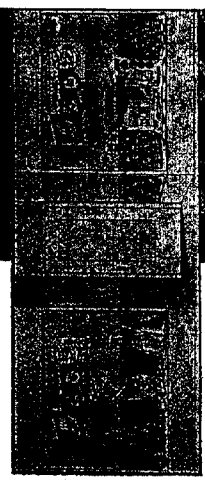


(50)

JOIN
this gigantic
Profit-Parade
NOW



with the world's
HOTTEST
Pre-Sold
PAINTS



GET YOUR STORE
INTO THIS PICTURE

5th CLASS B.L.B.
U. S. POSTAGE
PAID
Philadelphia, Pa.
Permit No. 234

1951-52
Advertising Program

CONTENTS — MERCHANDISE POSTMASTER—This package may be opened for post inspection if necessary	THE SHERWIN-WILLIAMS CO. 331 Canal Road, N. W. CLEVELAND 3, OHIO	70	Mr. C. K. Toll, The Sherwin-Williams Co., Hickman Bldg., Cleveland, Ohio (4)
ITEMS & FORWARDING POSTAGE GUARANTEED POSTMASTER—If not delivered in 10 days, return to sender at risk of sender and address on label Insulation ☐ Air-Flow ☐ Masonry ☐			

0007-SWP-040274

N20208

Publication	Product	September Issues	October Issues	November Issues
Pacific Sunday Newspaper Color Supplements (Circ.—6,188,262)	Kern Products	Color Page Sept. 23 issue Oct. 21 issue		
Akron Beacon Journal			Long Beach, Calif. Press Telegram	
Boston Post			Long Island Press	
Bridgeport Post			Madison, Wisc. State Journal	
Chicago Sun-Times			Newark Star-Ledger	
Corpus Christi Caller Times			New Bedford Standard Times	
Denver Rocky Mountain News			Norfolk Virginian Pilot	
Detroit Free Press			Oakland Tribune	
El Paso Times			Peoria Journal-Star	
Erie Dispatch			Portland, Me. Telegram	
Fort Wayne Journal Gazette			St. Louis Post-Dispatch	
Greenville, S. C. News			Salt Lake City Tribune	
Harrisburg Patriot-News			Scranton Scrantonian	
Hartford Courant			Syracuse Herald-American	
Houston Post			Washington Post	
Indianapolis Times			Wichita Eagle	
Jacksonville, Fla. Times Union			Youngtown Vindicator	

1000-Line Black and White Advertisement in the following Sunday Newspapers (Circ.—9,828,461)	Kern Products	Sept. 23	Oct. 21
Birmingham News			Oklahoma City Oklahoman
Chattanooga Times			Omaha World Herald
Dallas Times Herald			Phoenix Republic
Dayton News			Portland, Ore. Oregonian
Flint Journal			Richmond Times Dispatch
Fort Worth Star Telegram			Rochester Democrat & Chronicle
Grand Rapids Herald			San Francisco Chronicle
Kansas City Sunday Star			Spokane Spokesman Review
Knoxville News-Sentinel			Tampa Tribune
Memphis Commercial Appeal			Tulsa World
Miami Herald			

THIS ADVERTISING PRE-SELLS CUSTOMERS FOR YOU AND YOUR DEALERS! TIE-IN LOCALLY! REMEMBER, NATIONAL ADVERTISING IS REALLY LOCAL ADVERTISING EVERYWHERE!

SHERWIN-WILLIAMS NATIONAL ADVERTISING SCHEDULE

FALL 1951

(Insert this Folder in your Price List
for handy reference)



August 1, 1951

0007-SWP-040275

0007-SWP-000123664

Fall 1951

National Consumer Advertising Schedule

Make the most of this powerful schedule of national advertising by urging all Dealers to tie-in with it through window displays, newspaper and radio ads, counter displays and demonstrations. This advertising is being run to help you and your Dealers SELL MORE of all Sherwin-Williams Products.

Publication	Product	September Issue	October Issue	November Issue
Life (Circ.—6,316,073)	Kem Products	Sept. 17 issue (9/14*)	Color Page Oct. 23 issue (10/26*)	
Saturday Evening Post (Circ.—4,001,292)	Kem Products	Color Page Sept. 8 issue (9/8*)	Color Page Oct. 6 issue (10/3*)	
American Home (Circ.—2,768,705)	Style Guide	1/4 Color Page (9/25*)	1/4 Color Page (10/25*)	
	Kem Products	Color Page (8/25*)	Color Page (10/25*)	
Better Homes & Gardens (Circ.—3,559,242)	Style Guide	1/4 Color Page (8/24*)	1/4 Color Page (10/24*)	
	Kem Products	Color Page (9/26*)	Color Page (10/24*)	
Living for Young Homemakers (Circ.—349,295)	Style Guide	1/4 Color Page (8/20*)	1/4 Color Page (10/20*)	
	Kem Products	Color Page (9/20*)	Color Page (10/20*)	
Sunset (Circ.—483,872)	Style Guide		Color Page (10/25*)	
	Kem Products		Color Page (9/25*)	
Good Housekeeping (Circ.—3,081,565)	Kem Products		Color Page (9/20*)	

Publication	Product	September Issue	October Issue	November Issue
Country Gentleman (Circ.—2,325,418)	Style Guide		1/4 Color Page (9/26*)	1/4 Color Page (10/31*)
	Kem Products	Color Page (8/29*)		Color Page (10/31*)
Progressive Farmer (Circ.—1,149,733)	Kem Products		Color Page (9/15*)	Color Page (10/15*)
Successful Farming (Circ.—1,225,556)	Style Guide	Color Page (8/27*)		1/4 Color Page (10/26*)
	Kem Products		Color Page (9/24*)	Color Page (10/26*)
Woman's Day (Circ.—3,743,833)	Style Guide		1/4 Color Page (9/27*)	1/4 Color Page (10/26*)
Household (Circ.—2,090,551)	Style Guide		1/4 Color Page (9/20*)	1/4 Color Page (10/20*)
Metro Group of 27 Sunday Newspaper Color Supplements (Circ.—15,055,670)	Kem Products	Color Page Sept. 23 issue Oct. 21 issue		
Atlanta Journal		Minneapolis Tribune		
Baltimore Sun		Nashville Tennessean		
Boston Globe		New Orleans Times-Picayune States		
Chicago Tribune		New York News		
Cincinnati Enquirer		Philadelphia Inquirer		
Cleveland Plain Dealer		Pittsburgh Press		
Columbus Dispatch		Providence Journal		
Des Moines Register		San Antonio Express		
Detroit News		Seattle Times		
Indianapolis Star		St. Louis Globe-Democrat		
Los Angeles Times		St. Paul Pioneer Press		
Louisville Courier Journal		Toledo Blade		
Milwaukee Journal		Washington Star		

*The starred dates are the day on which the issue is seen by mail subscribers or on news stands.

0007-SWP-040276

0007-SWP-000123665