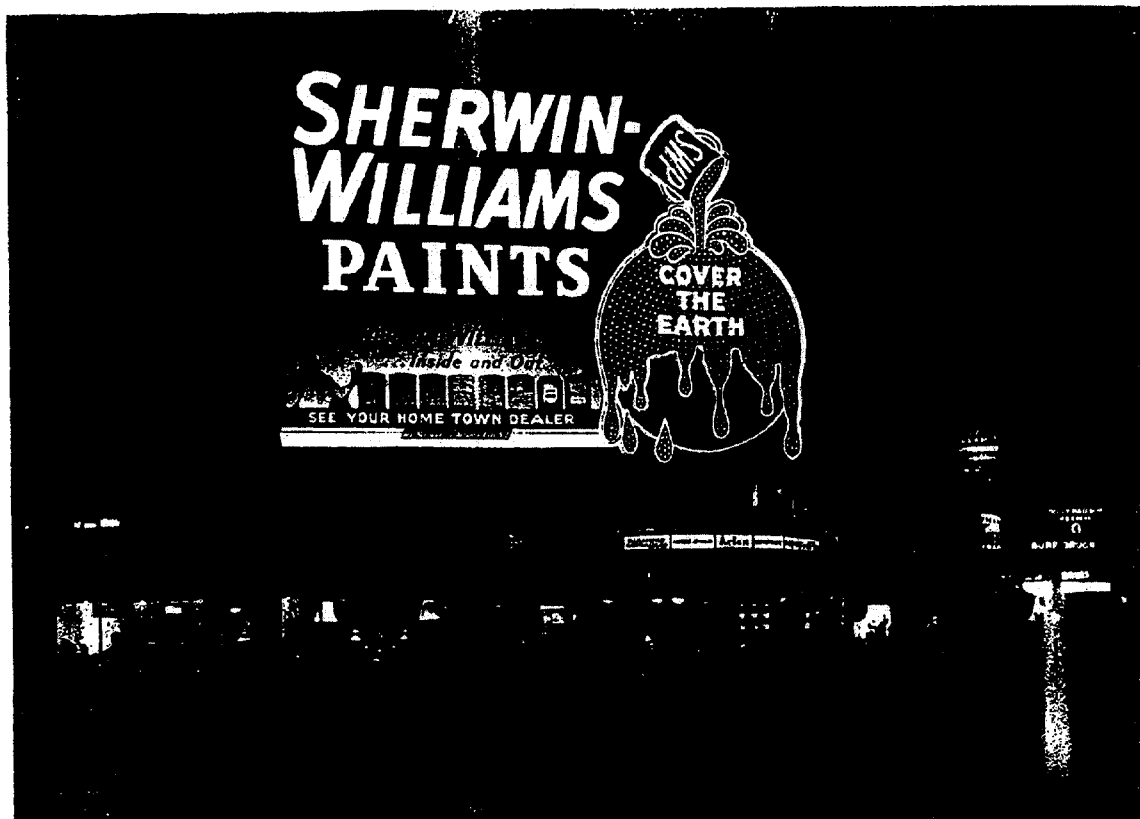




and then the words, "Cover the Earth." From the can pours a brilliant red paint made up of hundreds of red lamps. As the paint stream hits the top of the world, the paint splashes flash on and off, and the paint continues pouring down over the earth. As the paint reaches the bottom of the world, the paint drops flash on and off in an alternating action.

Another feature of this spectacular electric display is the solid background which gives additional day value and permits the advertiser to make frequent changes in keeping with their current advertising copy, such as shown in the photograph inviting the annual audience of from fifteen to eighteen million people to see their hometown dealers.

The K. V. Maxwell Company has been identified in the outdoor electrical advertising field for the past 56 years, and has created, manufactured and erected many famous displays for national advertisers that have appeared in the East, especially on the world-famous Atlantic City Boardwalk, and in Times square, New York.

On Split Posting Schedule



Two messages in one posting schedule is being achieved by the Oldsmobile Division of General Motors Corporation by splitting the space on 4,000 poster panels throughout the nation.

