dealers will capitalize on the consumer interest in the Kem-Tone Radio Show by tying in with a display of Kem-Tone in their windows.

Today's Varnish Leader is S-W Mar-Not

Do you know just HOW good Mar-Not Varnish is today? You should know because your enthusiasm will be conveyed to your customers and prospects, with greater sales and profits resulting.

When shipments of China Wood Oil were cut off from the Orient Sherwin-Williams chemists went to work on a

schools and colleges, stores (fixtures, counters, tables, etc.) taverns, theaters, churches. All of these users are interested in securing finest maintained appearance and full beauty of finish that only a top quality varnish such as Mar-Not can provide.

And Remember—
Mar-Not Satin Finish pro-



Here's a traffic-stopper. Sales points are dramatized. The product is shown in the package, and on the surface. Windows like this make the cash register sing.

new formula with astonishingly successful results.

Thus, the new Mar-Not of today became possible. The best, by actual test against all other leading brands sold for floors, woodwork, furniture.

In every single essential quality test Today's Mar-Not is the full equal of Pre-War Mar-Not and almost as rapid drying!

A Better Market Than Ever

With the shortage of alcohol practically eliminating shellac from the bulk floor finishing market, quick drying no longer is as important as serviceability. Much longer life, resistance to water, alcohol and soap are labor saving, money saving advantages for which Mar-Not Varnish is outstanding.

Here is Your Bulk Market as a Glance:

Apartments, hospitals, hotels, libraries, office buildings,



Immersion in boiling water for 15 hours produces no more than moderate whitening and recovery is complete in 1/4 hour.

vides that beautiful "dull-rub finish" that definitely minimizes the surface imperfections of shabby, worn woodwork, furniture and—Floors. It renovates at minimum cost and effort. And on new jobs imparts the mellow smoothness of a hand-rubbed Mar-Not Varnish job. It is highly popular with Contracting Painters.

So that you may know how good Today's Mar-Not really is, we reprint our Standard Performance Tests established by our Varnish Laboratories.

Standard Performance Tests

1. Dry to touch in not less than 1/2 hour in order to assure good wet edge brushability, and not over 2 1/2 hours to minimize dust catching.
2. Dry firm overnight for re-coating (14 hours).
3. Dry tack free in 16 hours to test of paper pressed upon varnish or to withstand foot traffic.
4. Dry hard enough in 48 hours to permit rubbing with FF pumice and mineral oil.
5. Elastic to knife scratch after 6 months of wear.
6. Resist liquids such as fruit juice, tea, coffee and beverages, tests being performed on films which are 96 hours old.
7. Immersion in boiling water for 1/2 hour produces no more than moderate whitening and recovery is complete in 1/4 hour.
8. Immersion in cold water for 18 hours produces no more than moderate whitening and recovery is complete in 1 hour or less.
9. Wet neutral soap blocks, such as ivory, placed on film for 20 minutes, then rinsed off leave no permanent mark on the film.
10. Immersion in 50 per cent grain alcohol (188 proof cut to 94) for 16 hours shows only moderate softening, and recovery is complete in less than 1 hour. This compares with the effect of straight whiskey or gin left on the film overnight.

Every Used S-W Shipping Carton Needed to Keep Paint Rolling!

Every paint manufacturer can purchase only 70% of his 1941 carton requirements—and that simply means, that we are going to be several million short unless — you — the S-W Dealer — return all cartons that are in good condition. This is not an economy measure because reconditioning these cartons cost more than new cartons. It is a necessity—in order to be able to ship you your order of paint. We will pay the regular OPA Price Ceiling for every usable shipping carton received. Observe instructions below.



Two S-W employees stack returned shipping cartons.



1. How to Open Without Damage

Use a long blunt opener such as an auto spring, with end and edges beveled like a letter opener.

In a properly sealed carton (spot glued) this knife will slide under the flap next to the fold and will push through to the far side easily. Swing side-wise toward the center, lifting up the flap without tearing.

CAUTION: Never pull up the flaps by their edges or force open with a screw-driver or knife. This will damage the carton and make it unfit for further use.



2. Collapse the Carton Flat Immediately Upon Opening

It takes but a moment to loosen the flaps at both top and bottom. Open them out and collapse the carton flat.

If the bottom flaps are stitched or stapled it may be difficult to remove these staples without tearing the flaps. Do not return cartons too badly torn for re-use.



3. Stack Cartons in Compact Bundles

Store in a clean dry place until at least 100 lbs. are accumulated, (approximately 35 cartons) the minimum freight shipment.

Tie securely into uniform compact bundles to about 50 lbs. to prevent damage to edges.

4. Where to Ship Bundles

Select the factory point nearest you from the following:

THE SHERWIN-WILLIAMS COMPANY

Cleveland, Ohio.....Lime Road
Chicago, Ill.....115th Street & Cottage Grove
Dallas, Texas.....4044 Commerce Street
Los Angeles, Calif.....1450 E. Pico Blvd.
Newark, N. J.....Brooks & Lister Streets
Oakland, Calif.....1450 Sherwin Ave.

Ship by freight or truck COLLECT

IMPORTANT: For quickest identification and handling of credits, plainly indicate on bill of lading and total numbers of cartons shipped. Thanks for your continued fine cooperation which helps us.

KEM-TONE New Window & Counter Displays



Window Display KT-40

Dramatic, colorful, eye-catching. Size 30" x 40" mounted on cardboard for permanent display in windows of Kem-Tone Dealers.

- Colorful
- Versatile
- Easy to Install
- Sells Kem-Tone

RIGHT OVER WALLPAPER!



Kem-Tone Window Displays are always new and different and the material now being shipped is no exception. In fact, we think it is the finest Kem-Tone display material we have ever produced.

This material includes everything you need for a bang-up, hard-hitting window. Put this material to work as soon as it arrives. Cash in on the Kem-Tone Radio Show and the great Spring Kem-Tone Advertising Campaign. Make your store look like Kem-Tone headquarters in your community.

Glam Window Poster

Beautiful 6-color attention-getter, size 30 in. x 40 in. Spot-gummed for mounting on window. Included in package with window display.

S-W Radio Auditions Winners



Four young singers who won first prize awards of \$1,000 and opera contracts in the ninth annual Sherwin-Williams Opera Auditions of the Air at the Metropolitan Opera House, Sunday, April 14th, are shown being given the contracts by Edward Johnson, General Manager of the Opera Association (right). Left to right: Hugh Thompson, baritone, of Tacoma, Wash.; William Hargrave, baritone, of Culver City, Calif.; and Philadelphia; Morton Rowe, tenor; Regina Resnik, dramatic soprano, of New York City; Arthur W. Stendel, President, The Sherwin-Williams Co. This program completes 20 weeks of Coast-to-Coast radio advertising for Sherwin-Williams Dealers and Sherwin-Williams Products.

Three

WANT VOLUME? PUSH S-W ROOF COATINGS

Uncle Sam Approves *this* Black Market!



Looking for merchandise to sell to replace things you can't get? Sherwin-Williams Roof Coatings will furnish part of the answer. The Roof Coating market is really a volume market—no quart and gallon sales—sky-sides of buildings really take the volume—5's and drums!

Because roofs are out of sight, they are often forgotten until they start to leak and a suggestion from Mr. Dealer is often all that is needed to ring up volume sales on the "ole" cash register.

The garage across the street—the industrial plant on the edge of town—the farmer with his many out-buildings, etc. are all your prospects for your S-W Roof Coatings.

Do you realize a two-car garage requires 5 gallons of Liquid Roof Cement for a single application—where else can you sell such volume for a corresponding area?

Roof Coatings are unrestricted—you can have them in unlimited quantities and if you'll push them—you can sell them in the same way.

Offer thirsty roofs in your community a new lease on life—give them a "drink" of quality S-W Liquid Roof Cement—S-W Plastic Roof Cement for patching.

