

ACTION		COMPLETE SECTIONS																	
1	NEW PRODUCT	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
2	PRELIMINARY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
3	CHANGE PRODUCT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
4	LABEL OR PKG CHG	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
5	DROP SLIP	X	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
6	MARKET CHANGE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18

1 Date **July 21, 1969** NO. OF ATTACHMENTS _____
 Company and Sales Division Recommending
Corporate Products

2 Item Description (Including Sales Number and Production Rex No.)
White Lead-in-Oil A58 W 23

3 Recommend, Reason, Purpose **Drop as an item maintained in stock at warehouses East of the Rockies due to decreasing demand and lack of profit on redistribution basis from Chicago to other warehouses. Void Rex. List in Where-To-Buy-It as an associated product.**

4 Has Product Been "Market Tested?" ☐ Yes ☐ No If Yes, Explain How and Results.
 If Not, Will It Be? How?

5 Competitive Product—Brand Name _____ Mfg. _____ Jobber Price _____ Dealer _____ Wholesale _____ Retail _____
 A. _____
 B. _____

6 Estimated FSC Each Size _____ Selling Prices and % Profit—Use Reverse Side of Sheet If Necessary

7 A. What Size Packages ☒ All ☐ 1/2 Pt. ☐ 1 Pt. ☐ 1 Qt. ☐ 1 Gal. ☐ 5 Gal. ☐ Drum ☒ 25-50 lb. pound.
 B. What Type Labels ☐ LITHOGRAPH ☐ PAPER

8 Where Manufactured ☐ Chicago M-S ☐ Chicago S-W ☐ Cleveland ☐ Dayton ☐ Detroit ☐ Friendship ☐ Garla
☐ Gibbsboro ☐ Los Angeles ☐ Morrow ☐ Newark ☐ Oakland ☐ Pittsburgh

9 List Location Where Stocked ☐ Warehouse ☐ Branches
 Predicted Annual Sales Volume, by Size, and Estimated Return On Investment (Give ROI For Actions 1, 3, 4, 6 And Attach Details) ROI %

10 Inventory and Value Required, by Size, Total _____ Factory and Warehouse _____ Branches _____

11 Present Inventory and Value of Item _____ Factory and Warehouse **no labels** Branches _____
 Including Labels, Package and Raw Material No Longer Needed. **60,000 lbs. - \$12,600**

12 Specific Plans to Dispose of Item (12), Use Reverse Side of Sheet If Necessary (Including Labels, Package and Raw Material)
 13 **Continue to supply as a stock item until supply exhausted.**

14 Date Product Should Be Available for Shipment From Warehouse _____

15 Is Special Advertising Going to Be Used? If Yes, Dollar Value and Description
☐ Yes ☐ No

16 A. Is Label Copy APPROVED and AVAILABLE? ☐ Yes ☐ No If No, When _____
 B. Is Label Art APPROVED and AVAILABLE? ☐ Yes ☐ No If No, When _____

17 A. What Other Products in the Line Now Will This Product Affect? _____
 B. What Other Corp. Products Use This Parallel Formula? **N. E. M.**

18 Will it Be Necessary to Destroy Advertising and Merchandising Material? If Yes, Give Value **AUG 26 1969**
☐ Yes ☒ No

19 Signatures Required _____ Signed **[Signature]** Date _____
 Do Not Use Stamps

1. Technical—Control _____ 2. Technical—Corp. **[Signature]** 3. Distribution—Local _____ 4. Distribution—Corp. **[Signature]** 5. Advertising **[Signature]** 6. Legal Dept. _____
 Product Committee **[Signature]**

2. Package Specification **[Signature]** 4. Manufacturing—Local _____ 5. Advertising **[Signature]** 6. Legal Dept. _____
 Slip No. (Show Company Ident.) **50071**

7. X Reference _____ 8. Manufacturing—Corp. **[Signature]** 9. Advertising **[Signature]** 10. Legal Dept. _____
 Date **AUG 22 1969**

