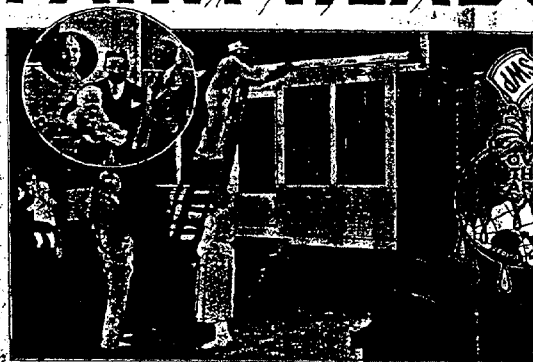
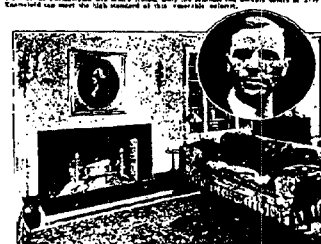
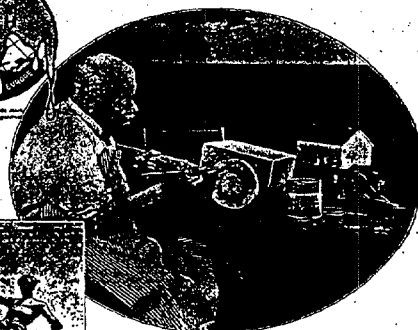


Autumn Tidings from PAINT HEADQUARTERS



"SHERWIN-WILLIAMS FOR ME"
is heard from coast to coast as
the long awaited, badly needed
Paint Revival Grips the Nation....



"SHERWIN-WILLIAMS FOR ME" is heard from coast to coast as the long awaited, badly needed Paint Revival Grips the Nation....

Industrial recovery and prosperity depend upon
YOUR purchases. Doing your needed painting
and decorating NOW will help YOU and the cause



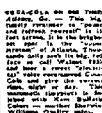
BROWN & BROWN
45 LEXINGTON AVE.
TACOMA

E 208E

0007-SMP-040313

Sherwin-Williams NEWS FLASH PHOTOS
tell a dramatic story of public preference

Sherwin-Williams NEWS FLASH PHOTOS
tell a dramatic story of public preference



SHERWIN-WILLIAMS

KITCHEN



Earl Luster will work very much the same as the Tin Snak in so hard and tight the grease from cutting does not penetrate. A still easy denture is without injury. Earl Luster will be a good officer because they will make history where we find profitable.

BATHROOMS

[illegible]

STAIRWAYS



LAUNDRY



Clothes (also glamour in a room-
length), Yacht (beachwear and
bathing suits), Yacht (sailing and
sailing are done in a single set
of Travel-Luxure by ALLURE the
light. With these dress lines
or the wads that stretch the
light and obscure how much
might have been in the
middle with such much more
cheap? Each a woman can be.

Semi-Lustre

WASHES LIKE PORCELAIN

It will be easier to appreciate the degree of service that is built into Sani-Lux® if we present a few illustrations taken right from everyday life. They will be recognized by every housewife because there's nothing new about the way that walls get dirty. And there's nothing unfamiliar about using soap and water to wash a soiled wall.

But — there's a decidedly modern development in the easy, satisfactory way a Semi-Luxure wall

This washability of Semi-Lustre opens up entirely new opportunities in home decoration. Colors that were formerly regarded as "delicate" tints that had to be avoided because they soiled too easily are now called "dainty" tints, highly desirable in Semi-Lustre because they can be washed so easily.

Hallways that were formerly painted dark "so that finger marks wouldn't show" are now done in light, airy tints. Rooms are more cheerful and much easier to keep "picked up" and looking well when done in light tints of Semi-Lustré.



Gallons \$2.95 . . . Quarts' 90c

FINGER MARKS



There is the most nothing characteristic of all between it is practical. Observe how gray! Layer comes out of them on hand-Letter because great does not penetrate it. A different condition appears in the left half, behind our ordinary wall panel. The dirt lower had penetrated into the panel and weight had been off.

GREASE SMUDGE



This panel was built over a
of flying insect. It became a
out with the lot. It was a
back over a smoking lamp. It
lower half was then made
with Flamingo and water. So
Lerner's close out of this man
has not at all as new.
entirely will yield to other
ground. He has a little of
man's (a) has a little of

INK SPOT TEST



Office and public buildings judge the flash by its resistance to hot spots. Observer said the ink had penetrated the left half in ordinary mail paper and would not wash off. Not a trace visible on the lower half of Basil Lutter, Birmingham. Book were present also and were taken away with E.W. Flanagan and were not done out somewhere from Lutter.