Put 5's of S-W Roof Coatings on display in your windows. Include S-W Roof Coatings in your newspaper advertising and get the share of this market in your community that rightfully belongs to you.

Remember, the Roof Coating market is a volume market and the 5-gallon container is the one popularly demanded. Be prepared for the roofing season in your territory.

Remember, in Roof Coatings, the five's the size!

A REPORT TO S-W DEALERS

Continued from Page Two

dealers will understand the fairness of such a policy. It is the only reasonable procedure where wartime demand exceeds wartime supply.

Increased Advertising

Although the demand for Sherwin-Williams paints far exceeds the supply possible to turn out in spite of Sherwin-Williams tremendous efforts—The Sherwin-Williams Company is not making the mistake of slowing down advertising to your customers—the consumer. Their good will means too much. Their memories are too short to be neglected. They must be constantly reminded that Sherwin-Williams Paints are the paints they need—even if all the colors they may want are not available.



METAL ROOFS



WATERPROOFING BRICK WALLS

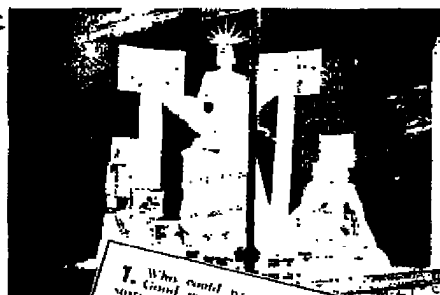
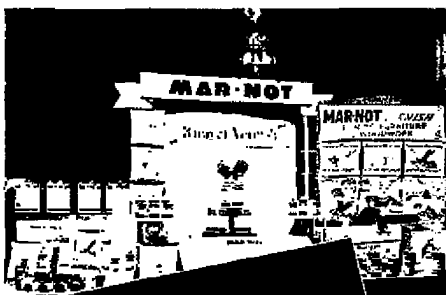


GRAIN BINS SILO INTERIORS



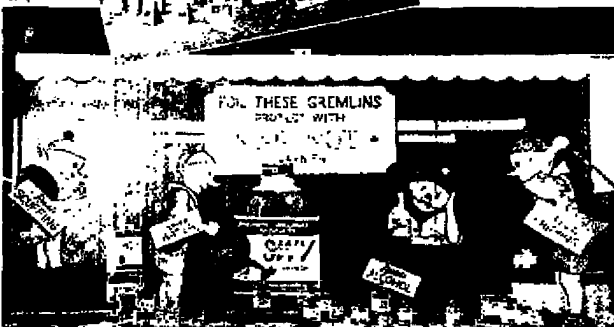
INDUSTRIAL PLANTS

DISPLAYS...with Eye and Sales Appeal!



New S-W Window Display Being Shipped to Your Store—NOW

Took a long time to secure mount board, casels and used corrugated wrapping for this giant 60"x40" full color display—but it's ready, now. One of the most attractive displays we've ever furnished. Can be used as a "back-ground" for any S-W Product. Use it, make it last—may be the last mounted display for the duration.



1. Why could pass this window by? (Great eye-attraction, good product this window will get 'em.)
2. Exterior theme. Mar-not gives the home wear, from freedom, too! Freedom from from scuffing! from water-spitting.
3. Popular demand keeps this window new photos of their boys and girls in the armed services.
4. Homes have gremlins, too. But they can't damage Mar-not, variously suggest. Humor like this sells 'em and sells 'em!
5. How long did you "study" this window? So will the picture-by! They'll come in to learn more about this ninger and Kem-Tone!



SHERWIN-WILLIAMS

SELLING TIPS



Vol. 7, No. 1

CLEVELAND, OHIO

February 25, 1936

BEAUTY AND PROTECTION

"BEST CAMPAIGN WE'VE EVER HAD" RESPONSE FROM S-W DEALERS

The enthusiasm for the entire Spring Merchandising Program has reached heights exceeding all expectations. If this enthusiasm is any indicator of the amount of prospective business to be done by S-W Dealers in the spring of 1936, certainly it will be a banner year.

"Back to fundamentals" was the suggestion we received from every dealer we talked to before this Advertising and Publicity was planned. "After all," they said, "the first thing we have to do is to interest Property Owners in painting, and we can interest them easiest and best by showing them what it means in the terms they respond to quickest. In beauty, in pride of possession and pride of showing neighbors, in enjoyment—in the fun of choosing new colors. That's what they want," is the message S-W Dealers gave us.

And so we have tried to follow these sentiments. No bickerings or arguments about our paints and someone else's. No emphasis on cracking or checking or peeling. Nothing but the fundamentals of everyday humanity — beauty and protection.

Advertising Designed by Experts

To tell this story to your customers you need beautiful advertising, in periodicals, on the air, in your Home Decorator, in your Window Displays, and in your newspaper ads. The "Beauty and Protection" theme was conceived by our good friend Richard Rycharick, who has designed so many successful displays for Sherwin-Williams Dealers. We then com-

missioned Rockwell Kent, one of America's leading artists, to render the story in full color—not gorgeous mansions, but rooms and homes that everyone lives in and aspires to—simple, sane, American.

To be sure that the thought delivered through the medium of this advertising to your community would mean a sale delivered to your store, we have keyed each advertisement, as we have keyed each Radio Broadcast, to the Sherwin-Williams Dealer, and his all-important part in paint beauty and protection. The message, the theme, is the one printed below, and repeated here:

"Main Street or Metropolis, City, Town, or Hamlet, wherever the Cover-the-Earth emblem appears, there is Paint Headquarters. There the Sherwin-Williams Dealer is waiting to help you and to serve you."

Home Decorator Bigger and Better

The Home Decorator, with its beautiful Rockwell Kent cover and Kent drawings inside, its "How to Paint" section, and its

PAINT NOW-PAY LATER



"JUST LIKE WE BOUGHT OUR CAR AND REFRIGERATOR"

entire appearance, means that it will get greater distribution than ever before. The united response has already proven that. The National Advertising will engender equal enthusiasm, because it is in reality a local campaign directed entirely to the wide audience in every locality in America served by S-W Dealers. The periodicals used in the campaign show its tremendous scope—a list of them is given on the proof-

sheet of one of the ads, enclosed with this paper.

The Spring Painting Catalogue is more complete than any you have ever had before. The Window Displays are more colorful and more striking. The radio program has drawn a wider acquaintance with every performance, and the novel tie-in of the Home Decorator for publicity purposes for the newspaper in every locality serving Sherwin-Williams dealers, has also been stressed. And of course the Budget Payment Plan is one of the greatest boosters of paint sales ever created.

1936 a Big Paint Year

Undoubtedly 1936 is to be a paint-selling year. And from every indication, insofar as enthusiastic dealer response is concerned, the Sherwin-Williams Company has given its dealers exactly what they want and need, not only to increase sales, but to make the year a banner one in total volume sales and continuous leadership.

Plagues Painters, Too

Painters are pleased with the "Beauty and Protection" series of advertisements. Every ad carries a master-painter's picture in the signature. The copy first of all sells painting, then paint.

FAMOUS ARTISTS INTERPRETS BEAUTY AND PROTECTION

Rockwell Kent, one of America's foremost artists and color authorities, created the "Beauty and Protection" figures, and the beautiful color illustrations for your spring advertising. His home at Anasie Park, N. Y., has been painted with S-W ever since it was erected ten years ago. He has used it as a model for one of the most striking advertisements in the color series.

IN THIS ISSUE

The new Budget Payment Plan will stimulate painting just as installment buying accelerated auto and refrigerator purchases. Read how you can profit. Page 2.

Metropolitan Opera Auditions on nation-wide network features S-W dealers. Page 3.

How to plan your spring advertising campaign. Page 4.

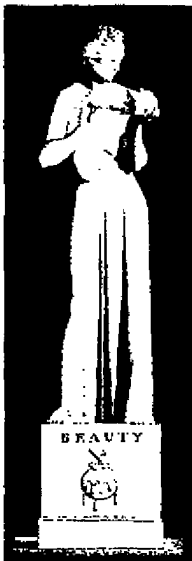
Don't overlook the ads! Insert showing one of the Spring Magazine advertisements and complete advertising schedule.