11. Package Specification **[Signature]** 12. Manufacturing—Local _____ 13. Advertising **[Signature]** 14. Legal Dept. _____
 Date **AUG 22 1969**

15. Package Specification **[Signature]** 16. Manufacturing—Local _____ 17. Advertising **[Signature]** 18. Legal Dept. _____
 Date **AUG 22 1969**

0007-SWP-000005958

N11947



RECORD OF PRODUCT

ISSUED BY



THE SHERWIN-WILLIAMS CO.
ACME QUALITY PAINTS
THE LOWE BROS. CO.
ROGERS PAINT PRODUCTS

DISTRIBUTION DEPARTMENT
CLEVELAND, OHIO

THE MARTIN-SENOUR CO.
W. W. LAWRENCE & CO.
JOHN LUCAS & CO.
DESHLER PRODUCTS

Product Discontinuance of S-W Items

No. 2283

() New ☒ () Disc. () Other

D November 1, 1966

21174 2-69 30107

CORPORATE FINAL DROP

Items in this Record of Product are officially discontinued for all Sales Divisions of the Corporation. Corporate depreciation policies will apply.

F. X. Z.

NOV 7 1966

S-W Beauty-Last Exterior Stains

FIS Use Only - SW 252

<u>Rex</u>	<u>Description</u>	<u>Size</u>
A14 A 32	Colonial Gray	Ql. 5's All
A14 A 52	Warm Gray	" " "
A14 G 56	Sherwood Green	" " "
A14 G 58	Green Drift	" " "
A14 H 53	Champagne	" " "
A14 N 50	Autumn Brown	" " "
A14 R 71	Rustic Red	" " "

Classic Color Glaze Kits

FIS Use Only - SW 264

A52 X 13	Beachwood	Kit, All
A52 X 14	Cinnamon	" "
A52 X 4	Genoa Blue	" "
A52 X 11	Regency Red	" "
A52 X 10	Renaissance Pink	" "

Card notes

Glazes

A46 R 79	Burgandy	1/2 Pt. All
A46 M 21	Rose	1/2 Pt. All

Undercoaters

A53 A 33	Beachwood	Pt. All
A53 A 34	Cinnamon	" "
A53 L 53	Genoa Blue	" "

N. E. M.

0007-SWP-000005959

NOV 7 1966

N11947.01

November 1, 1969

Lead-In-OilFIS Use Only - SW 271

<u>Rex</u>	<u>Description</u>	<u>Size</u>
<u>A58 W 23</u>	White	25#, 50#, 100#, All

To Control Laboratory and Production Departments

These rexes are now officially discontinued for all Sales Divisions. The assignments for these rexes are to be voided under these numbers.

FUTURE PRODUCTION AS A SPECIAL

Any future production for a given account or group of accounts, such as a standardized color, must be approved by the Regional Director or Zone Sales Manager. Use Form J-29 for this purpose. Such production is to be manufactured under a special rex number assigned by the producing factory or laboratory.

FUTURE PRODUCTION FOR GENERAL DISTRIBUTION WITHIN THE CORPORATION

If a Sales Manager thinks it is necessary that this product be reinstated for his region or zone, a letter requesting reinstatement is to be submitted to the proper Cleveland Sales Department.

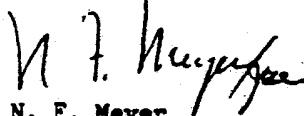
The Department (if it approves) will prepare the Product or Products Change Request Form #50011 for Sales Policy and Product Committees. If approved, a new regular classified rex number will be assigned. There is to be no production of such item until instructions are issued by the Factory Inventory Services Department.

Label Destruction

The labels for the material being discontinued in this Record of Product are to be destroyed as soon as possible. Refer to PV&L Manufacturing Administration Bulletin #1 dated August 13, 1969 for the details covering the destruction.

Master Formula Rexes

The Headquarters Accounting Department and Factory Personnel are to refer to CPGL's 132 and 156 for the master formula rexes.


N. F. Meyer
Sales Service Supervisor

NFM/pc

To: Hdqtrs. (List 10)

All Divisions of S-W (List 1)

0007-SWP-000005960