Half of the posters carry the "Rocket" message as shown above, emphasizing Oldsmobile's "Rocket" engine, and the other half, with the same illustration, carry the word "Hydra-matic" in place of the word "Rocket." This, of course, stresses the Oldsmobile "Hydra-matic"

drive.

The illustration of Johnny and Lucille, singing stars of the company's radio programs, astride the rocket provides continuity for both poster designs and also ties-up with the promotion in other media.

Oldsmobile's October 24-sheet follows through with a larger illustration of Johnny and Lucille riding a rocket past a pleasantly surprised harvest moon, and the slogan is "Rocket Ahead with Oldsmobile."

0007-SWP-039859

12600

Sherwin-Williams Paints

The World In 12 Seconds

R. C. Maxwell's Latest Boardwalk Spectacular Maintains a Record
Of 25 Years of Continuous Service

OUT of the darkness recently appeared a 35 foot replica of the Sherwin-Williams "Covers The Earth" trademark -- R. C. Maxwell's latest constellation on the world-famous Atlantic City Boardwalk skyline.

This unique spectacular, an exclusive development by The R. C. Maxwell Company continues a record of more than 25 years of continuous outdoor advertising service for Sherwin-Williams paints on the Atlantic City Boardwalk.

This display measures 35 feet in

height and 50 feet in length and is animated by more than 1,000 lamps and nearly 1,000 feet of neon tubing. Located on the roof of the Arlen Art Galleries at Boardwalk and Illinois avenue, which is a projecting corner in front of the Traymore hotel, it is visible from that section of the Boardwalk fronted by such hotels as the Shelburne, Marlborough-Blenheim, Claridge, Dennis, Brighton and Traymore, and is visible for some 1/4 of a mile along the Boardwalk, past the Million Dollar Pier

and almost to the Convention Hall. In addition to this, it is visible to five blocks of beach from which, in the season, is used by thousands of bathers daily who have the display before them on this half-mile stretch of sand.

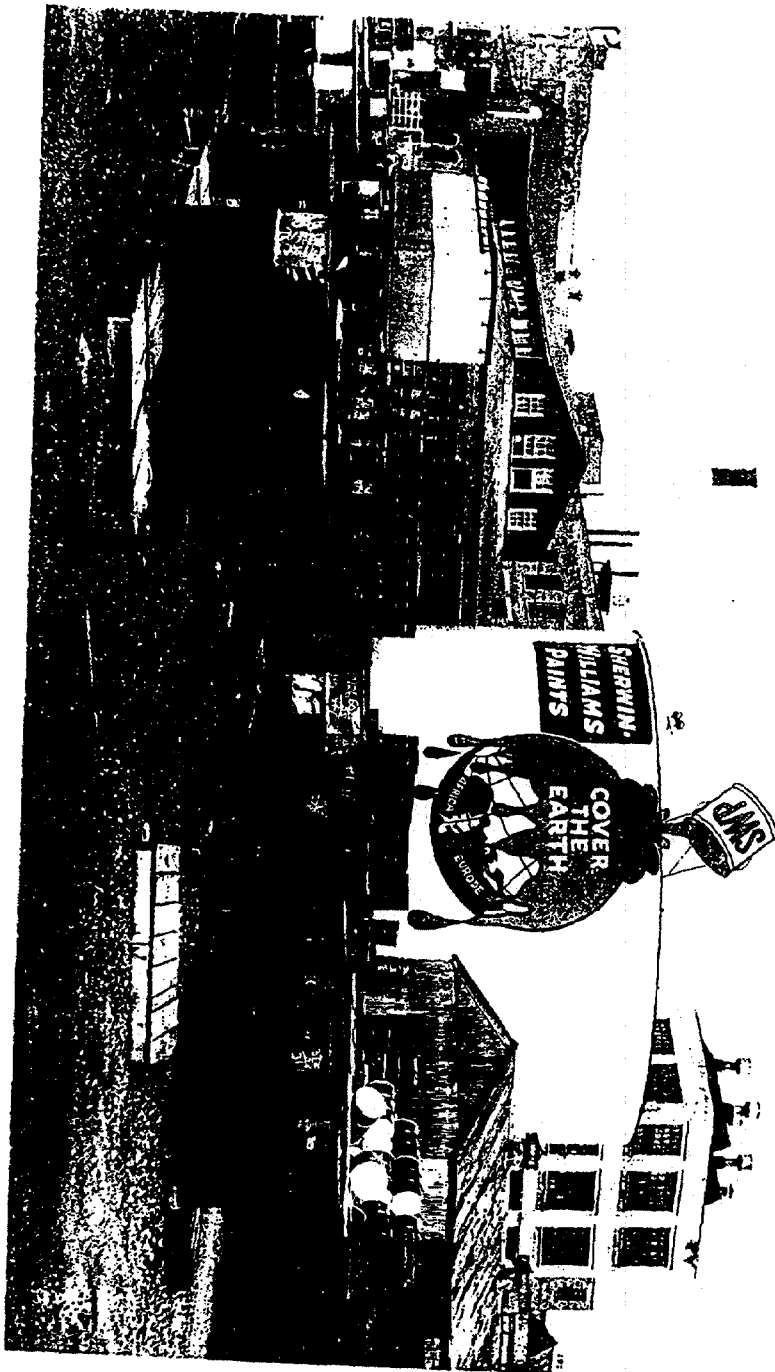
Out of the darkness appears a 12 foot replica of the Sherwin-Williams can inverted in a pouring position. The can is treated with neon and lamps in natural colors. Following this, the outline of the world flashes on followed by the words, "Sherwin-Williams Paints"



