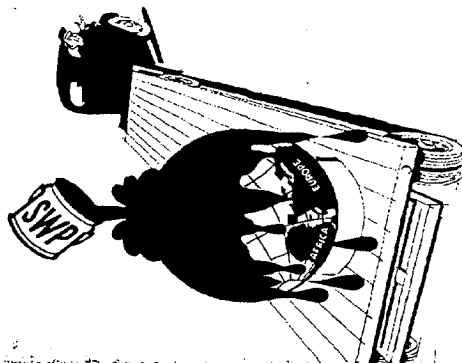


THE SHERWIN-WILLIAMS CO.

101 PROSPECT AVE.
CLEVELAND 1, OHIO

(26)



1952 Spring
Mechanicals
Features & Details

Here's a load
of **PROFIT...**

0007-SWP-040295

N29213

0007-SWP-042256



it pays to be a SHERWIN-WILLIAMS dealer

RESULTS PROVE

Over and over again...and down through the years

WE'RE DELIVERING



THE PAINT
SELLING
PROMOTION

you asked for...

▶ **HUNDREDS AND HUNDREDS OF NATIONWIDE
SURVEYS SHOW *SHERWIN-WILLIAMS*
DEALERS WANT THESE TYPES OF
PAINT-SELLING PROMOTIONS WORKING
FOR THEIR STORES... **NOW!****

1	SPECIAL PAINT DEALS AND MERCHANDISING PROMOTIONS	✓
2	INCREASED NATIONAL MAGAZINE ADVERTISING	✓
3	POWERFUL STYLE GUIDE AND COMPANION PROMOTION	✓
4	MORE AND MORE <i>SHERWIN-WILLIAMS</i>-TYPE SELLING DISPLAYS	✓
5	BETTER "HOW-TO-PAINT-IT-YOURSELF" HOME DECORATOR	✓
6	THE NEW COLORS YOU WANTED... PROPERLY PROMOTED	✓
7	UP-TO-DATE PRODUCT-SELLING INFORMATION	✓
8	BIGGER RADIO... AND PUBLICITY HELP	✓

look what we're delivering
TO YOU...



SHERWIN-WILLIAMS

paint-merchandising

deals...

SHERWIN-WILLIAMS

SWP HOUSE PAINT

A wonderful buy on the
World's Finest HOUSE PAINT

SWP

6 Gals. SWP House Paint... \$36.30
1-3 1/2" Nylon Brush... 3.89
Regular Price... \$40.19



Special Price

SHERWIN-WILLIAMS

SUPER Kemo-Tone



A RED HOT BARGAIN DEAL
A Gallon of Super Kemo-Tone
America's Fastest-Selling Paint!

for only \$4.98

AND YOU GET

THE SENSATIONAL \$1.39

Super duster

ROLLER-KOATER

Discount price in this Special from April 1 to May 31, 1953.
Deduct 10% on combination and 15% on roller-koater.
Deduct 10% on combination and 15% on roller-koater.
Deduct 10% on combination and 15% on roller-koater.

SHERWIN-WILLIAMS

Mar-not VARNISH

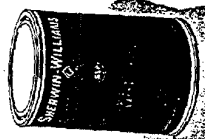
SPECIAL... for limited time only

A REAL BUY ON THE

HIGH-QUALITY VARNISH

SHERWIN-WILLIAMS

Mar-not VARNISH



\$2.50

1 Qt. Mar-not Varnish and
a 2" Pure Bristle Brush

Special...

Limited Time Only

SHERWIN-WILLIAMS

KEM-GLO

A SENSATIONAL

Combination Offer!

One Quart of America's Top Enamel Seller

KEM-GLO ~~regular~~ **\$2.39**

AND

A Kemo Decorator — Pure, Silky, Nylon Bristle

2 1/2" TRIM BRUSH ~~regular~~ **\$1.69**



Both

for only \$3.29

Special...

Limited Time Only

This special price is for the limited time only from April 1 to May 31, 1953.
Deduct 10% on combination and 15% on roller-koater.
Deduct 10% on combination and 15% on roller-koater.

PLUS

ALL THIS

to make your selling
easier, faster and more

PROFITABLE

0007-SWP-040298

NO OTHER PAINT PROMOTION REACHES SO MANY OF YOUR CUSTOMERS



For protection that "talks back" to the weather...

INSIST ON **SWP HOUSE PAINT... IT'S WEATHERED***

There's nothing more weather-resistant than SWP House Paint. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world.



1 SWP HOUSE PAINT
NATIONAL ADVERTISING

1001 DECORATING IDEAS
in the new **SHERWIN-WILLIAMS**
Style Guide

Painting is the art of color. It's the art of making a room look like a picture. It's the art of making a room look like a picture. It's the art of making a room look like a picture. It's the art of making a room look like a picture. It's the art of making a room look like a picture.



SHERWIN-WILLIAMS
PAINTS

2 STYLE GUIDE NATIONAL
ADVERTISING

4 HOME DECORATOR
The Home Decorator is the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world.

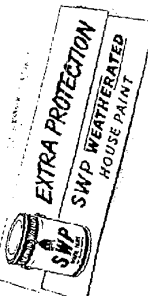
5 STYLE GUIDE
The Style Guide is the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world. It's the only paint that's been tested by the U.S. Weather Bureau and found to be the most weather-resistant paint in the world.



EXTRA PROTECTION
SWP WEATHERED
HOUSE PAINT

7 SWP WINDOW PAINTER

0007-SWP-040299



EXTRA PROTECTION
SWP WEATHERED
HOUSE PAINT



6 STYLE GUIDE
COMPANION VOL. 2



SHERWIN-WILLIAMS
PAINT and COLOR
Style Guide



SHERWIN-WILLIAMS
PAINTS

EXTRA PROTECTION
SWP WEATHERED
HOUSE PAINT

EXTRA PROTECTION
SWP WEATHERED
HOUSE PAINT

EXTRA PROTECTION
SWP WEATHERED
HOUSE PAINT

0007-SWP-000123688

LASTS A LONG...LONG TIME

SWP WEATHERED HOUSE PAINT

8 SWP WINDOW DISPLAY

Complete window display for Sherwin-Williams Weathered House Paint. Includes a large house illustration and a can of paint. Price: \$1.00 per display.

WE LEND GUIDES!

9 STYLE GUIDE WINDOW PASTER

Style Guide Window Paster. Price: \$1.00 per paster.

10 STYLE GUIDE WINDOW DISPLAY

Style Guide Window Display. Price: \$1.00 per display.

11 WINDOW PASTER SET ON KIM-TONE AND SHERWIN-WILLIAMS LUXE KIM-TONE

Window Paster Set on Kim-Tone and Sherwin-Williams Luxe Kim-Tone. Price: \$1.00 per set.

12 KIM PRODUCT WINDOW DISPLAY

Kim Product Window Display. Price: \$1.00 per display.

13 CAN TOPPER COLOR CARDS ON KIM-TONE AND SHERWIN-WILLIAMS LUXE KIM-TONE

Can Topper Color Cards on Kim-Tone and Sherwin-Williams Luxe Kim-Tone. Price: \$1.00 per set.

14 NEWSPAPER ADS

Newspaper Ads. Price: \$1.00 per ad.

15 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

16 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

17 KIM-TONE COLOR GLAD

Kim-Tone Color Glad. Price: \$1.00 per glad.

18 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

19 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

20 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

21 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

22 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

23 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

24 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

25 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

26 KIM-TONE COLOR PANEL

Kim-Tone Color Panel. Price: \$1.00 per panel.

PUT THESE SALES HELPS TO WORK FOR BIGGER SALES... MORE PROFITS