New Lincoln finish will bring customers to your store. Read about it on page 5.

New newspaper ads, distinctive in style. Page 6.

Free newspaper publicity for your store. See page 7.

Sales tips for go-getters on page 8.



"Main street or metropolis . . . city, town or hamlet...wherever the 'cover-the-earth' emblem is displayed is paint headquarters. There the Sherwin-Williams dealer will be waiting to help and to serve you."

(Theme of all Spring advertisements)

This is YOUR message. It appears in leading magazines going into your community, telling your paint customers and prospects over and over again the Beauty and Protection story. Get the full benefit of it by making it a definite part of your sales plan.



BUDGET PAYMENT PLAN BOON TO PAINT SALES

GETS ACTION ON DELAYED PAINTING

HOW YOU CAN CASH IN—OUTLINED HERE

The Sherwin-Williams Budget Payment Plan will sell paint where paint couldn't be sold before. It opens new markets, new outlets in your community. It brings to S-W Dealers the same plan to create all-time records in paint sales that is basic in the amazing growth of automobiles, refrigerators, washing machines, radios and other items. It puts paint on the selling basis all America wants—budget payment. **PAINT NOW—PAY MONTHLY.**

Now you have the proven sales aid the paint industry has long awaited. Here are the most salient points of the plan:

1. No down-payment required.
2. From 12 to 18 months to pay.

3. Installments as low as \$4.19 per month.
4. Smallest amount financed \$70.
5. Largest amount financed \$50,000.
6. First payment due one month from date of completion of job.
7. Low National Housing Interest rates.
8. No "red tape."
9. One hundred per cent payment on contracts.
10. No recourse to Dealer or Painter.
11. Good workmanship required.

Too many painting jobs are left undone because the property owner cannot make the formerly required immediate payment. Most of this business can be obtained by telling the property owners in your community that they can pay for immediate painting, house jobs and interiors, out of income.

Get Message to Property Owners

Get the message to property owners. We have prepared for you a number of messages. First of all the Budget Payment Plan is described in both the Home Decorator and the Spring Painting Catalog. Then we have prepared an attractive little leaflet which should be on your counter,

not only in the paint department, but by the cash register and in other parts of the store where customers circulate most frequently, especially near the front of the store. Make a point to tell customers now that the plan is now available for taking care of their spring painting.

This little enclosure, Form E-664, should be sent out with all statements and wrapped in every



Form E-664. Order your supply of this attractive property owner's enclosure. Fits into standard size envelope.

package leaving the store. See illustration of enclosure on this page. Order your supply now from the Sherwin-Williams Ad Service Department, Cleveland, Ohio, or Oakland, California.

Window Material

Display immediately the window streamers and window card (illustrated here) supplied with your package of Spring window cards.

Newspaper Ads

Also available are two small single column newspaper ad mats and one two column ad. It will be well worth the money to run these several times in your local newspaper. One dealer has taken the two column mat and had the ad printed on a regular government poster and mailed them to his list of prospects and customers.

PAINT NOW! PAY LATER



In Convenient Payments
... over 18 Months

The **SHERWIN-WILLIAMS** Budget Payment Plan

Two window streamers supplied with each order of Spring Catalogs

DEALERS HELP PAINTERS FOR MUTUAL BENEFIT

Give Budget Plan Promotion Material to Painters

Let the painter help you sell paint jobs under the Budget Payment Plan.

The first step is to have painter's meetings and explain the whole plan to them. Tell them they get their money immediately and that many people who formerly purchased paint and applied it themselves will now hire painters.

Give every painter in your community this valuable book, "How to Land More Painting Contracts with the S-W Budget Payment Plan." It is brief, can be read and understood thoroughly in 15



minutes. It is the painting contractor's guide book to the greatest boon to paint sales that ever occurred.

Urges the painters to mail out the Budget Payment Plan Announcement letters Sherwin-Williams has prepared for them. They are attractively printed in four colors and include the painter's business card. You may order these letters for your painters. They cost him only \$1 in lots of 50 letters and business cards.

No painter can afford to pass up the new business that the Budget Payment Plan will stimulate this Spring.

Guide
Book
for
Painters
Form
E-665



Window display card supplied free with each order for Spring Catalogs

Now! A TWO-PURPOSE HOME DECORATOR

- 40 pages of up-to-the-minute decorating ideas.
- Includes 24 pages of color illustrations.
- "The Right Way to Paint"—16 pages of helpful painting information.
- Your name on book and envelope.

Your wide use of the Home Decorator is proof of its unquestioned leadership as the most effective single paint sales item ever produced by a paint manufacturer.

This year its effectiveness has been doubled by the addition of a 16-page rotogravure section on "How to Paint." All the valuable home decorating tips, color information, full color plates (plus cover and interior illustrations by Rockwell Kent) are there again. Then the 16-page section tells the housewife how to go about getting the effects shown—so beautifully shown in the rest of the book. Here is a two-fold Home Decorator—a double-barreled paint seller.

Some suggestions for distributing the Home Decorator:

1. Hand them out to customers who come into your store.
2. Mail them to a select list of your best customers.
3. Send them out with customers' orders that you deliver.
4. Have them distributed by hand, from door to door. This is the proven ideal method. Young ladies, delivering the book directly to the housewife, can discuss painting or decorating problems, can talk over plans, and can offer the services of your store.
5. Place a number of copies in your local library.
6. Distribute them in the reception rooms of doctors' offices, beauty parlors, barber shops, women's clubs, men's club or lodge rooms.

Use order blank enclosed with this issue of "Selling Tips"



RUSTERHOLZ REMODELS

Creates Erie, Pa.'s Most Unusual Business

Anyone familiar with paint and wallpaper stores will get an actual thrill on entering the remodeled store of Harper Rusterholz—the Rusterholz Wallpaper and Paint Co., of Erie, Pa.

Mr. Rusterholz and his able assistant, Mrs. Goldie Johnson, have created a business that flourished throughout the entire depression. On March 15th their new store at the old location will be opened to all Erie.

Mr. Rusterholz feels that the best way to sell paint and wallpaper is to sell, not the materials, but the effect of the materials, on the



View of paint section, Rusterholz Store, Erie, Pa.

rooms and on the homes they cover. With this basic plan, a gallery in the rear of the store shows in a very simple and effective manner a series of eight typical rooms. These are ingeniously arranged to take up a minimum of floor space, and to give an actual demonstration of how the full interior will look by showing one wall and a few feet of the two adjoining walls. Four rooms are on each side of the gallery,

and the center section is used as aisle space and a small meeting room. Here groups of thirty-five or forty, from clubs, churches, charitable organizations, etc., are given actual demonstrations by Mrs. Johnson as to how a room or a house should be planned.

At the opening, experts from The Sherwin-Williams Co., and The Imperial Wallpaper Co., will address these groups. The store itself is so arranged that any customer has a feeling of space, ease, and leisure in inspecting the type of material they wish to buy. One side is devoted entirely to S-W paints, and the opposite side to wallpaper—the walls themselves further display all paint and wallpaper combinations. Any Sherwin-Williams dealer driving in the vicinity of Erie will do himself a favor by stopping and seeing the Rusterholz store. Mr. Rusterholz extends a hearty welcome to one and all.

Note: In a forthcoming issue of "Selling Tips" some of the unusual selling schemes Rusterholz uses will be furnished in full detail.



Demonstration Rooms, new Rusterholz Store, Erie, Pa.

"MET" RADIO PROGRAM BIG SUCCESS

TIME EXTENDED DUE TO NATION-WIDE RESPONSE

From all corners of the country, from people in all walks of life, from customers, new customers made through the broadcast, and from dealers, comes a ringing response of enthusiasm and approval for the Sherwin-Williams sponsored Metropolitan Auditions.