Reprinted from the October, 1950, issue of SIGNS of the Times.

0007-SWP-039860

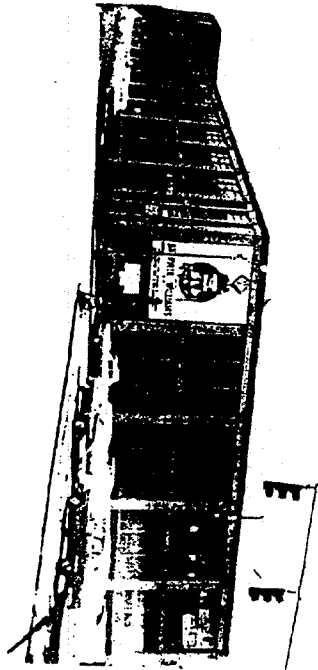
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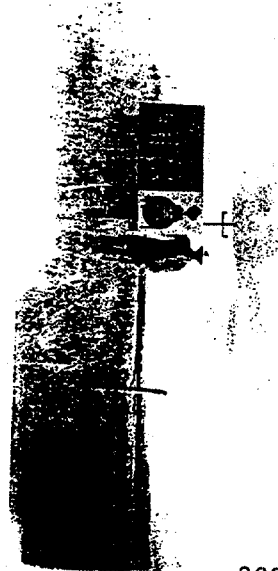
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0007-SWP-039861

0007-SWP-000123248



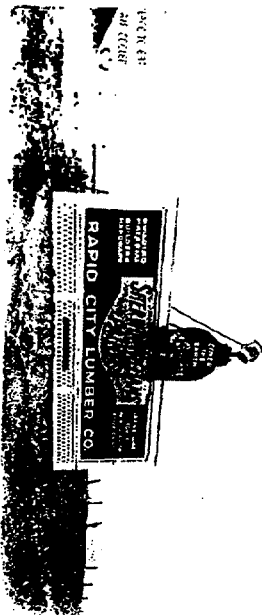
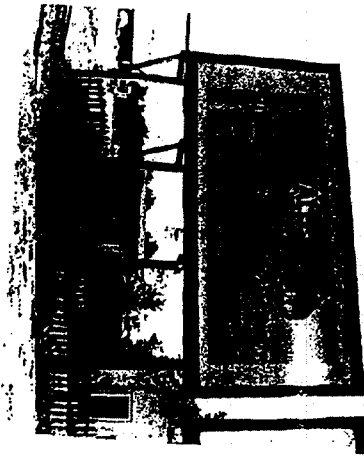
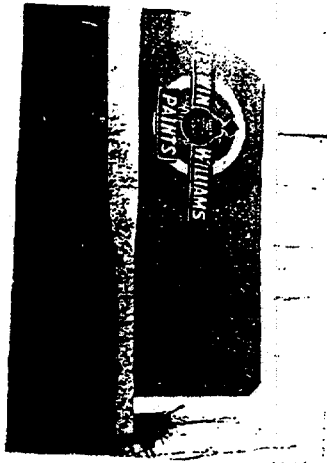
1961 1962



