17,000,000 ROOMS!

YES, 17,000,000 ROOMS HAVE BEEN PAINTED WITH KEM-TONE!

YES, THAT MEANS $17,000,000 IN PROFIT FOR KEM-TONE DEALERS!

MORE MILLIONS OF ROOMS WILL BE PAINTED WITH KEM-TONE THIS SPRING!*....WILL YOU GET YOUR FULL SHARE OF THIS ALL-TIME-HIGH PAINT BUSINESS?....

YOU WILL IF ....

1,...YOU EFFECTIVELY IDENTIFY YOUR STORE AS KEM-TONE HEADQUARTERS!

2,...YOU DISPLAY KEM-TONE PROMINENTLY IN YOUR STORE AND WINDOWS!

3,...YOU TIE IN WITH KEM-TONE ADVERTISING!

4,...YOU MAINTAIN AN AMPLE STOCK OF KEM-TONE!

BIGGER THAN EVER! Kem-Tone's big spring 1945 advertising campaign begins soon!

***SURVEY FACT!**

Kem-Tone consumer surveys show that more families than ever before are planning to use Kem-Tone this spring.



DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

Detroit White Lead Works
Detroit, Michigan

W. W. Lawrence & Company
Pittsburgh, Pennsylvania

The Lowe Brothers Company
Dayton, Ohio

John Lucas & Company, Inc.
Philadelphia, Pennsylvania

The Martin-Senour Company
Chicago, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio

This advertisement appears in the January 1945 issues of Chain Store Age; Building Supply News; Hardware Retailer; Hardware World; Southern Hardware; Syndicate Store Merchandiser; and the January 4, 1945 issue of Hardware Age.

0007-SWP-039322

#135

ONE BILLION SALESMEN!

Yes, over one billion hard-hitting KEM-TONE SALES MESSAGES will reach your customers this spring! . . .

This tremendous, history-making advertising campaign will send KEM-TONE SALES UP to amazing new all-time highs!* . . .

Will YOU get your full share of this SENSATIONAL PAINT SELLING OPPORTUNITY?

***SURVEY FACT**

Kem-Tone consumer surveys show that *right now* (without considering the coming spring advertising campaign) . . . 31% more families than ever before are planning to buy Kem-Tone!

YOU WILL IF . . . .

1. YOU EFFECTIVELY IDENTIFY YOUR STORE AS KEM-TONE HEADQUARTERS!
2. YOU DISPLAY KEM-TONE PROMINENTLY IN YOUR STORE AND WINDOWS!
3. YOU TIE-IN WITH KEM-TONE ADVERTISING!
4. YOU MAINTAIN AN AMPLE STOCK OF KEM-TONE!



KEM-TONE IS DISTRIBUTED BY:

The Lowe Brothers Company
Dayton, Ohio

John Lucas & Company, Inc.
Philadelphia, Pennsylvania

The Martin-Senour Company
Chicago, Illinois

W. P. Lawrence & Company
Pittsburgh, Pennsylvania

The Sherwin-Williams Co.
Cleveland, Ohio

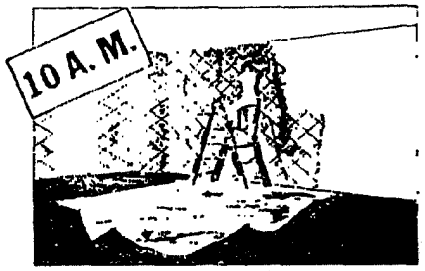
This advertisement appears in the February 1945 issues of Chain Store Age: Syndicate Store Merchandiser: Hardware World: Hardware Retailer: Southern Hardware: Building Supply News: and the February 15, 1945 issue of Hardware Age.

0007-SWP-039323

NEED SPEED?

for your maintenance painting jobs●







...then you need

Kem-Tone
MIRACLE WALL FINISH

1 DRIES IN ONE HOUR OR LESS No long wait for paint to dry. Rooms can be put back in order immediately.

2 ECONOMY—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's ease, speedy application and economical upkeep save money on all counts.

3 COVERS MOST SURFACES WITH ONE COAT (Painted walls -- plywood walls -- wallboard -brick interiors -concrete block - building tile – wallpaper, etc.)

4 NO PUNGENT, LINGERING ODOR of paint thinners and solvents - rooms may be occupied same day as painted.

5 NO SIZING, NO PRIMING Eliminates priming coat on practically every surface. Cuts time and labor costs!

6 DRIES TO A FLAT MATTE FINISH - Obliterates unsightly appearance of rough and uneven wall surfaces thr Perfect light diffusion, without glare.

7 JOBS FINISHED QUICKLY -- Goes on fast and easy. Covers more square yards of surface quicker and easier.

8 QUICK, CONVENIENT CLEAN-UP TIME (a) Splatters quickly removed with damp cloth or mop and water. (b) Brushes cleaned with soap and water.

9 PERMANENT FINISH - A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.

10 EASY CLEANING - Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.

11 COLORS WITH EYE APPEAL! Kem-Tone colors make any room more inviting, attractive!

DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

Detroit White Lead 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, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

This advertisement appears in the January 1943 issue of Hotel Management.

0007-SWP-039324

WANT HELP

for fast maintenance painting jobs?

with space at a premium and time and labor tight, you need the extra speed that Kem-Tone offers you . . .