Every letter that we receive stressed the fact that America likes better music, and that the people who listen to this program are the members of each community most interested in paint and painting. The lack of boisterous commercialism is also complimented, as is the message so widely broadcast on the air and in print, "Main Street or Metropolis, City, Town, or Hamlet, wherever the Cover-the-Earth emblem appears, there is Paint Headquarters. There the Sherwin-Williams dealer is waiting to help and serve you.

It is unquestionably the best radio program Sherwin-Williams dealers have ever had. The National Broadcasting Company's Montreal station was added to the network on February 16th. And the program has been extended to carry through the month of March.

Edward Johnson, Director of the Metropolitan Opera, is highly enthusiastic over the splendid voices the auditions have introduced to the country. And the biggest part of the program is yet to come. That part is the final choice of voices, to sing at the "Met." Millions of people in America will hear of the winners and will also hear of Sherwin-Williams' part in bringing these new stars out to the front.

TUNE IN:
Every Sunday Afternoon
Over NBC Red Network
2:40 p. m. EST, 1:30 p. m. MST,
2:30 p. m. CST, 12:30 p. m. PCT.

Directs S-W Programs



EDWARD JOHNSON

Director, Metropolitan Opera Association

Edward Johnson, whose "Metropolitan Auditions", sponsored by The Sherwin-Williams Co., over a national radio hook-up, are bringing "Beauty and Protection" to all America.

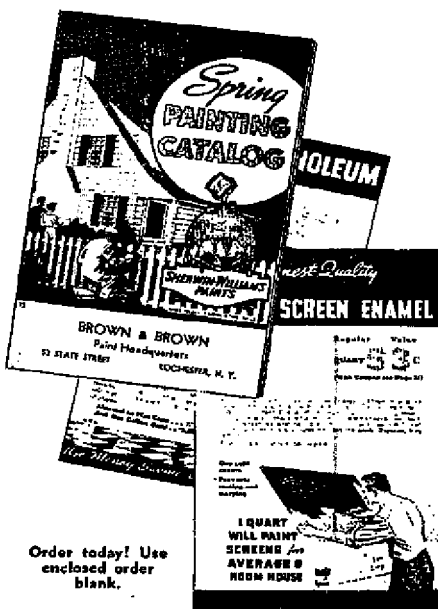
HERE IT IS! YOUR SPRING CATALOG

- 24 Pages in Full Color
- Your Name Part of Cover Design
- Lists 28 Items With Prices
- 5 Spring Specials at Attractive Prices

The Spring Painting Catalogue follows the enormously successful "Fall Catalogue." It is made to order to bring customers into your store — and to bring them in again and again. It's the perfect "sister act." The Home Decorator tells your customers what products and colors to use—and how to apply these paints. The Spring Catalogue describes the products, gives prices, and tells what quantities to buy to do the job. And it is no "flyer," but a full color, attention-arresting catalogue, featuring paints and specialties at special and attractive prices. Past experience with it tells us that it is saved, throughout the season. It's a go-getting paint salesman.

HOW TO DISTRIBUTE:

1. Mail to a select list. The feature is a self-mailer and needs no envelope. 1c postage.
2. Distributed from door to door by persons able to give a brief personal message as the book is presented. This method has proved most effective.



Order today! Use enclosed order blank.

ENTIRE SPRING CAMPAIGN KEYED TO YOUR COMMUNITY

Do you realize that the Sherwin-Williams advertising in the leading magazines is as definitely keyed to your own community as is your "Home Decorator," your Spring Painting Catalogue, or your newspaper advertising? The "Beauty and Protection" advertisements appearing in these periodicals are going into your locality, and being seen and read by your customers and your prospects.

For example, in Dubuque County, in Iowa, "Beauty and Protection" ads will appear 73,268 times. In Morris County, New Jersey, 156,208 times. In Santa Clara County, California, 263,732 times. And so on, for every county, and every trading area in the United States, yours included.



Big Identification for Small Storefront, H. A. Boldt, Kenmare, N. Y. dealer shows what can be done, even with a small store, to take advantage of Sherwin-Williams dealer identification signs.

HOW TO USE SPRING SALES AIDS

Here is the most complete line of selling aids Sherwin-Williams dealers have ever had. Every effort has been made to create not only the best possible sales aids, but to see that they could be simply and easily used for the most effective results. These are tried and true features, and there are new features that have promise of being as successful as the old favorites they join. Here are all of them—all designed to be of easy use to you, and of point buying interest to your customers.

The Home Decorator

The most successful single sales aid in the Paint Industry. Check the distribution hints on page 2. Use every means at your command to see that every paint-purchasing housewife in your locality gets her copy of this book.

Spring Paint Catalogue

Last fall's successful catalogue is repeated this spring, more colorful, enlarged. Again see to its distribution, and the widest possible—even wider than the Home Decorator. It is wise to distribute these as early in the season as you can, for experience showed us that this feature was retained and referred to again and again during the painting season. See further details about this on page 3.

Newspaper Ads

The best newspaper ads we've ever had. Best because they are definitely designed to sell the products you carry—and sell your store to your customers. Use them as often as you can during the painting season. See full details on page 4.

Newspaper Publicity

A new and unusual opportunity is in the "Home Decorator" and the publicity releases. Be sure and show these to your local editor. He'll want to use them, and they will attract more notices to your store, and further establish you as "Paint Headquarters." See details on page 7.

Window Displays

The five-piece display illustrated below is "Beauty and Protection" in your store window. Its color and appeal will bring many customers to your store. Be sure and keep it on display during the season, because it is one of your definite tie-ups with the National Magazine Advertising. See below.

Other Displays

Specials, Counter Displays, Banners—all attractively prepared to fit in with the "Beauty and Protection" theme. And they make definite sales for you—so use them. See page 5.

Radio Spot Announcements

A paint-selling series of radio spot announcements, ready for immediate distribution on request. Use postcard enclosed. Short announcements like these have proved themselves to be sure-fire sales-getters.

"Met" Auditions

Finest program. Sherwin-Williams dealers ever had. Capitalize on it in your locality. This program has been building popularity for itself, for its sponsor and you. It is keyed to your store. See that local mustang club know of it from you—it will add to your local prestige.

National Magazine Advertising

This is keyed to you. Use it. Mention Rockwell Kent's name to interested groups. Use the enclosed color proof for immediate display, and also display the window background, using the same illustrations as in the ads. These ads, the Home Decorator, the Catalogue, and your displays all tie together in one large selling force to help you sell.

Budget Payment Plan

Probably the greatest boon to paint sales the industry has ever known. Brings you to an untapped paint market. Be sure that painting contractors know about it now. It will help them—you will be helping them—and getting additional volume business yourself. Every painting contractor should have the book described on page 2. Also give property owners the new Budget Plan folder (Form E884). See page 2.

Special Prices on Popular Products

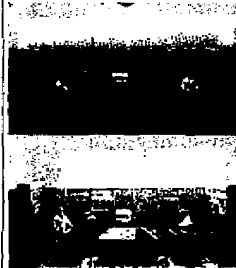
Bring these Spring specials to the attention of your contractors and prospects in all possible ways. Word of mouth advertising is always good, and you can start a chain of this powerful type of publicity working in your favor, if you will mention these specials in advance of their announcement. All are featured in the Spring Painting Catalogue shown on page 2.

SKYLIGHT CEILINGS WITH SAVE-LITE

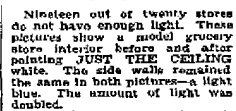
Don't overlook a large and important market in every community. That market is the retail stores in your trading area. "We consider every store of any kind within twelve blocks of our store a customer rightly belonging to us," said one aggressive and progressive dealer. "We buy in the community, and we sell everyone else in the business we can. It's good business in all respects."

Try it on the ceiling of your own store. In other words, paint that ceiling with S-W Save-Lite. You'll be astonished at the difference, and it will make your store a better place to do business, and you'll find that you do more business. You can then use your store as a demonstration ground, as a basis for future sales.