0007-SWP-039862

Get Ready to Paint with
SHERWIN-WILLIAMS
 PAINTS...inside & out
 HEADQUARTERS 209 E. 5TH, WATERLOO

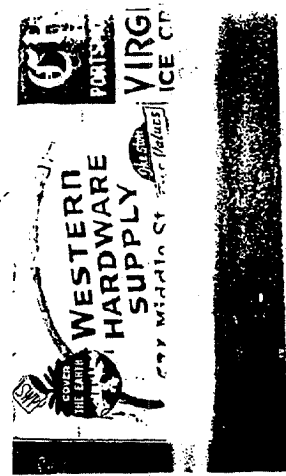
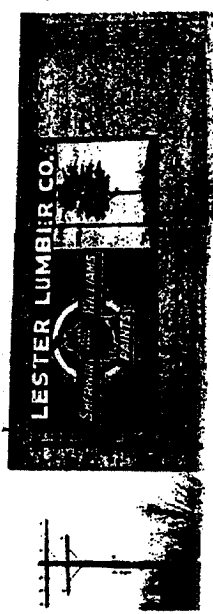
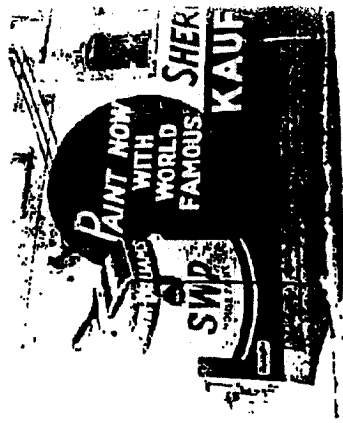
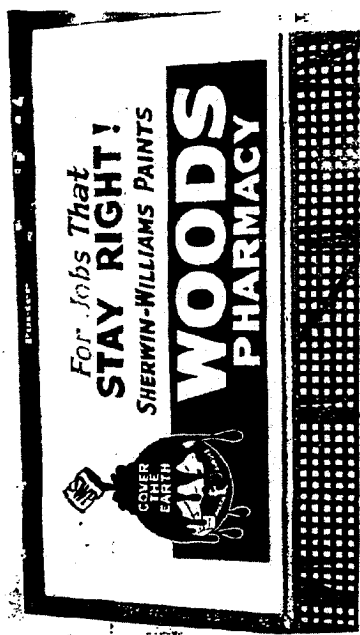
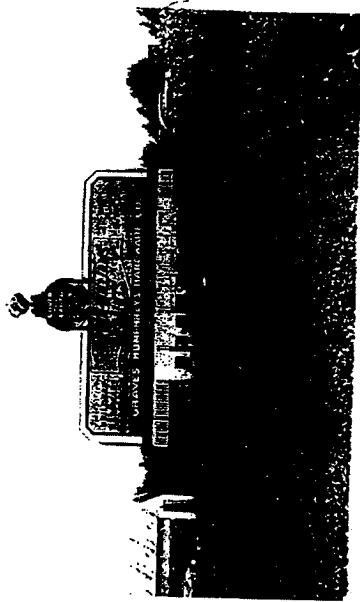
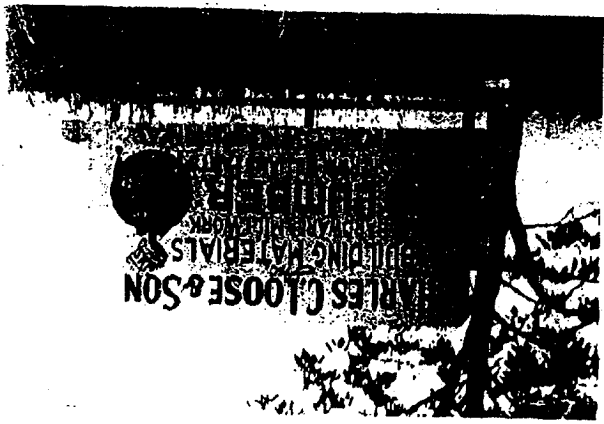




