

August 17, 1951

An Important Message
To Sherwin-Williams Representatives and Managers --

1951 NATIONAL ADVERTISING, STRONGLY ENDORSED
BY NATION-WIDE DEALER SURVEY,
CONTINUES THROUGH FALL MONTHS

COLORFUL NATIONAL ADVERTISING will continue to tell and sell Sherwin-Williams products through the Fall months to Consumers everywhere! There's no let-up!

A NATION-WIDE SURVEY among Sherwin-Williams Dealers and Branch Stores this spring showed that our national advertising has really clicked with the trade everywhere. Not for years have we had such enthusiastic endorsement of our program -- both the ads themselves and the media -- magazines and Sunday newspaper color supplements -- that we are using.

EXCELLENT POTENTIAL SALES INCREASES are in every town and city. You are out to get a richer slice of those paint sales! Through salesmanship, of course. The Fall national advertising is salesmanship in print! To pay off, it must be teamed up with your own "high-octane" salesmanship.

ADVANCE PROOFS of several ads in the Fall 1951 series are attached. The Style Guide ads were specifically designed to follow through on the assignment of letting more and more people know they can get home decorating ideas the easy way -- that's the Style Guide and Style Guide Companion way!

THE SUPER KEM-TONE, KEM-TONE, KEM-GLO ADVERTISEMENTS (proofs also attached) continue with the colorful format which achieved readership and sales records for the Spring and Summer advertising.

0007-SWP-040279

N29210

PLEASE READ the attached proofs so you are familiar with the messages going into your region and your territories.

DON'T LET THE DESIGNATION "NATIONAL ADVERTISING" CATCH YOU OFF BASE! It is called national advertising because it appears in publications and newspapers which have wide circulation.

SO FAR AS YOU ARE CONCERNED IT IS LOCAL ADVERTISING because it goes into thousands and thousands of homes in your selling area. It is making pre-selling calls at homes and business establishments -- yes, at many more of them than you could possibly reach if you did nothing but push doorbells.

THIS ADVERTISING WORKS FOR YOU PERSONALLY -- just as though you hired a platoon of assistants to go out and make introductory calls for you. And that's the way it works for your Dealers, too.

HERE'S WHAT YOU CAN DO ABOUT IT!

1. You can read this letter, look over the schedule and proofs and say to yourself "Great Stuff" -- then "file" the whole works. If you do this, YOU, YOUR DEALERS and THE COMPANY will get only partial results from the investment of several hundred thousand dollars.
2. Or -- you can INCREASE YOUR SALES by
 - (A) Inserting the printed advertising schedule in your price list book and refer to it on every call.

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- (B) Carry the ad proofs with you and SHOW THEM to your dealers.
- (C) Explain to dealers how this advertising is working in their communities for them.

Explain how important it is (in terms of their cash-register) that they know when the advertising is appearing.

Display the products in the window and in the store.

Use the banners and the display cards furnished.

Tie in with newspaper ads and radio spots.

Branch Managers should buy a copy of the magazines as they come out and place them in the window with an "As Advertised In" card.

AND WHAT IS VERY IMPORTANT, for the Dealer's sales staff to know the major facts about the products! When the customer comes in he should be given product information. And that is where the Style Guide and Companion help serve the customer properly and COMPLETE THE SALE!

FOR YOUR OWN POCKETBOOK'S SAKE, make this advertising pay off for you by using it as a sales tool!

C. F. TOLL

0007-SWP-040281

0007-SWP-000123670



0007-SWP-040282

0007-SWP-000123671



Luxury in Green...and costs so little



NO THINNING—JUST STIR AND APPLY
 SUPER KEM-TONE is Guaranteed* Washable at your money back by seven leading paint companies . . .
 Acme Quality Paints, Inc., Detroit W. W. Lawrence & Co., Pittsburgh
 The Lane Brothers Co., Dayton John Lucas & Co., Inc., Philadelphia
 The Mercantile Paint Co., Chicago Rogers Paint Products, Inc., Detroit
 The Standard Oil Co., Cleveland

AT LEADING PAINT, HARDWARE, LUMBER
 AND DEPARTMENT STORES EVERYWHERE

Super Kem-Tone

Thrilling new colors . . so beautiful . . so washable

Rich, restful walls painted quickly and so easily . . with SUPER KEM-TONE Pinehurst Green. Woodwork to match in Pampas Green KEM-GLO, the miracle lustre enamel. Fireplace and window frames done in KEM-GLO Stay-White to dramatize the deep green. And—the whole effect enhanced by an off-white ceiling containing the merest touch of Pinehurst Green . . SUPER KEM-TONE, of course.

Your friendly paint dealer can help you create equally inviting color schemes for your home. SUPER KEM-TONE offers high-fashion deep tones, lovely pastels and gorgeous "in-between" shades to go perfectly with your furnishings. This new washable wall paint comes ready to use . . you just stir and apply. It goes on smoothly . . with brush or Roller-Koater . . over previously painted walls, over wallpaper, plaster and wood.