Before painting.



After painting.



Nineteen out of twenty stores do not have enough light. These pictures show a model grocery store interior before and after painting JUST THE CEILING white. The side walls remained the same in both pictures—a light blue. The amount of light was doubled. These figures were an interesting to the grocery trade that every important grocery periodical carried the story. Bring the subject of "Skylighting Ceilings with S-W Save-Lite" to the attention of grocers in your neighborhood. They'll remember the items they saw in their trade journals. And bring it to the attention of drug stores, dress shops, barber shops, beauty shops, clubs, hotels.

De Luxe Window Display Ties Store to National Advertising

"Beauty and Protection" For Your Windows

The beautiful five-piece display illustrated here has been created in order to bring "Beauty and Protection" right into your store. The display is a masterpiece of display art.

Each piece is a separate unit and if there is not room in your window for the entire display, it can be separated, parts being used on merchandise counters inside your store.

People passing your window and seeing this display will remember the identical "Beauty and Protection" figures seen with the advertising in the magazines they have been reading.

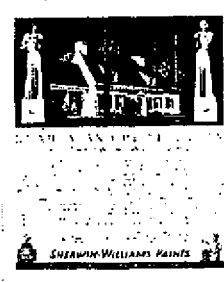
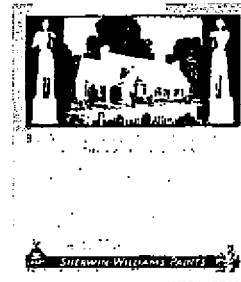
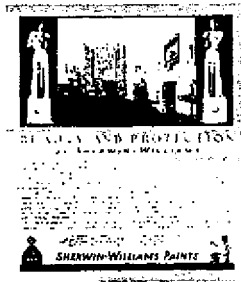
The center panel of this display is made in the proper size to fit into the Permaflex Display, and will be automatically mailed to those dealers who have purchased the Permaflex stand.

If you want this display, order it the next time you see the Sherwin-Williams Representative, or write for it, asking for form number W 292.



THESE ADVERTISEMENTS

(IN FULL PAGES, FULL COLOR)



WILL APPEAR THIS SPRING

FEBRUARY

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
McCALL'S MAGAZINE	February 10	March	Semi-Lustre
LADIES' HOME JOURNAL	February 10	March	Semi-Lustre
PICTORIAL REVIEW	February 10	March	Semi-Lustre
COUNTRY GENTLEMAN	February 11	March	Semi-Lustre
WOMAN'S HOME COMPANION	February 15	March	Semi-Lustre
HOLLAND'S MAGAZINE	February 20	March	Semi-Lustre
DELINATOR	February 20	March	Semi-Lustre
COUNTRY HOME	February 20	March	Semi-Lustre
GOOD HOUSEKEEPING	February 25	March	Semi-Lustre

MARCH

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
NATIONAL GEOGRAPHIC	March 1	March	Living Room
FORTUNE	March 1	March	Living Room
HOUSEHOLD MAGAZINE	March 5	April	White House
COSMOPOLITAN	March 10	April	Living Room
PICTORIAL REVIEW	March 10	April	Enameloid
LADIES' HOME JOURNAL	March 10	April	Enameloid
McCALL'S MAGAZINE	March 10	April	Enameloid
SATURDAY EVENING POST	March 12	March 14	Living Room
AMERICAN MAGAZINE	March 15	April	Living Room
SUCCESSFUL FARMING	March 18	April	Enameloid
HOLLAND'S MAGAZINE	March 18	April	Yellow House
WOMAN'S HOME COMPANION	March 18	April	Enameloid
COUNTRY GENTLEMAN	March 17	April	Enameloid
BETTER HOMES & GARDENS	March 20	April	Living Room
ATLANTIC MONTHLY	March 20	April	White House
HARPER'S MAGAZINE	March 20	April	Living Room
COUNTRY HOME	March 20	April	Enameloid
DELINATOR	March 20	April	Enameloid
AMERICAN HOME	March 22	April	Living Room
GOOD HOUSEKEEPING	March 25	April	Enameloid
COLLIER'S	March 27	April 4	White House
HOUSE BEAUTIFUL	March 30	April	Living Room
HOUSE & GARDEN	March 30	April	White House

APRIL

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
NATIONAL GEOGRAPHIC	April 1	April	White House
FORTUNE	April 1	April	Bed Room
TIME	April 3	April 4	White House
HOUSEHOLD MAGAZINE	April 9	May	Living Room
SATURDAY EVENING POST	April 9	April 11	White House
COSMOPOLITAN	April 10	May	Bed Room
PICTORIAL REVIEW	April 10	May	Flat-Tone
LADIES' HOME JOURNAL	April 10	May	Flat-Tone
McCALL'S MAGAZINE	April 10	May	Flat-Tone
COUNTRY GENTLEMAN	April 14	May	Flat-Tone
AMERICAN MAGAZINE	April 16	May	White House
SUCCESSFUL FARMING	April 15	May	Flat-Tone
HOLLAND'S MAGAZINE	April 15	May	Living Room
WOMAN'S HOME COMPANION	April 15	May	Flat-Tone

APRIL (Continued)

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
BETTER HOMES & GARDENS	April 20	May	White House
ATLANTIC MONTHLY	April 20	May	Living Room
HARPER'S MAGAZINE	April 20	May	White House
COUNTRY HOME	April 20	May	Flat-Tone
DELINATOR	April 20	May	Flat-Tone
COLLIER'S	April 24	May 2	Living Room
AMERICAN HOME	April 28	May	White House
GOOD HOUSEKEEPING	April 28	May	Flat-Tone
HOUSE BEAUTIFUL	April 30	May	White House
HOUSE & GARDEN	April 30	May	Living Room

MAY

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
NATIONAL GEOGRAPHIC	May 1	May	Yellow House
FORTUNE	May 1	May	White House
PICTORIAL REVIEW	May 10	June	S W P
LADIES' HOME JOURNAL	May 10	June	S W P
McCALL'S MAGAZINE	May 10	June	S W P
COUNTRY GENTLEMAN	May 12	June	S W P
AMERICAN MAGAZINE	May 15	June	Yellow House
SUCCESSFUL FARMING	May 18	June	S W P
HOLLAND'S MAGAZINE	May 18	June	Bed Room
WOMAN'S HOME COMPANION	May 15	June	S W P
BETTER HOMES & GARDENS	May 20	June	Yellow House
ATLANTIC MONTHLY	May 20	June	Yellow House
HARPER'S MAGAZINE	May 20	June	Bed Room
COUNTRY HOME	May 20	June	S W P
DELINATOR	May 20	June	S W P
SATURDAY EVENING POST	May 21	May 23	Yellow House
AMERICAN HOME	May 25	June	Bed Room
GOOD HOUSEKEEPING	May 28	June	S W P
COLLIER'S	May 28	June	Yellow House
HOUSE BEAUTIFUL	May 30	June	Bed Room
HOUSE & GARDEN	May 30	June	Yellow House

JUNE

PUBLICATION	ON SALE	ISSUE DATE	SUBJECT
FORTUNE	June 1	June	Yellow House
TIME	June 5	June 6	Yellow House
HOUSEHOLD MAGAZINE	June 8	July	Bed Room
COSMOPOLITAN	June 10	July	Yellow House
SATURDAY EVENING POST	June 11	June 13	Bed Room
COUNTRY GENTLEMAN	June 15	July	Semi-Lustre
AMERICAN MAGAZINE	June 15	July	Bed Room
BETTER HOMES & GARDENS	June 20	July	Bed Room
ATLANTIC MONTHLY	June 20	July	Bed Room
HARPER'S MAGAZINE	June 20	July	Yellow House
COUNTRY HOME	June 20	July	Semi-Lustre
AMERICAN HOME	June 25	July	Yellow House
COLLIER'S	June 28	July 4	Bed Room
NATIONAL GEOGRAPHIC	July 1	July	Bed Room

145,691,228 MESSAGES!