Kem-Tone

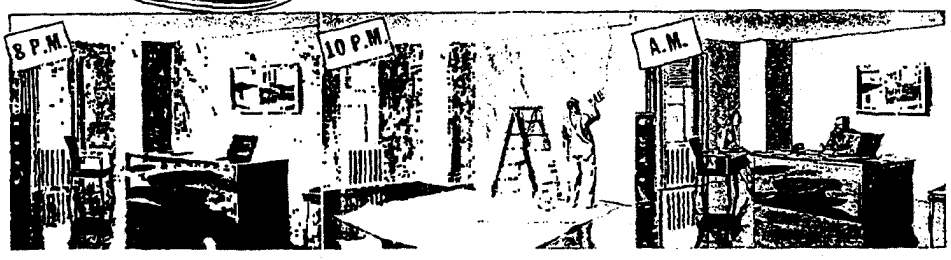
TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



1. DRIES IN ONE HOUR OR LESS—No long wait for paint to dry. Rooms can be put back in order immediately.
2. ECONOMY—A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.
3. COVERS MOST SURFACES WITH ONE COAT Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. NO PUNGENT, LINGERING ODOR of paint thinners and solvents—rooms may be occupied same day as painted.
5. NO SIZING, NO PRIMING—Eliminates priming coat on practically every surface. Cuts time and labor costs.
6. DRIES TO A FLAT MATTE FINISH (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
7. JOBS FINISHED QUICKLY — Goes on fast. Covers more square yards of surface more quickly, easily.
8. QUICK, CONVENIENT CLEAN-UP TIME (a) Splatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.
9. PERMANENT FINISH—A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.
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11. COLORS WITH EYE APPEAL!—Kem-Tone colors make any room more inviting, attractive!



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, *Detroit, Mich.*; Detroit White Lead 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.*; The Sherwin-Williams Co., *Cleveland, O.*

This advertisement appears in the February 1945 issues of Building & Buildings Management and National Real Estate & Building Journal.

0007-SWP-039325

0007-SWP-000122704

WANT HELP

for fast maintenance painting jobs?

with hospital rooms at a premium and labor tight, you need the extra speed that Kem-Tone offers you . . .

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



1. DRIES IN ONE HOUR OR LESS—No long wait for paint to dry. Rooms can be put back in order immediately
2. ECONOMY—A concentrated paste paint 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's neat, speedy application and economical upkeep save money on all counts.
3. COVERS MOST SURFACES WITH ONE COAT Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
4. NO ODORS!, LINGERING ODOR of paint thinners and solvents—rooms may be occupied same day as painted.
5. NO SIZING OR PRIMING—Eliminates priming coat on practically every surface. Cuts time and labor costs.
6. DRIES TO A FLAT WATER FINISH (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
7. DOES FINISHES QUICKLY—Goes on fast. Covers more square yards of surface more quickly, easily.
8. QUICK, CONVENIENT CLEANUP TIME (a) Spatters quickly removed with damp cloth or soap and water (b) Brushes cleaned with soap and water.
9. PERMANENT FINISH—A synthetic resin and oil paint which ensures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off
10. EASY CLEANING—Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.
11. COLORS WITH EYE APPEAL—Kem-Tone colors make any room more inviting, attractive!



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

KEM-TONE IS DISTRIBUTED BY:

Acme White Lead & Color Works, Detroit, Mich., Detroit White Lead 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.; The Sherwin-Williams Co., Cleveland, O.

This advertisement appears in the February 1945 issue of Modern Hospital.

0007-SWP-039326

0007-SWP-000122705

TOPS

FOR QUALIT DECORATIO

There's No Finer Decorative Wall Finish Than . . . Kem-Tone MIRACLE WALL FINISH

Leading painting contractors are getting acquainted with Kem-Tone! It's the miracle wall finish that has proved itself the miracle profit-maker of the paint contracting business!

Why? For two sound, simple reasons! First, Kem-Tone *has everything* the most particular painting contractor demands for his *finest* decorating jobs... *bar none!* Second, Kem-Tone *has everything* that means more speed, more convenience, more money per job!

Listed below are 12 reasons why *you* just cannot afford to pass up a *good trial of Kem-Tone*. Read them, and remember *THERE'S NO FINER DECORATIVE FLAT FINISH YOU CAN USE ON ANY JOB!*

1. COVERS MOST SURFACES, PAINTED OR UNPAINTED, WITH JUST ONE COAT!

2. NO SIZING, NO PRIMING!

3. JOBS FINISHED QUICKLY—brushes on quickly and easily without laps!

4. ECONOMY—a concentrated paste paint . . . 1 gallon reduced makes 1⅓ gallons of ready-to-apply paint!

5. DRIES IN ONE HOUR OR LESS—rooms back in order immediately!

6. DRIES TO A "DEAD" FLAT FINISH—(a) obliterates unsightly appearance of rough and uneven wall surfaces; (b) perfect light diffusion, without glare!