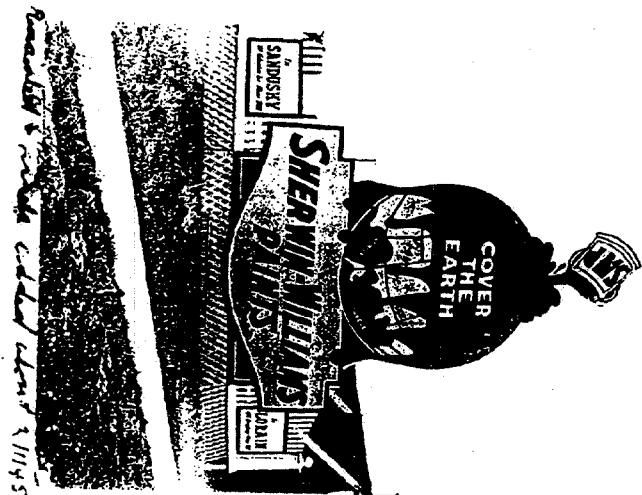
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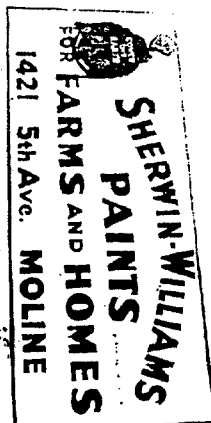
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0007-SWP-000123251



0007-SWP-039865

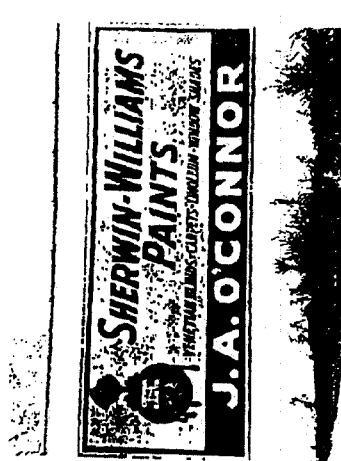
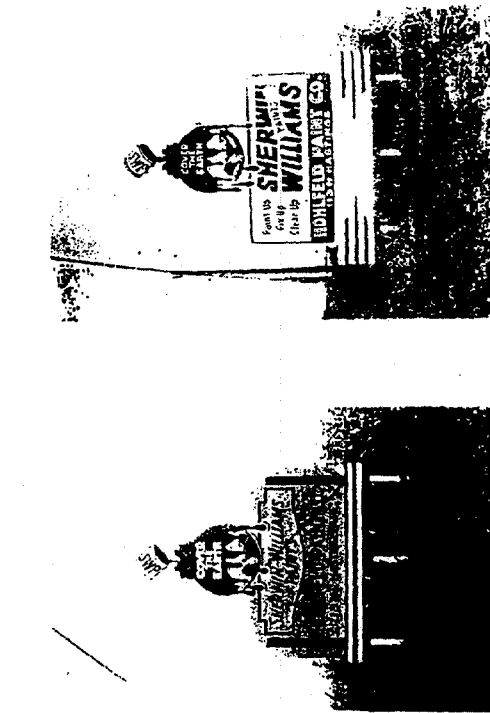
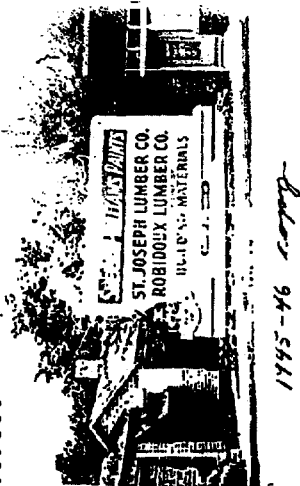
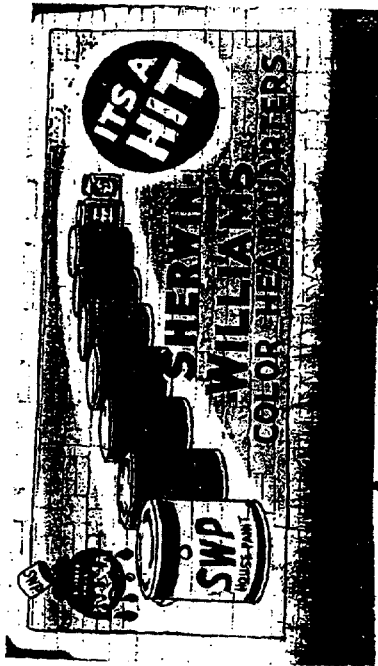