YOUR COMMUNITY—EVERY COMMUNITY IN AMERICA—
WILL SEE AND READ

BEAUTY AND PROTECTION

BY *SHERWIN-WILLIAMS*



BEAUTY AND PROTECTION BY SHERWIN-WILLIAMS

From the use of paint—Sherwin-Williams paint—come pleasures few things can give. Every bit of your heart's desire for the color, freshness, and loveliness of a newly painted room is at your brush's bidding.

Your walls and woodwork become warm and friendly—almost animated—under the touch of colorful, easily applied S-W Flat-Tone. Should you wish a bright, quickly washable quality added to the color beauty, S-W Semi-Lustre awaits your commands. And chairs, tables, cabinets, kitchen, bathroom and breakfast room indispensables alluringly join the color magic parade when you repaint them with glistening S-W Enameloid.

Painting is fascinating...fascinating to watch and anticipate the final beauty on the big jobs where the painting

is done by a master painter...fascinating to feel the flow from the brush as you recreate a table or chair yourself.

And a paint can...with a Sherwin-Williams label around it...is an indispensable part of your home's beauty and protection. Be it famous old SWP, America's best known and most widely used house paint; be it the interior paints mentioned; or be it any other of Sherwin-Williams well known products—furniture polish, floor waxes and finishes, etc.—it is made to help you to beautifully identify your dearest possessions—to transform a house into a home.

"All you need to know about paint is Sherwin-Williams." Go to "paint headquarters" in your locality. There the Sherwin-Williams "cover the earth" emblem means help and service from a paint dealer able to aid and guide you.



You can have twelve to eighteen months to pay for your painting. Ask the Sherwin-Williams dealer in your locality about the S-W Budget Payment Plan. Write directly to Sherwin-Williams Co., Dept. S-2, Cleveland, O.

The new Sherwin-Williams Home Decorator, a source book of color and paint ideas can be had free of charge from the Sherwin-Williams dealer in your locality. Or write The Sherwin-Williams Co., Dept. S-2, Cleveland, O.



SHERWIN-WILLIAMS PAINTS

ALL YOU NEED TO KNOW ABOUT PAINT

THIS ADVERTISEMENT APPEARS IN

ON SALE			ON SALE		
	ISSUE DATE	CIRCULATION		ISSUE DATE	CIRCULATION
FORTUNE	March 1	100,000	AMERICAN HOME	March 23	650,000
NATIONAL GEOGRAPHIC	March 1	1,200,000	HOUSE BEAUTIFUL	March 30	80,000
COSMOPOLITAN	March 10	1,550,000	HOUSEHOLD MAGAZINE	April 5	1,250,000
SATURDAY EVENING POST	March 12	2,700,000	HOLLAND'S MAGAZINE	April 15	425,000
AMERICAN MAGAZINE	March 15	1,800,000	ATLANTIC MONTHLY	April 20	88,000
BETTER HOMES & GARDENS	March 20	1,375,000	COLLIER'S	April 24	2,300,000
HARPER'S MAGAZINE	March 20	100,000	HOUSE & GARDEN	April 30	100,000

Now PAINT UP SHERWIN-WILLIAMS PAINTS

Storefront Banner, 2 1/2x10 feet, Form W-201. See box at bottom of page

NEW PRODUCT ANSWERS DEMAND FOR CRYSTAL-CLEAR LINOLEUM FINISH



New Counter Display Sells Clearolin

Here is a real self-selling display. It shows convincingly that Clearolin is really crystal clear. Covers all the sales points: "Will not turn yellow. Makes linoleum look new again. A tough durable finish. Easily cleaned with a damp cloth. Will not discolor the most delicate pattern. Easy to apply. Waterproof. Dries in one hour." Furnished free to dealers ordering an assortment of 12 quarts and 12 pints of Clearolin.

Clearolin

There have been good and bad linoleum finishes—some easy to apply, some hard to apply; some short wearing, some long lived; some quick drying, some long drying.

But good or bad, there has been one disadvantage to linoleum finishes. They were not clear and transparent enough to allow the pattern beneath it to appear in its original brightness once the finish was given to the linoleum. To find a crystal clear linoleum finish that stays clear, that won't darken light patterns, has been the pursuit of all varnish manufacturers. Sherwin-Williams Research Department has finally solved the problem and Sherwin-Williams Clearolin—"the crystal clear linoleum finish that stays clear"—is the answer. It not only keeps the linoleum new and brightens up dull, worn surfaces—it stays clear and it won't darken light patterns. It is easy to apply and dries in one hour. A quart will cover an 8x12 linoleum floor. A damp cloth easily keeps it clean. Here is another Sherwin-Williams product ordered to be made, and made to order for Spring sales. Clearolin is featured in the Spring Painting Catalog and the Spring Newspaper Advertisements at a special introductory price. Be sure to have a good stock of Clearolin on hand to meet demands. This product is destined to go places.

Your Customers Will Like These Features in Clearolin

1. Crystal clear
2. Will not turn yellow
3. Won't discolor lightest patterns
4. Easy to apply
5. Dries in one hour
6. Easily cleaned with a damp cloth
7. Waterproof
8. Tough, durable finish.

Painting Up Starts at Home

Set an example this spring by painting up your storefront. Kern Store Front Finishes are ideal for this purpose. They come in many attractive bright colors, their gloss is sharp, they're easy to apply, dry quickly, and are exceptionally durable.

While you are about it, are your signs still attractive? Paint them up, too. If you have a Sherwin-Williams dealer's identification sign, sponge it off or raise with a knife. It is porcelain and will look like new and be visible for a greater distance down the street.

GIVE YOURSELF AN INVENTORY

Are you using the sales aids planned for you in your locality this spring? Are you taking advantage of all or only a few of the best paint promotion features we've ever had? Remember, 1936 is a paint year. Give yourself this inventory to be sure and get all your share of this market and this business.

WINDOW DISPLAYS

Windows that are attractively dressed go hand in hand with successful paint merchandising. To make it easier for you to give your windows plenty of paint atmosphere, we have prepared a set of colorful window cards and streamers, each piece telling an effective message. The cards can be used inside your store as well — on counters or merchandise tables.

The specials on Screen Enamel, Clearolin (linoleum finish), Glax-Wax and Flaximp are featured on cards with prices. The entire set of cards (Form W-296) will be shipped with all orders for Spring Paint Catalogues and newspaper mats. It includes the large storefront banner, shown at the top of this page.

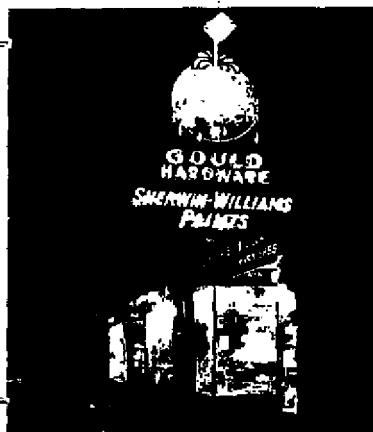




FINE STORE EXAMPLES IN CLEVELAND

Paint Department,
The Higbee
Company.

New Type K
Don't Sign at
Gould Hardware.
Ask our repre-
sentative how to
get this.



The right finish for every surface

**SHERWIN-WILLIAMS
PAINT HEADQUARTERS**

YOUR NAME

ADDRESS PHONE NO.

Cut No. 2846



**SHERWIN-WILLIAMS
BUDGET PAYMENT PLAN**
Covers Labor and Material

**SHERWIN-WILLIAMS
PAINT HEADQUARTERS**

YOUR NAME

ADDRESS PHONE NO.