7. MAKES AN EXCELLENT SURFACE FOR ANY TYPE OF REFINISHING!

8. NO DISAGREEABLE ODOR of paint thinners and solvents—rooms can be occupied same day painted!

9. PERMANENT DURABLE FINISH—a synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces!

10. QUICK AND CONVENIENT CLEAN-UP TIME—brushes and equipment easily cleaned with soap and water!

11. COLORS WITH EYE-APPEAL—Kem-Tone colors make any room more attractive, livable!

12. EASY CLEANING—with wallpaper cleaners or washing with detergents!



Prove these facts with your own brush and you'll use Kem-Tone fo bigger business, better profits

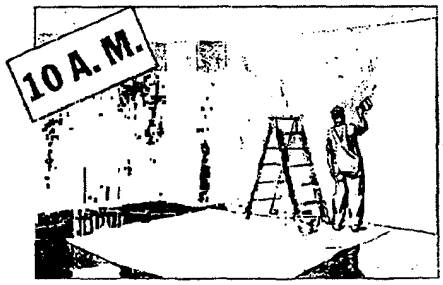
KEM-TONE IS DISTRIBUTED BY: Acme White Lead & Color Works, *Detroit, Michigan* • Detroit White Lead Works, *Detroit, Michigan* • W. W. Lowrence & Co., *Pittsburgh, Pa* • The Lowe Brothers Co., *Dayton, Ohio* • John Lucas & Co., Inc., *Philade* • The Martin-Senour Co., *Chicago, Ill.* • The Sherwin-Williams Co., *Cleve*

This advertisement appears in the January 1943 issue of American Painter & Decorator, and the February 1943 issue of National Painters Magazine.

NEED SPEED?

for your maintenance painting jobs●







...then you need

Kem-Tone
MIRACLE WALL FINISH

1 DRIES IN ONE HOUR OR LESS – No long wait for paint to dry. Rooms can be put back in order immediately.

2 ECONOMY – A concentrated paste paint. 1 gallon mixed with water makes up to 1½ gallons of paint. Kem-Tone's cost, speedy application and economical upkeep save money on all counts.

3 COVERS MOST SURFACES WITH ONE COAT (Painted walls – plywood walls – wallboard – brick interiors – concrete block – building tile – wallpaper, etc.)

4 NO PUNGENT, LINGERING ODOR of paint thinners and solvents – rooms may be occupied same day as painted.

5 NO SIZING, NO PRIMING – Eliminates priming coat on practically every surface. Cuts time and labor costs!

6 DRIES TO A FLAT MATTE FINISH (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.

7 JOBS FINISHED QUICKLY – Goes on fast and easy. Covers more square yards of surface quicker and easier.

8 QUICK, CONVENIENT CLEAN-UP TIME (a) Spatters quickly removed with damp cloth or soap and water. (b) Brushes cleaned with soap and water.

9 PERMANENT FINISH – A synthetic resin and oil paint which assures adequate bond and adhesion with all types of wall surfaces. Won't rub or wash off.

10 EASY CLEANING – Kem-Tone can be cleaned with wallpaper cleaners or washed with ordinary wall cleaners.

11 COLORS WITH EYE APPEAL! Kem-Tone colors make any room more inviting, attractive!

DISTRIBUTED BY:

Acme White Lead & Color Works
Detroit, Michigan

Detroit White Lead 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, Illinois*

The Sherwin-Williams Co.
Cleveland, Ohio



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

This advertisement appears in the January 1945 issues of Buildings & Building Management; and National Real Estate & Building Journal.

#735

0007-SWP-039328

0007-SWP-000122707

NEED SPEED?

for your maintenance painting jobs●







...then you need

Kem-Tone
MIRACLE WALL FINISH

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W. W. Lawrence & Co., Pittsburgh, Pa.

The Lowe Brothers Co., Dayton, Ohio

John Lucas & Co., Inc., Philadelphia, Pa.

The Martin-Senour Co., Chicago, Illinois

The Sherwin-Williams Co.
Cleveland, Ohio



THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

This advertisement appears in the January 1945 issue of School Management.

0007-SWP-039329

0007-SWP-000122708

WANT HELP

for fast maintenance painting jobs?

with school rooms at a premium and labor hard to get, you need the extra speed and convenience of Kem-Tone

Kem-Tone

TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



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3. COVERS MOST SURFACES WITH ONE COAT Painted walls—plywood walls—wallboard—brick interiors—concrete block—building tile—wallpaper, etc.
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THE MIRACLE MAINTENANCE FINISH FOR WALLS AND CEILINGS

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Acme White Lead & Color Works, *Detroit, Mich.*; Detroit White Lead 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.*; The Sherwin-Williams Co., *Cleveland, O.*

This advertisement appears in the February 1945 issues of School Management; and Institutions

0007-SWP-039330

0007-SWP-000122709

WANT HELP

for fast maintenance painting jobs?

with hotel rooms at a premium and guest turnover fast, you need the extra speed that Kem-Tone offers you . . .

Kem-Tone

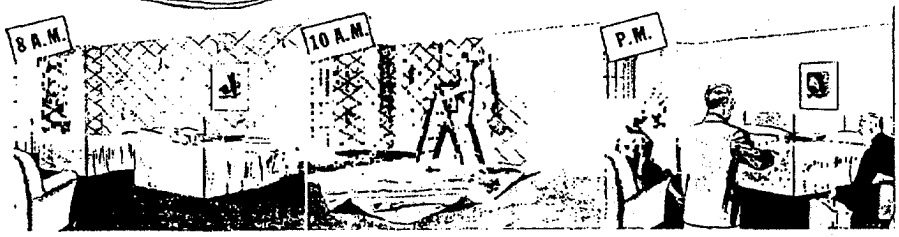
TRADE MARK Reg. U.S. Pat. Off.