New Carlow Sign



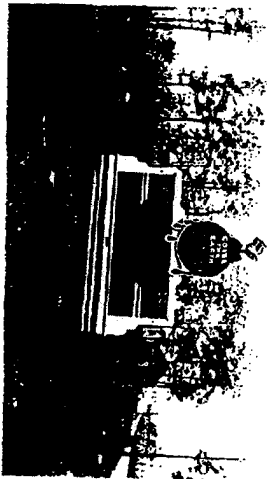
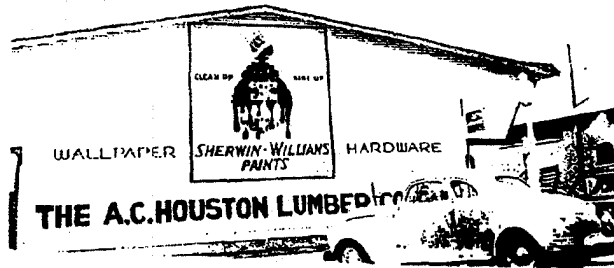
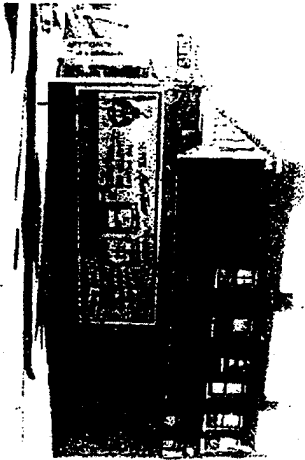
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0007-SWP-039866



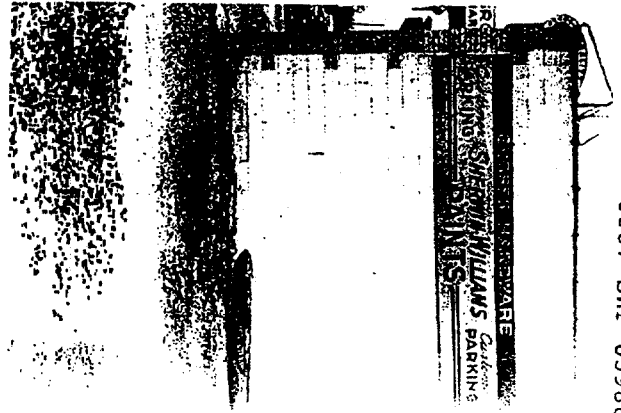
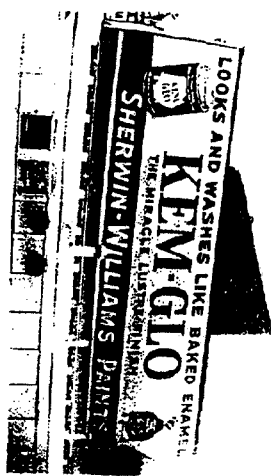
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8' x 24'