Cut No. 2869

NEW ADS FOR YOUR LOCAL NEWSPAPER ADVERTISING

At the right is one of a new series of ads, mats of which are available for your Spring newspaper advertising. It is suggested that you run as many as you possibly can during the painting season. Timely specials are featured that will attract many new customers to your store. Send for a Proof Book today (form B-583) and schedule your Spring advertising as soon as it reaches you. In addition to showing all of the new ads, the Proof Book explains the Sherwin-Williams Co-operative arrangement for sharing the cost of your newspaper advertising. There's a postcard enclosed with this issue of Selling Tips for your convenience in ordering the Proof Book.

Spot Ads

Many dealers like to run small ads at frequent intervals, and in the Proof Book mentioned above you will find a good assortment of one column Spot Ads similar in size and style to the one shown at the top left. Mats of these are also available without charge.



Special!
S-W Clearolin
For Linoleum
Adds life and lustre to linoleum
—dries in 1 hour. Get coupon
at our store. One quart to a
customer at this price **\$1.19**
Qt.

Self Polishing
Floor Wax
and applicator
99c value for 79c



Life to Jaded Rooms
S-W Enameloid
Easy covering—one coat
No brush marks—Quick drying
Make chairs, tables, woodwork
new again. Sinking colors. **79c**
Pnt

Furniture
Polish
S-W Polish—of
25c bottle - 79c



For Kitchen and Bath
S-W Semi-Lustre
Satin finish—amazingly washable.
Salt, grease, ink, wash off with
soap and water. Dur- **\$1.07**
able pastel colors. 1 Qt.

FREE
Form
**HOME
DECORATOR**
40 page color
book on painting
and decorating.

YOUR NAME
ADDRESS GOES HERE

PAINT HEADQUARTERS
PHONE NO.

Cut No. 2842 (E)—Specify
your price zone when ordering
mats of ads with prices.

WRITE FOR NEWSPAPER AD PROOF BOOK

Shows 64 suggestions
for your local newspa-
per advertising. The
form is B-583.

Budget Payment Plan Ads

Run a few of these, too, to let property owners in your community know that you can arrange convenient terms for taking care of needed painting that otherwise would be delayed at the risk of large repair bills. The Proof Book includes a series of these ads from which to make your selection. Mats are free.

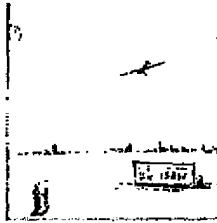
"A LITTLE SMILE WILL GO A LONG WAY" Illustrations from S-W Advertisements in Motor and Aviation Magazines



"Uncle Polo says they're even gonna have rippers on the crankcase next year."



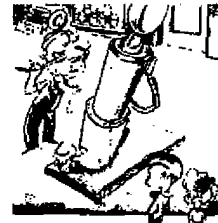
"An' yesterday he won a bet from Uncle Herman for makin' a barber pole outta that smoke-stack."



"Mom's gonna be mad. 'Tain't he ain't doin' so well fatten' that?" "It ain't that—she's her birthday an' he promised her a pink smoke."



"He's been paintin' comets now for a year."



"Uncle Elmer says that snappy blunder in th' big blue roadster is due any minute."

SHERWIN-WILLIAMS PRODUCTS ON MODEL HOMES

Built by Leading Magazines

Model homes, built by such publications as **HOUSE & GARDEN**, **HOUSE BEAUTIFUL**, and **GOOD HOUSEKEEPING** are featuring decorative treatments in Sherwin-Williams paints. Since each is famous for the houses and rooms its architects create, they chose Sherwin-Williams Paints to carry out their color treatments in a manner befitting the job.

HOUSE & GARDEN is just completing its model home at Bearsville, New York. Semi-Lustre

tro, Enameloid, and Flat-Tone have been used throughout the interior to carry out the designs of Margaret Deegan, the decorator, and Verus Sulzmannsky, architect. On the exterior Stucco and Concrete white beautifully enhance the appearance of the lovely house.

HOUSE BEAUTIFUL is exhibiting its decorative suggestions in a series of rooms at the Savoy Plaza Hotel in New York. The kitchen, living room, and foyer

are finished with Sherwin-Williams paint. And **GOOD HOUSEKEEPING**'s spring room display also uses Semi-Lustre and Flat-Tone.

Not only will thousands in the Metropolitan area visit and see these rooms, but millions all over the country will read about them and see them illustrated in the pages of the magazines in question. The first showing will be in the March issue of **HOUSE BEAUTIFUL**.

The picture at the left is the modern interior of the model house erected in the R. C. A. Building, Rockefeller Center, New York City.

1,875,000
Home Decorators,
3,275,000
Spring Catalogs
ordered by
S-W Dealers
To Date

Have you
ordered yours?



FOR SPRING SEMI-LUSTRE

Simple Display Effecting Selling Device

Seeing is believing. That's why demonstrations are strong sales makers. Many dealers have written in to tell of their success in selling Semi-Lustre with the aid of a simple demonstration panel to illustrate the washability of



this wall finish. This is how it is done:

Preparation of the Panel

Take a piece of Masonite, Fretwood or wall board and give

it a coat of Wall Primer and Sealer. Follow with a coat of Semi-Lustre and Wall Primer and Sealer mixed half and half. Finish with one straight coat of Semi-Lustre. When the panel is



thoroughly dry dab some ink and mercurchrome over its surface, draw a few crayon marks on it and finish with a sooty handprint. Now you are ready to demonstrate.

Making the Demonstration

All that is needed is a sponge and a bowl of water into which has been dissolved a small quantity of Flaxolap. Wipe the dampened sponge across the surface and Semi-Lustre will come up smiling. Do not clean the whole surface but rather a diagonal stripe to show the comparison. Not many customers can resist this convincing test.

FREE LOCAL NEWSPAPER PUBLICITY ESTABLISHES YOUR STORE AS HOME DECORATION HEADQUARTERS

All newspapers are interested in home decoration. It forms one of the basic features of any paper because its appeal is unlimited, and because women find it one of their basic needs. For this reason, editors will be particularly anxious to utilize the Home Decorator Newspaper Mat service furnished to all Sherwin-Williams dealers. The Mats come complete with a striking illustration, and both illustration and subject matter are done by decorators thoroughly familiar with home problems.

What makes the tie-in even better is that each of these should be placed with your local newspaper with your signature at the mast-head. Simply request the mats, talk to your editor, show him this feature and explain that it will appear as a local item and not a syndicated piece which he would

have to pay for, and the response will be instantaneous. There is no cost to the paper and no cost to the Sherwin-Williams dealer. And the Home Decorator becomes, not only a booklet for your general distribution, but a series of newspaper articles for the same purpose. You may order these mats by mailing the enclosed post card.

This is one of ten publicity articles, mats furnished without charge. Cut numbers 9221 to 9230 inclusive.

THE HOME DECORATOR YOUR SIGNATURE

Bathroom



In almost every home there is one particular room that is decidedly neglected. It is in the same relation to the rest of your home as your last year's hat bears to your new winter coat... to dated that it is now beyond the pale. And we'll wager that this particular best-neglected room is the same in almost every home... it's the bathroom every time. It is so easy to just hang the towels on the rack, put the soap in the dish, call it quits and get to work on the new dining room drape. It is logical that more care be given the room which are the most lived in, but the bleak fate of the average bath is a blot on the reputation of the average home. And attention it is getting, too, as a walk through the house furnishings departments of our larger stores will show you. You will go home wondering for... of beds with... the whereabouts to do your best for the family organ. These days there are such grand things you can do in the way of fixing up the bathroom. The old idea that white and more white is the only thing... the only

sanitary thing... for the bath is a tale of the past. Color makes the modern bath. Not too dark a major color since you will want good light reflection. Values, if you decide are at all, are powdered and there must be light and plenty of it to avoid butchered lines or blurry noses.

For example, get some gray paint... there are shades and shades of it, each more striking and appealing than the last... but be careful, get a warm soft gray with plenty of depth. Your paint dealer will help you gladly in your choice. Picture the walls of soft gray paint dark, like gray linoleum on the floor lined off with a thin dark red stripe; your ceiling matching the walls; the ever important fixtures a dark red... and this can easily be managed with your own two hands by the means of a reliable lacquer or enamel; your towels monogrammed in dark red... this last needn't be an expensive item either—plain white travelling is not expensive and the monogramming can be done at home; and the last touch—oil cloth shower curtain with stripes and splashes of your same red punctuating it off.