MIRACLE WALL FINISH

HELPS 11 WAYS



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3. **COVERS MOST SURFACES WITH ONE COAT** Painted walls—plastered walls—wallboard—brick interiors—concrete blocks—insulating tile—wallpaper, etc.
4. **NO PUNGENT, LINGERING ODOR** of paint thinners and solvents—rooms may be occupied same day as painted.
5. **NO SIZING, NO PRIMING**—Eliminates painting cost on practically every surface. Cuts time and labor costs.
6. **DRIES TO A FLAT MATTE FINISH** (a) Obliterates unsightly appearance of rough and uneven wall surfaces. (b) Perfect light diffusion, without glare.
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This advertisement appears in the February 1948 issue of Hotel Management.

0007-SWP-039331

0007-SWP-000122710

Customer's Service Sheet

HOW TO GET BEST RESULTS *with* SHERWIN-WILLIAMS SWP HOUSE PAINT

Before you ever start to paint, remember . . . even with the world's most fool-proof paints, results depend on how you mix the important ingredients of *care* and *patience!* If you are going to rush the job, you might as well not do it at all. But when you take time, select materials carefully and follow instructions . . . you'll have a professional-looking result to which you can point with pride!

What is the condition of your house?



If 4 or 5 years have passed since the last painting, and your house is just getting that grayish, tired look, better paint for protection's sake . . before the surface shows *bad* wear. But if the paint is newer than that and you're dissatisfied due to discoloration, cracking, chipping or scaling . . . don't put it off, paint now! For the longer the delay, the costlier the re-painting will be.

0007-SWP-039332

#735



Performance OF SWP!

Sherwin-Williams new finer SWP House Paint is the most dramatically beautiful, most *durable* house paint known today! Only finest pigments, oils and raw materials are used . . . and they're carefully controlled through each step of manufacture from *mine* to *mill*. The whiter whites stay whiter longer. The fine tone colors resist fading. All are mildew and fungus resistant . . . especially made to retain beauty through long exposure. SWP produces a "required paint film thickness" that makes your house paint dollars s-t-r-e-t-c-h.

NUMBER OF COATS YOUR HOUSE NEEDS!



In many cases, when the surface has been properly prepared, good appearance and good protection can be assured over a previously painted surface with just one coat of SWP House Paint . . . applied as it comes from the can. However, for a real quality job we suggest two coats. The first with SWP #450 Undercoater . . . the second with SWP House Paint. For good results on new wood, apply at least two coats. And for the highest quality job in appearance and durability we recommend three coats. Follow directions on the label of the can for two and three-coat work.

QUANTITY OF PAINT TO BUY!



This depends on the extent of surface requiring painting, *plus* a little simple arithmetic. Divide the number of square feet you intend to paint by 500 (one gallon of SWP covers approx. 500 sq. ft.). Multiply the resulting figure by the number of coats to be applied (1, 2 or 3). This will tell you the number of gallons required.

Other materials you may need . . . and why!

SWP #450 UNDERCOATER

For fine results with any house paint, a smooth and "uniform" foundation should be given to all surfaces to be painted. In each case — new building or old — you'll do a superior job by using SWP #450 Undercoater *first!*



BRUSHES

A well chosen brush makes the work "go" easier. We suggest a 4-inch brush of the long bristle, full stock type for siding and a 1½ inch sash brush for sash and small trim parts.

PUTTY

Old loose putty on window sash must be replaced. Cracks and nail holes must be filled-in.



PUTTY KNIFE

A thin, flexible knife is preferable.



SCRAPER AND WIRE BRUSH

All dust and dirt, loose or scaling paint must be removed.



SANDPAPER (00) OR STEEL WOOL

After scraping, rough spots should be further smoothed.

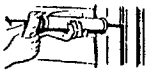
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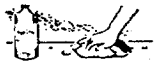
RAW LINSEED OIL

Rough spots, after smoothing, should be given a priming coat of SWP #450 Undercoater reduced with one pint of raw linseed oil to the gallon.

CAULKING COMPOUND



Open joints in window sash or siding must be thoroughly caulked before painting.



TURPENTINE OR EXOLVENT

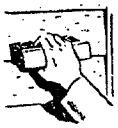
Keep either of these handy for removing paint that drops where not wanted. One or the other is necessary for cleaning brushes.

DETERGENT CLEANSER



In easily noticed areas such as front door and shutters, wash old paint with a non-lathering cleanser like *Soilax, before painting, to insure the* whitest and best possible finish.

Preparing the surface!



You can't expect a satisfactory job by just painting over dirt or scaling paint. Clean away as much as you can with a scraper or wire brush. Smooth over the rough spots with No. 00 sandpaper. Then give sanded areas a priming coat of SWP #450 Undercoater reduced with one pint *of raw linseed oil to the gallon.* Thoroughly check the surface for cracks, nail holes and like openings through which moisture can enter to get under the paint film and cause it to peel and blister. All cracks and nail holes should be filled with putty. Open joints should be filled with caulking compound. Finally, inspect places where rain doesn't drain away quickly, such as window and door frames. If you are planning a one-coat job, these trouble spots should be primed with No. 450 Undercoater before filling with putty. On a two-coat job, puttying is done after the first coat. This procedure also applies to putty on window sash. Remove old loose putty and then prime with new putty. Otherwise putty will not stick for any length of time.

Getting ready to paint!



STIR THE PAINT THOROUGHLY!

This is extremely important. It may make the difference between a good and a poor job. Unless the paint is thoroughly stirred, much of the heavier pigment will remain at the bottom of the can. Poor covering and slow drying will result. Shake the can upside down before opening it. Then open and pour about half of the paint into another can. Stir the paint in the original can until it is thoroughly mixed and then pour small quantities from the other can into the original can gradually and continue stirring until all is thoroughly mixed. After mixing, it is advisable to pour the mixed paint from one can to the other several times. This operation is called boxing and helps to bring the paint to a uniform thickness and maximum covering consistency.