Ask about it today. See how easily, how inexpensively, you can create new beauty in your home with SUPER KEM-TONE.



*GUARANTEED WASHABLE

After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.



Kem-Tone
 Top Value in Thrifty Home Beauty
 The all paint that mixes with water. Your outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only \$2.66 a gallon.

\$1.35 QUART \$3.98 GALLON (in concentrated paint form)

KEM-GLO

Looks and Washes like Baked Enamel

Miracle lustre enamel for kitchen and bathroom walls, all interior woodwork—for interior and exterior furniture. Dries on like magic. 1 coat covers most surfaces. Dries in 2 hours. Washes as easily as your refrigerator. Even boiling water won't harm KEM-GLO's finish. Gorgeous new colors.

\$1.39 FIVE \$2.39 QUART \$7.98 GALLON



This advertisement No. SKT-5107 appears in Life, September 17; American Home, Country Gentleman, September; The Saturday Evening Post, October 6; Better Homes & Gardens, Good Housekeeping, Successful Farming and Sunset, October; Living, Progressive Farmer, November; and 61 Sunday Newspaper Rotogravure Magazines, including Parade, September 23, 1951.



Glorious sunshine comes indoors



\$1.59 QUART \$4.98 GALLON

DEEP COLORS SLIGHTLY HIGHER
NO THINNING—JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed Washable at your money back by seven leading paint companies . . .
Acme Quality Paints, Inc., Detroit; W. W. Lawrence & Co., Pittsburgh;
The Lane Paint Co., Dayton; John Lewis & Co., Inc., Philadelphia;
The Marlin Paint Co., Chicago; Regent Paint Products, Inc., Denver;
The Sherwin-Williams Co., Cleveland

AT LEADING PAINT, HARDWARE, LUMBER
AND DEPARTMENT STORES EVERYWHERE

Super Kem-Tone

The Completely New Washable Wall Paint!

Bring lighthearted sunshine indoors . . . with SUPER KEM-TONE Sunbeam Yellow on your walls. For contrast, the wood paneling above the serving table is a warm gray, mixed easily by adding a little Pinchurst Green and Spanish Brown SUPER KEM-TONE to the yellow. Shasta White with a dash of Sunbeam for the ceiling.

SUPER KEM-TONE inspires many other color schemes just as heart-warming and beautiful . . . lovely pastels, high-fashion deep tones and gorgeous "in-between" shades to go perfectly with your furnishings. This new washable wall paint comes ready to use . . . you just stir and apply. It goes on smoothly, with brush or Roller-Koater, over previously painted walls, over wallpaper, plaster and wood.

Ask about it today. See how easily, how inexpensively, you can create new beauty in your home with SUPER KEM-TONE.



*GUARANTEED
WASHABLE

After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.



Kem-Tone
Top Value in Thrifty Home Beauty
The all color that mixes with water.
Your outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical: a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only \$7.50 a gallon.
\$1.35 QUART \$3.98 GALLON (the concentrated paint mix)

KEM-GLO

Looks and Washes Like Baked Enamel
Miraculous enamel for kitchen and bathroom walls, all interior woodwork—for interior and exterior furniture. Goes on like magic. 1 coat covers most surfaces. Dries in 3 hours. Washes as easily as your refrigerator. Even boiling water won't harm KEM-GLO's finish. Gorgeous new colors.
\$1.39 PINT \$2.39 QUART \$7.98 GALLON



This advertisement No. SKT-5108 appears in The Saturday Evening Post, September 8; Life, October 10; Living, Progressive Farmer, October; American Home, Better Homes & Gardens, Country Gentleman, Good Housekeeping, Successful Farming and Sunset, November; and 61 Sunday Newspaper Rotogravure Magazines, including Parade, October 21, 1951.

Look before you decorate!

See the big, new
SHERWIN-WILLIAMS
paint and color

STYLE GUIDE

Just imagine the pleasure of decorating when you know your choice of colors is right. The Style Guide shows you, in giant-size, full-color photographs of real rooms, how to use color like an expert. It's like taking a tour of more than a hundred beautifully decorated homes . . . shows you what you can do in your home.

Here are authentic answers to the questions every homemaker has about decorating:

"What colors shall I use?"

"What will go best with my rugs and furniture?"

"How can we make our home look attractive without spending more than we can afford?"

FREE LENDING SERVICE

See the Style Guide . . . or borrow it . . . at your Sherwin-Williams Dealer. You'll find his name under "Paint" in your Classified Telephone Directory.

YOURS TO BORROW FREE!

Here's the answer to
"What color goes with
what?" by the
Sherwin-Williams
Decorating Studios.