There you are. A room as invigorating as your morning shower and as cheerful as a day in June.

The painting job isn't a wearisome task by any means. You can have your painter do it, or do it yourself. It takes ease... not inherent talent. Begin at the top. Scrub the old surface "clean as a whistle" and rinse off all soapy film. Scrape off loose scales of old paint and fill the cracks or holes with patching plaster. Let it dry; brush into a coat of wall-primer. Dip your brush into a can of semi-lustre (incidentally, it's inexpensive and durable) and proceed to a smooth, satiny, tight finish that washes almost as easily as a B.C.

Finally, putting a lovely, colored bathroom in facilities is one of the greatest compliments you can pay a guest in your home and it will be a source of constant satisfaction to you and your family.

TIPS TO GO-GETTERS

MUSIC SELLS PAINT

A lady came into an Albany store the other day and bought forty dollars' worth of Sherwin-Williams Paints. She said to the clerk:

"I have never been in here before. But it seemed to me that a company that would put on such a fine radio program giving the young sinners such a rare opportunity must make only the finest paint."

Here's a tip. There are lots of people in your locality who feel the same way about it. These people are invariably leaders in their communities, leaders in civic and social affairs. They also include all the people with fondness for music in your locality. Write to them, talk to them about



their interest in the S-W radio program. They'll respond with paint orders as soon as you get them into your store.

EDITOR EAGER FOR HOME DECORATOR SERIES!

The editor of the Erie, Pa., Herald Dispatch took one look at the Home Decorator series of newspaper articles and asked to have made immediately so that he could schedule the ten articles to be used in his Sunday magazine section during the months of March, April and May. They will carry the signature of Mrs. Johnson, "home fashionist for the Rusterholz Wall Paper and Paint Co., Sherwin-Williams dealer in Erie."

Here is a real feature—a real business getter. Editors will be anxious to run it because of its interesting treatment of a subject every woman is interested in. And when you distribute your Home Decorators, the double

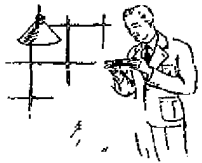


barreled value of a book in the home and column in your local paper will be one of your biggest aids to Spring business.

HAVE YOU A SIGHT-METER?

One of the most ingenious paint salesmen ever invented is the same Sight-Meter that has done such fine work for the electrical companies in the Better Light-Better Sight campaign, showing home owners and business men what the right amount of light means to eyesight, comfort, to appearance, and to efficient living and working in home, office and shop.

Remember that one of paint's greatest uses is to reflect light. Show your customers with a very simple demonstration with a



Sight-Meter what light colored paints will do to conserve all the light they have and use—regardless of whether artificial or natural illumination is the light used. You can prove that painting is a money-saving investment. Your local Light and Power Company office or your Electrical Equipment store can give you information about the Light-Meter.

SELL SAVE-LITE

Every Grocery Publication Carries Story on Sherwin-Williams Save-Lite

We've made tests in grocery stores, drug stores, beauty shops, to see just what happens when the ceilings are painted white. We've been amazed to find the amount of light in many stores increases anywhere from 60 to 100%. Every leading grocery magazine in the country has carried stories recently on these tests. Ask your neighborhood



grocer if he has read these articles by Sherwin-Williams engineers. Point out to all the merchants within your trading radius the value they can get by "sky lighting" their ceilings with Save-Lite. Not only the store itself, but everything on display in it

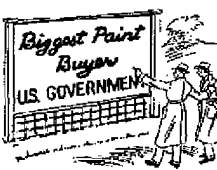


is enhanced by the added light from S-W Save-Lite. P. S.—Even makes the proprietor look spick and span.

P.W.A.-F.H.A.

Big Paint Opportunities in Government Alphabet

As far as paint is concerned, the only kind of deal it has received from Uncle Sam is a Good Deal. The government has used more paint than ever before. And most of it has been purchased in the localities where it is being used.



A P.W.A. job in Portland, Ore., is typical. Over 1,500 gallons of Sherwin-Williams products on two school jobs went to go-getters who were out after the business. Uncle Sam is exactly like the folks around town. You have to go after him—he won't come to you with an order in his hand. Don't forget the opportunities opened up by the National Housing Act—by all the government expenditures in your locality. There's plenty of government paint business going to go-getters.

ONE OF THE FINEST!



Frazee's "Paint Headquarters" Store in San Diego, California, is one of the finest paint stores on the west coast, or anywhere. In exterior treatment it is a unique and effective point store that beautifully advertises itself. Any dealers going to the San Diego Fair this year should treat themselves to a visit to this modern store.

Soldier's Bonus Means More Painting

Automobile dealers, home appliance salesmen, and even clothing stores are going after their share of the money that will be spent this Spring and Summer due to the additional purchasing power suddenly given the soldiers by the government bonus.

There's no reason why you shouldn't have your share, too. Painting is one of the basic necessities of the property owner and there are few things in life that bring more pride and satisfaction than a home made beautiful and protected with Sherwin-Williams products.

You can secure the names of these veterans through your local American Legion Post or veteran's bureau.

Remember when selling this group that painting can be taken care of through the Budget Payment Plan.

Here's One Way!

The Franklin Furniture Company, Franklin, Pa., has a novel way of introducing the Home Decorator to property owners. The letter tells the story, so we repeat it here:

My Dear Sir:
Here I am, the new Home Decorator, a little book published by the Sherwin-Williams Company and brought to you by the Franklin Furniture Company, Headquarters for Sherwin-Williams Paints and Varnishes.
They have sent me to your home to help you with your paint problems, inside and out. Read every list of materials, the illustrations and color combinations. Many folks say I am a great help and save them time and money. Won't you send me, steady me and let me help you, too?

You will notice I have a lot to say about Semi-Gloss and Flat-Tone for interior, and I would be incomplete if I did not tell you of the wonderful protection and beauty of S-W's exterior products. Please remember, the better the paint—the less it will cost. For good paint not only lasts better, but spreads farther and lasts longer. You may get color cards, primer and a complete line of Sherwin-Williams Paints and Varnishes, etc., at the Franklin Furniture Company, corner 15th and Buffalo Sts., Phone 186.

Yours for a better paint job,
THE HOME DECORATOR.

WHAT A DIFFERENCE!

The antique looking drug store in the picture at the left becomes the bright and cheerful store in the right hand picture when Save-Lite ceilings bring more light into the interior. Paint not only brightens, but helps sales. In the new Kress five-to-twenty-five store on Fifth Ave., New York, forty foot-candles of light are used throughout. (The usual store has five to eight or less.) Their merchandising managers have proved that a good quantity of indirect light reflected from well painted walls and ceilings will turn the goods of the counters and into customers' hands faster than under ordinary lighting conditions.



Typical drug store before painting ceiling and sidewalls



After painting, Save-Lite alone makes the difference in light.

NEW FLO-WAX DEAL

Features New Improved Applicator and One Pint of Flo-Wax at Only 79c

Here is a special that will be very popular this Spring. The new price on the combination of one pint of Flo-Wax and a lamb's wool applicator at only 79c will win immediate approval from housewives who have been accustomed to paying more.

The new applicator will be popular, too. The handle is shorter than before. It is therefore easy to carry home and to tuck away in a small closet or on a shelf, yet it is still long enough to make floor waxing a simple operation.

Another improvement in the applicator is the triangular shaped head which makes it easy to spread

Flo-Wax into the corners of the room and right up to the moulding.

New Half-Gallon Size
This Spring the new ½ gallon Flo-Wax package is being introduced at the special price of \$1.29. You



* Both for 79c

will want to feature this size in your store and in your window because it is the most economical size for the housewife who already owns an applicator.

* Customer's Price - All Taxes