0007-SWP-039334

0007-SWP-000122713

BEST TIME TO PAINT!

Spring and fall are the best times of the year. For it is best to avoid painting when damp or foggy or in cold weather under 40°. Also avoid painting in the sun. It may cause the paint to *surface dry* too quickly.



HOW TO PAINT!

Unlike enamels and inside paints which are "flowed" on in full heavy coats, outside house paint should be brushed out in relatively thin coats. A thick coat has the tendency to dry on the surface and remain wet underneath for a long time and eventually cause trouble and checking. Checking causes small cracks to form up and down and across on the finished surface and will mar the beauty of an otherwise splendid paint job. In painting the windows, be sure to apply a coat of either paint or raw linseed oil to the bottom of the sash to prevent absorption of water. On porch railings and spindles be sure to brush the paint well into joints and cracks and underneath the rails to make these places as watertight as possible.



The Finishing Touches!



It's no job to clean up after painting. A clean rag and a can of turpentine or Exolvent should be handy for removing paint that dropped on areas where not wanted. Never permit SWP House Paint to remain on a surface more than an hour or two before cleaning up with turpentine or Exolvent. Otherwise it will be most difficult to remove.

If work is suspended for a day or two, before the job is completed, it is not necessary to clean out the brushes in use. Merely place them in a clean jar filled with turpentine or Exolvent in sufficient quantity to cover the bristles.

If left overnight, be sure all cans of paint and other materials are tightly closed. Remove turpentine from the brush before dipping into the paint when work is resumed.

Care of Brushes!



When the job is finally completed, clean out brushes thoroughly with turpentine or Exolvent. Shake or whirl the brush handles to remove as much of the fluid as possible from the bristles, then wipe with a rag. Next, wash out the brushes thoroughly with soap and warm water again wiping bristles with a clean rag to remove excess of moisture. Wrap the bristles of the brush in paper so that the original shape of the bristles is maintained, and put the brush aside to dry. It will be clean and ready for use the next time you have a paint job to do.

0007-SWP-039335

0007-SWP-000122714

CUSTOMER SERVICE SHEET

HOW TO GET BEST RESULTS with SHERWIN-WILLIAMS SEMI-LUSTRE

Be careful! Don't rush into the job with all sails in the wind . . . determined to finish fast. Settle down . . . be patient . . . and follow all instructions to-the-letter. You'll find that this is the easiest way to paint. Results will have a professional appearance! You'll point to the job with pride, and you'll find that it gives more years of pleasure.

When were your walls, woodwork, ceilings painted last?

Don't let them "go" too long! Whether it was poor paint that made your walls look "down-in-the-mouth" after a short time . . . or repeated washings that made the colors look dull and faded . . . the longer you put-off repainting the costlier and more difficult it will be. And this next time, pay particular attention to the quality of finish you select. Ask for Sherwin-Williams Semi-Lustre! The fashion-wise colors are designed to retain their fresh appearance. And you'll find Semi-Lustre's satin-smooth finish is amazingly washable. Dirt doesn't cling to it!



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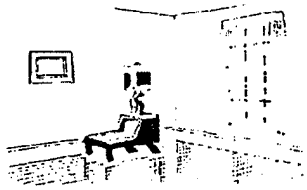
Performance



SHERWIN-WILLIAMS

SEMI-LUSTRE

Sherwin-Williams new SEMI-LUSTRE is a paint you can wash and wash repeatedly and *still* retain the dramatic beauty of the original coat. This is possible only because SEMI-LUSTRE dries to a "tight and tough" finish that is NON-POROUS! Dirt, grime, grease, even mercurochrome is sealed out completely . . . can never get a firm hold on the SEMI-LUSTRE finish. Ordinary soap and water, or a damp cloth cleans it in a jiffy. Every gorgeous shade of SEMI-LUSTRE, from the very lights to the darks has this unique quality of remarkable washability!



NUMBER OF COATS

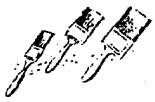
In many cases, where the old oil paint is in fairly good condition and the new color is to be similar to the old, one coat of SEMI-LUSTRE is sufficient. But for the highest quality, most durable job, two coats are recommended.



ROOM TEMPERATURE

The ideal temperature for the application of SEMI-LUSTRE is between 70 and 80 degrees. Never apply SEMI-LUSTRE where the temperature is below 60 degrees.

Other materials you may need . . and why!



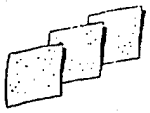
BRUSHES

BE PARTICULAR about the brushes you choose! A good quality brush means better quality work. Use a 4-inch brush for walls and ceilings, a 1 or 1½-inch brush for small detail work.



TURPENTINE OR EXOLVENT

IT'S A GOOD IDEA to have either TURPENTINE or SHERWIN-WILLIAMS EXOLVENT on hand. They keep brushes clean, in good shape and tidy up unwanted blemishes.



SANDPAPER

KEEP SANDPAPER HANDY. You'll need it to clean up soiled spots and smooth up rough surfaces.



SHERWIN-WILLIAMS **PREPARITE**

A SIMPLE WAY to cut the gloss of an old finish is to wipe it away with Sherwin-Williams *PREPARITE*. Eliminates arduous sanding . . . saves time.