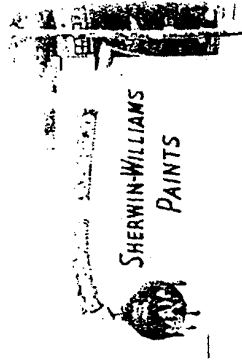
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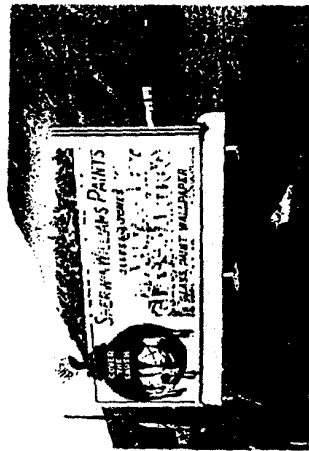
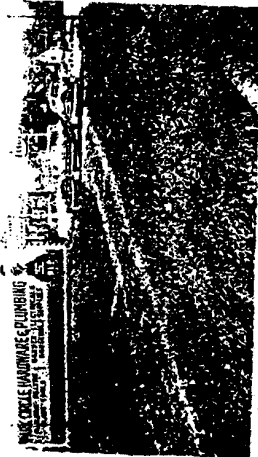


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0007-SWP-039869



JULY 1961

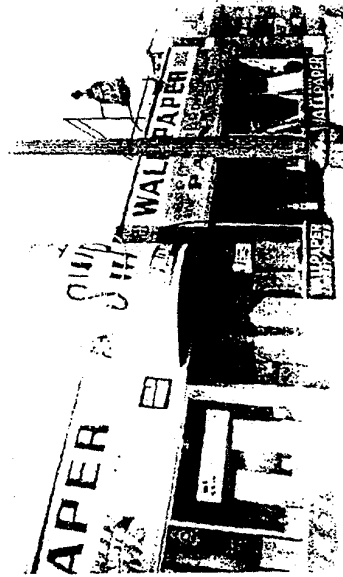
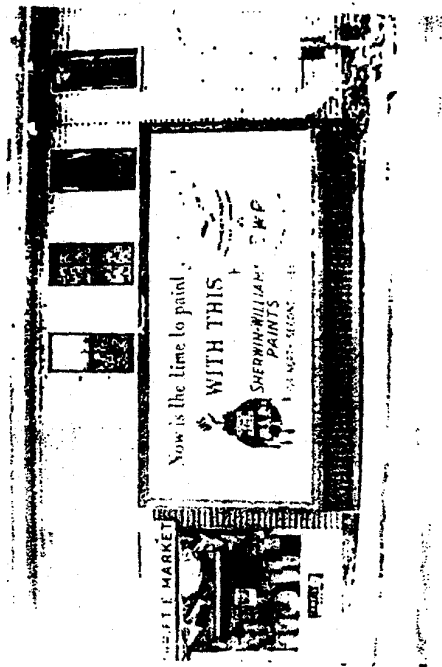
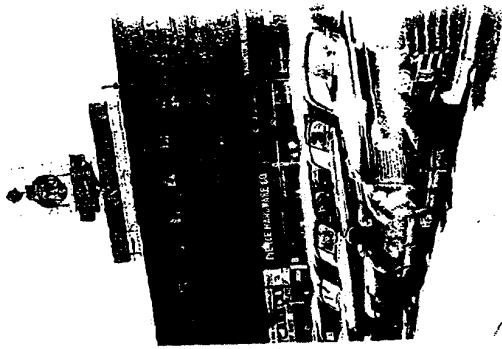
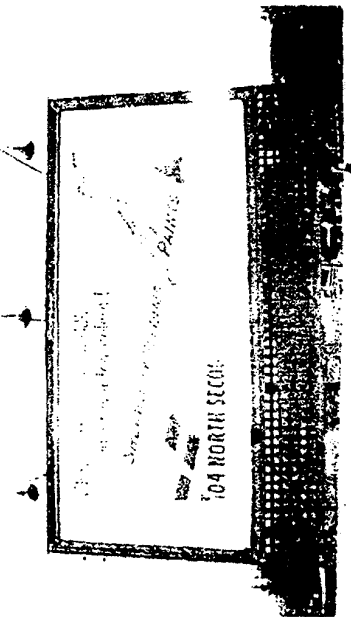