GORGEOUS
16 x 18 1/2" PAGES
143 FULL-COLOR
PICTURES

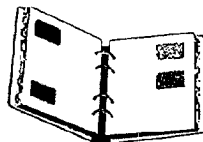
COLOR SCHEMES GALORE
ALL TYPES OF ROOMS

Actual size, opened, 37 inches

. . . and see the new Style Guide Companion

The Style Guide Companion shows you 139 new colors from which to choose. It makes color selection easier than you could ever imagine. Big pages of color with ingenious

"windows" show four decorator-approved accent colors for each basic color . . . authentic color schemes for your home. Ask to see this entirely new and different color selector.



. . . AT THE
DEALER WHO SELLS

SHERWIN-WILLIAMS PAINTS

© 1951, The Sherwin-Williams Co., Cleveland, Ohio

SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH

This advertisement No. SW-5113 appears in Successful Farming, September, Sunset, November, 1951

0007-SWP-040285

0007-SWP-000123674

GET YOUR COLOR QUESTIONS ANSWERED

in the big, new **SHERWIN-WILLIAMS** paint and color

STYLE GUIDE

YOURS TO BORROW... FREE!

Here's the answer to
"WHAT COLOR DOES WITH WHAT?"
by Sherwin-Williams Decorating Studio

COGROSS 14 x 18 1/2" PAGES
745 FULL-COLOR PICTURES
COLOR SCHEMES GALORE
ALL TYPES OF ROOMS



Actual size, opened, 37 inches

Women are really "raving" over the new Sherwin-Williams Style Guide. They are finding in these giant-size, full-color photographs of actual rooms, the answers to hundreds of questions such as:

"What wall colors go best with my carpet or sofa?"

"How can I get correct color harmony without buying a lot of new furnishings?"

This marvelous book makes home decorating easy—it's such fun to use. See the Style Guide... borrow it... at your Sherwin-Williams Dealer. Find his name under "Paint" in your Classified Telephone Directory.

...and see the new *Style Guide Companion*



The Style Guide Companion shows you 139 new colors from which to choose. It makes color selection easier than you could ever imagine. Big pages of color with ingenious "windows" show four decorator-approved accent colors for each basic color... authentic color schemes for your home.



...at the dealer who sells

SHERWIN-WILLIAMS PAINTS

This advertisement No. SW-5111

appears in Better Homes & Gardens, September; American Home, Woman's Day, October; Country Gentleman and Living, November, 1951

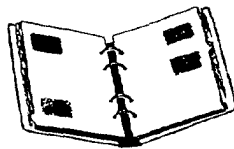
GET YOUR COLOR QUESTIONS ANSWERED in the big, new **SHERWIN-WILLIAMS** paint and color **STYLE GUIDE**



Women are really "raving" over the new Sherwin-Williams Style Guide. They are finding in these giant-size, full-color photographs of actual rooms, the answers to hundreds of questions. This marvelous book makes home decorating easy—it's such fun to use.

See the Style Guide . . . borrow it . . . at your Sherwin-Williams Dealer. Find his name under "Paint" in your Classified Telephone Directory.

. . . and see the new Style Guide Companion



The Style Guide Companion shows you 139 new colors from which to choose. It makes color selection easier than you could ever imagine. Big pages of color with ingenious "windows" show four decorator-approved accent colors for each basic color . . . authentic color schemes for your home.

© 1962, The Sherwin-Williams Co., Cleveland, Ohio



. . . at the dealer who sells

SHERWIN-WILLIAMS PAINTS

0007-SWP-040287

This advertisement No. SWP 5111

0007-SWP-000123676

Look before you decorate!

See the big, new **SHERWIN-WILLIAMS** paint and color

STYLE GUIDE



YOURS TO BORROW... FREE!

Here's the answer to
"WHAT COLOR GOES WITH WHAT?"
by the Sherwin-Williams Decorating Studio
GORGEOUS 16 x 18 1/2" PAGES
145 FULL-COLOR PICTURES
COLOR SCHEMES FOR
ALL TYPES OF ROOMS

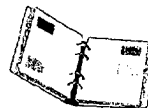
Actual size, opened, 37 inches

Just imagine the pleasure of decorating when you *know* your choice of colors is right. The Style Guide shows you, in giant-size, full-color photographs of real rooms, how to use color like an expert. It's like taking a tour of more than a hundred beautifully decorated homes... shows you what *you* can do in *your* home.

See the Style Guide... or borrow it... at your Sherwin-Williams Dealer. You'll find his name under "Paint" in your Classified Telephone Directory.

... and see the new *Style Guide Companion*

The Style Guide Companion shows you 139 new colors from which to choose. It makes color selection easier than you could ever imagine. Big pages of color with ingenious "windows" show four decorator-approved accent colors for each basic color... authentic color schemes for your home.



... at the dealer who sells:

SHERWIN-WILLIAMS PAINTS

This advertisement No. SW-5112
appears in *LIVING*, September; *Country Gentleman*, House-
hold, October; *American Home*, *Better Homes & Gardens*,
Successful Farming and *Woman's Day*, November, 1951