0007-SWP-039337

0007-SWP-000122716

SHERWIN-WILLIAMS WALL PRIMER AND SEALER



TO SEAL plaster, concrete or cement, building tile, brick, most composition wall board, the first coat should be Sherwin-Williams WALL PRIMER AND SEALER.

Preparing the surface!



Clean walls, free from dirt, grease, grime are essential to a good quality paint job! Wash walls and woodwork with a strong solution of hot water and Sal Soda, or a fatherless soap (Soilax). Brush or sponge this solution on liberally and rinse with clear water. If a high gloss remains on surface, sand thoroughly or wipe off with Sherwin-Williams PREPARITE.

PREPARING FOR NEW WORK. Over plaster, concrete or cement, building tile, brick and most composition wallboard, make your first coat Sherwin-Williams Wall Primer and Sealer.

Getting ready to paint!



Stir the paint thoroughly! Unless the paint is thoroughly stirred, much of the heavier pigment will remain at the bottom of the can. Shake the can upside down before opening. Open and pour about half of the paint into another can. Stir the paint in the original can until it is thoroughly mixed. Then pour small quantities from the other can into the original can gradually and continue stirring until all is thoroughly mixed. After mixing, pour the mixed paint from one can to the other several times. This helps bring the paint to a uniform thickness and maximum covering consistency.

Tinting. For two coat work it's a good idea to tint the first coat, but not absolutely necessary. If you decide to tint the first coat, tint it to approximately the color of final coat with Sherwin-Williams First Quality Fluid Tinting Color. You'll find a stunning selection of colors available through your dealer.

HOW TO PAINT WITH *SHERWIN-WILLIAMS* SEMI-LUSTRE



SEMI-LUSTRE can be brushed on walls in either straight strokes or curved strokes always working back into the wet paint of the section just finished to avoid laps. The paint should be applied liberally, but brushed enough to produce an even thickness of film.

0007-SWP-039338

0007-SWP-000122717

On woodwork, apply SEMI-LUSTRE liberally, brushing in all directions. Wipe surplus paint from brush on edge of can, then brush through with up and down strokes. Next, brush across, then finish with up and down overlapping strokes.

Finishing Touches



It's easy to clean up afterwards. A clean rag and a can of turpentine or Exolvent should be handy for removing paint that dropped on areas where not wanted. Never permit SEMI-LUSTRE to remain on a surface more than an hour or two, otherwise, it will be most difficult to remove. If work is suspended a day or two, it is not necessary to clean out the brushes in use. Merely place them in a jar filled with turpentine or Exolvent in sufficient quantity to cover the bristles. If left overnight, be sure all cans of paint and other materials are tightly closed. Remove turpentine from brush before dipping into the paint when work is resumed.

Care of Brushes



When the job is finally completed, clean brushes thoroughly with turpentine or Sherwin-Williams Exolvent. Shake out and dry with a cloth. Next, wash thoroughly in hot, soapy water, rinsing with clear water. Shake out water and dry. While still damp, wrap the brush in a manner to straighten out and maintain the bristles in the original shape. Now your brush is clean and ready for your next paint job.

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0007-SWP-039339

0007-SWP-000122718

Sales NEWS

EXECUTIVE SALES DEPT. • CLEVELAND



TO OUR SALES FORCE—
TO OUR DEALERS—
TO THE PUBLIC—

GOOD OLD SWP

HOUSE PAINT IS BACK AGAIN!

SHIPMENT JUST IN!

BETTER THAN EVER • TOPS IN QUALITY
BEST VALUE • SUPPLY STILL LIMITED
COME SOON • BEFORE IT'S GONE!

WE CAN'T MAKE ALL YOU NEED!
DON'T POSTPONE YOUR PAINTING!

#1735

0007-SWP-039340



Paint NOW!

WE CANNOT MAKE A BETTER PAINT THAN

GOOD OLD

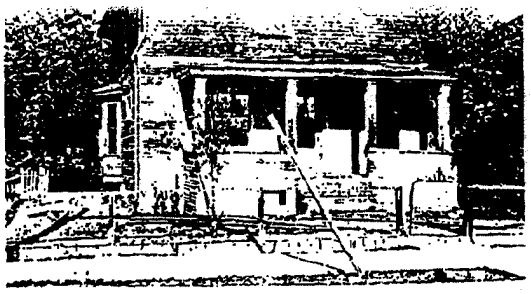
SWP

HOUSE PAINT!

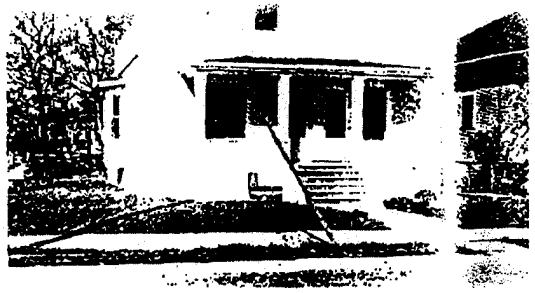
NEGLECT COSTS MANY TIMES THE PRICE OF A GALLON OF PAINT

0007-SWP-039341

0007-SWP-000122720



BEFORE



AFTER

QUALITY—The 1947 SWP House Paint is the finest house paint The Sherwin-Williams Co. has ever manufactured. (That's a strong statement—read it again!) It incorporates not only all the raw materials required but includes our complete "know how" of manufacture. In our opinion, there is no finer house paint made today.