JAN 1961

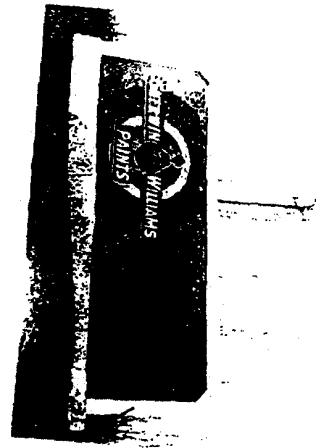


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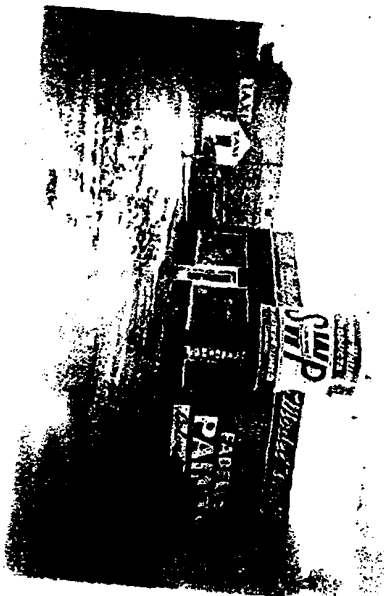
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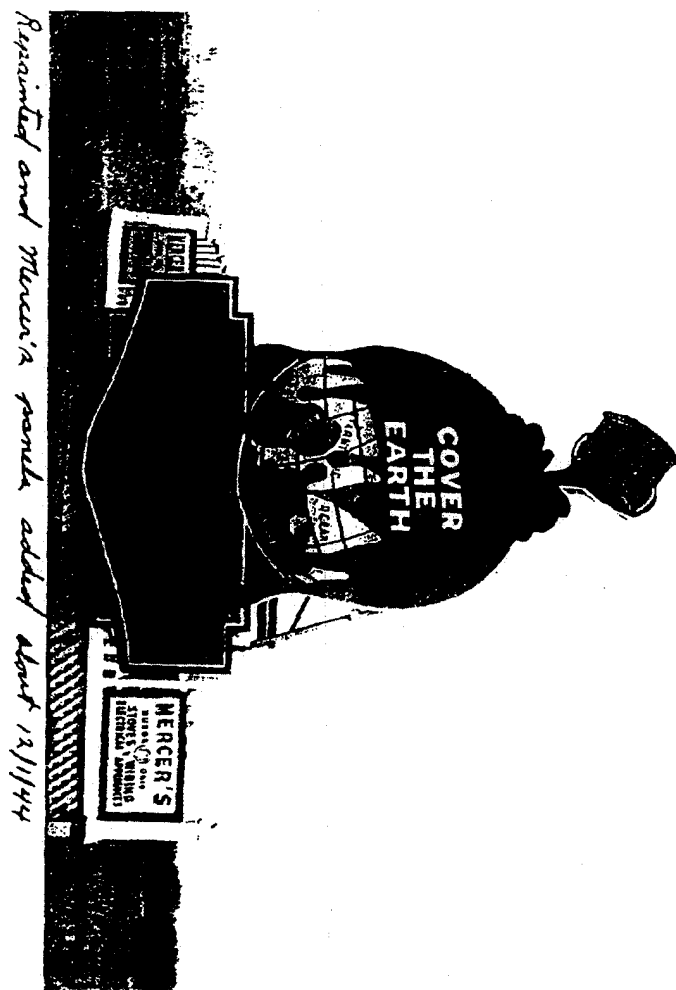


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