APPEARANCE—Here again the smoother film and less prominent brush marks result in a cleaner surface due to less dirt penetration giving an SWP painted house a much better appearance throughout the entire life of the paint job.

DURABILITY—We are all familiar with past case histories where homes painted with SWP have been beautified and protected over the years. Yet the durability of the present SWP is even better.

DRYING—Today's SWP dries faster and with a better "through dry." Consequently the film jells rapidly, sets out of dust quickly and dries through much more thoroughly. Actually this means the 1947 SWP is more fool proof.

OIL PENETRATION—The polymerized oil in SWP permits control of penetration to the exact degree desired. This holds the binder in the paint and controls the flow so that we get a beautiful film with minimum brush marks and NO danger of sags and curtains.

MULTI-BALANCE PIGMENTATION—The present SWP still retains the multi-balance pigmentation formula. This means the present SWP House Paint contains the right amount of pure white lead, the right amount of zinc oxide, the right amount of Titanium Magnesium, the right amount of colors and the right amount of Linseed oil plus other oils and dryers required to produce the best house paint we have ever made. Only when these high quality pigments in proper balance are carefully ground together in the right oils, can highest quality house paint be produced.

SELF CLEANSING—Because SWP now has a smoother film, dries through and dries harder, it collects less dirt and this dirt washes off more easily. Therefore, the '47 SWP painted house will remain cleaner much longer than formerly.

INCREASED FLOW—One of the outstanding advantages of the present SWP is its increased flow. This results in an improved smoothness of film. This gives a more attractive finish that catches and holds less dirt.

BRUSH MARKS—Easy working SWP flows out to a smooth film with soft, rounded brush marks.

PAINT FILM—The thorough drying and hard drying of the present SWP gives a tougher paint film than ever before.

In addition, the new '47 SWP has "honest film thickness." That means simply no "cheating"—no thin or uneven film—no short-lived paint jobs with the new '47 SWP because it is formulated to provide control over film thickness to assure a substantial even coverage on all surfaces—not too thin—not too thick; therefore, painting is easier, takes less labor time. The film is always uniform; therefore, it hides better and wears better.

THINNING—It is no longer necessary to add additional linseed oil or turpentine to SWP to make it work easy. Today you apply it directly from the can.

SWP 450 UNDERCOAT—Every improvement incorporated in SWP House Paint has been incorporated in SWP 450 Undercoater. We very definitely recommend one coat of SWP 450 Undercoater followed by a coat of SWP House Paint. The SWP 450 Undercoater conditions the surface and makes possible the full beauty, the full gloss and the full durability of the present SWP.

G. G. THORNE
General Manager Trade Sales

0007-SWP-039342

0007-SWP-000122721

SEVENTY YEARS OF ADVERTISING

Sherwin-Williams Has Been "Covering the Earth" with Paint Promotion for Over Three Generations. . . . . By G. D. CRAIN, JR.

THE famous Sherwin - Williams "Cover the Earth" trade-mark first saw the light of day in 1895, when George W. Ford, advertising manager at that time, designed it. But the company had been advertising for over a quarter of a century before that, having started telling paint users about its products shortly after the business started in 1866.

Some companies are fortunate in having executive direction which is not only aware of the importance of advertising, but keenly interested in its profitable application to the business. Sherwin - Williams is in that class—another suggestion that its success and leadership are definitely related to the unbroken pattern of advertising activities that has run through its history.

Pioneer in Advertising

Henry A. Sherwin, who founded the company 72 years ago, not only believed in advertising, but designed and wrote most of the advertising material which Sherwin - Williams used at that time. The company has a room in which historical material relating to the business is preserved, and Mr. Sherwin's personal production of booklets, catalogs, embossed covers and other handsome advertising reflects a keen and alert promotional brain.

The first great expansion era of Sherwin-Williams was planned and carried forward under Walter H. Cottingham, Mr. Sherwin's successor as president. "Advertising is the life blood of business," he asserted, and made it an indispensable part of the development program.

George A. Martin, now head of the company, carries on the tradition of advertising-minded executives, with a well-defined background of promotion in his own work for Sherwin-Williams. While in charge of the Western sales district many years ago, he started a kind of sales promotion which is still the backbone of the company's program.

"We got our dealers to [illegible] lists of names of people [illegible] homes needed painting," [illegible] explains. "Our salesmen were expected to get these lists into our hands—it was a definite part of their jobs. Then we promoted these names with our calendar, which carried actual chips of our paint colors, and also sent them letters with little envelopes of color chips.

"Our promotion department grew by leaps and bounds. We had dozen of girls handling this work, which was expanded rapidly as its effectiveness was demonstrated in the increasing business of the company.

"If there is any one thing I can think of that built our business, besides quality of products and able men, it was this early promotion work. We have never ceased to use it and believe in it. Of course we are doing everything today on a much bigger scale, our Home Decorator, for instance, having a distribution of 3,000,000 copies a year.

"But it all follows the simple, direct way of putting something into the hands of the property owner who ought to paint, and it's invariably over the dealer's signature. This kind of follow-up gets results—you can't get away from it."

Mr. Martin's enthusiasm for advertising, as president of the company, is thus based upon his feeling that advertising is not mysterious or hard to understand, but is a common-sense effort which is part of selling and works just as successfully as any other kind of good salesmanship does.

Sherwin-Williams' insistence on promotion built around the dealer has been carried over into the national advertising era which began in 1907. Although Sherwin - Williams is one of the great names in the national advertising field, and reaches millions of buyers through campaigns in outdoor, magazines and radio, it has continued to bear down heavily on local promotion through the dealer. This end of the work is never on worse than a 50-50 basis, and right now the tendency is to increase the emphasis a bit. One of the few big manufacturers in the paint and varnish field who sell direct to retailers, Sherwin-Williams has its finger on the pulse of paint retailing in a very real sense. It has about 7,500 dealers, representing hardware, exclusive paint, department and other stores which feature service to home owners, and watches their work in this field of merchandising very carefully.

Like Sears, Roebuck & Co., who feels that 1 per cent of the agricultural income should represent its mail-order volume, Sherwin-Williams has a measure of potential business in the paint field, and uses it in checking paint selling performance. It regards $1 per capita per year as the measure of reasonable volume in this field, and can rate the success of dealer operations closely through the application of this figure to the population in each store's trading zone.

Paint Salesman Extraordinary

[illegible] Lemperly, who is now celebrating his 25th anniversary as advertising manager of the Sherwin-Williams Company, is primarily a paint man. He thinks, talks and sleeps paint, and he knows as much about paint merchandising as anybody in the country. He regards his work as a direct aid to sales, to be measured constantly by that yardstick.

Sales and advertising are really a team at Sherwin-Williams. Not only is K. H. Wood, director of sales, a strong supporter of the advertising program, but much of Mr. Lemperly's advertising strategy is based on a constant study and analysis of sales reports, classified by products and territories, which highlight the movement of the company's widely varied line of 20,000 items, including many finishes sold to industry.

"We use national advertising to keep our name before the public," says Mr. Lemperly. "Our outdoor cutouts and signs keep our 'Cover the Earth' trade-mark before people constantly. When we use national magazines we get into products a little more, but the style is still pretty general.

"With network radio we are entirely institutional, believing in bringing the listener the best we can produce in our 'Metropolitan Opera Auditions' on Sunday afternoons, and keeping our commercials down to a minimum. This restraint has brought us no end of compliments from listeners, although our sales department at times would like to have us pound away a little harder for sales. We believe our plan is best in the long run.

"But when it comes to the local situation, we really go after the business! The reason we don't use a more specific sales approach in our national advertising is that not everybody is a prospect for paint, nor is everybody in the market every day or every week, as is the case with cigarettes, chewing gum, soft drinks, coffee, food products, etc. We have to hunt out each prospect and work on him.

"Too much national advertising, under these conditions, invites waste. It has been our experience that the proper balance is somewhere near 50-50 with reference to our budget. In fact, right now we lean about 60-40 in favor of local support. Last year we stepped up our program to give our dealers still more support, particularly on signs, store identification and cooperation on direct mail and local newspaper advertising.

Division of Appropriation

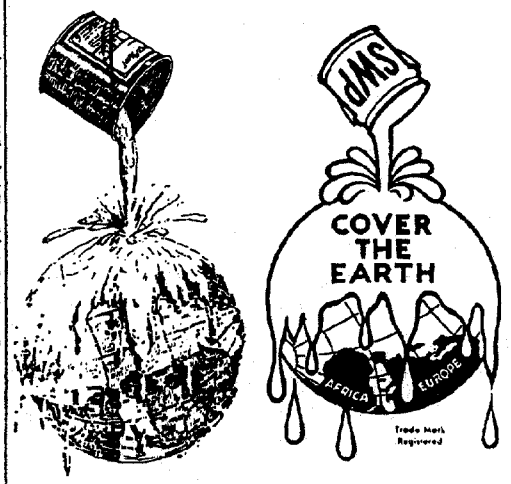
"Building more store traffic for dealers has helped build business for paint departments. Store modernization has been an important part of the cooperative and service program the past few years. Work with painting contractors also comes in for a full share of advertising support, and has a complete set-up all its own in the budget. So has the promotion of insecticides, of which the company is a large producer."

That talk about helping the dealer build more store traffic isn't just a glittering generality, but comes right out of the practical experience of the company in studying dealer methods and in experimenting with retail sales ideas. The T. J. Maloney advertising agency, which handles Sherwin-Williams advertising, has a paint store at New Rochelle, N. Y., in which retail store methods and paint promotion ideas are constantly tried out. While the company does not attempt to generalize from the experience in this one store, it does give point to its study of what brings business into the paint merchant's establishment.

However, the attitude of executives in the Cleveland headquarters, including Mr. Lemperly, is not one of pride in volume of expenditures, but rather an effort to limit advertising to the reasonable extent of its practical value. That may explain why the budget is highly respected, and why expenditures are never allowed to run over it. In the fiscal year ending Aug. 31, 1938, for instance, advertising expenditures were 99.5 per cent of the appropriation, which is about as closely as it is possible to approximate budget figures in an operation of that size.

And perhaps the most interesting thing in the Sherwin-Williams picture is the proven fact that the company has found as yet no substitute for the old direct promotion work, the personal letter, the color chip, suggesting it's time to paint up and to call at your local dealer for Sherwin - Williams paints. The plan worked in the 19th century, and it is working in the 20th. Backed up by a name that's known, a brand preference established through national advertising maintained for more than 30 years, this direct local work becomes constantly more productive and tangible. It's the simple Sherwin-Williams formula for success.

THE EVOLUTION OF A TRADE-MARK



Mr. Ford's original drawing of the Sherwin-Williams trade-mark with the modern version. Note his initials and the date on the drawing.

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