IODINE TEST



The pale quick-drying linoleum varnish

Just like new—sparkling, fresh and clean is Inoleum when protected with DEX, the quick-drying Inoleum varnish. Covered with a hard, clear coating of DEX, the Inoleum will not wear away. And, being pale in color, where DEX has started to wear off, the spots can be recoated without the need of refinishing the entire Inoleum.

DEK finished linoleum cleans so easily. Wiping with a damp cloth will remove all dirt. It is easy to apply, dries quickly and will not change the color of the pattern. A quart is sufficient for the average kitchen linoleum, no cost.

Special ^{\$1.40} VALUE \$ **1.19**

One Quart DEX Cold Drying Linoleum
Varnish
One Half-gallon 2 1/2 inch Varnish Brush
Kiln-dried or Rubbed

**LIMITED OFFER
ACT NOW**



A little attention now may save you costly damage inside as well as outside . . .

No more leaks — no more damp walls — no more repair bills, if you coat your roofs with S.W. Roof Paints and Roof Cements. Don't wait until the fall rains and bad weather start. Examine your roof, roof valleys and gutters now. Give your roof another year of weather protection. A dollar spent now, before it is too late, may save you many dollars later.



A high-gloss black heavy-bodied, acid-free paint for composition roof and all upright surfaces. Splendid for painting new gutters, roof valleys, etc. Will not take water after it has dried. A very economical paint where durability is the main requisite.

Per Gallon
in 5 Gal. Cans
Black **70**



A very heavy, acid-free roof cement, of liquid consistency. It is ground in long asbestos fibre and will thoroughly waterproof and protect all types of roofs. Will add years of service to your roof. Patch all small holes and apply with a three-knot roof brush.



Per Gallon
in 5 Gal. Pails

Block **70**

Not since 1929 has demand for Sherwin-Williams Quality Points been so dramatically consistent.



RENTED: MURRAY HOUSE—128 FEARS DR. New Orleans, La. — Situated on the banks of the Mississippi, on the very edge of the Chalmette battlefield where Andrew Jackson defeated the British, this 22-year-old Warren House is one of the largest and best-kept houses in and near New Orleans. Well known and here were recently visited with Governor William Warren.

Houses, factories, buildings, roads — everything and everywhere — it's the same story — the protecting of property with good police.



SOLD BY THE EYE. Cleveland, O.
 Des Long and Clarence Schaefer — B.W.
 News Photographers — send interesting
 pictures. \$25 for every one published.
 Clarence Williams sends post card.
 Pictures sent by mail. Accompanied
 the use of some Schaefer. Williams post
 card. Send pictures to Des and Clarence
 at the Schaefer-Williams Co. Schaefer
 will address envelope. If you
 wish photographs returned.



"THEN" PROTECTS LAMB. Details. Min-
ley "Gentlemen, Please" sparkling scene
rated "Age of Innocence" by A. J. La-
salle of the town's food scene in the specta-
cle of a Century at Chicago. Picture show-
ing the road of the "shortest human
being" William F. Farnsworth. Chicago 20

PRE-WINTER PAINTING NEEDS

It's a "Magic" Brush when it's dipped in colorful **ENAMELOID**

The Rapid-Drying Enamel

Over any surface—furniture, woodwork, toys, walls—you flow on this magic film, it's new again, gleaming like radiant porcelain. Nowhere is there a finer enamel for home use. It produces the fine porcelain-like finish you have often admired in fine furniture. Exclusive assortment of the modern and delightful dyes as well as darker colors. Easily applied. Dries rapidly.

22 Attractive Colors

SHERWIN-WILLIAMS

ENAMELOID 70¢
Per Pint



Dingy, time-dimmed walls made new again with **FLAT-TONE**

The Washable Flat Wall Paint

In the living room Flat-Tone adds a soft, mellow dignity to your furniture; in the dining room it adds a soft, restful atmosphere so helpful to digestion; in the bedroom, sun room or hall, it offers a beautiful wall background either in solid colors or the latest textures of color mixtures. Flat-Tone is a permanent finish. Sunlight will not fade it. When soiled, it can be easily renewed to its original finish by washing with Flawex and water.

16 Attractive Colors

SHERWIN-WILLIAMS

FLAT-TONE 75¢
Per Quart

A Fast-Dri Varnish that can "take it"

More than a clear, quick drying film that brings out all the natural beauty of your floors—Mar-nut Varnish is an extremely durable finish that will look well as long as the whitest film remains. While on it, scrub it, use it hard—a few strokes of your old mop and it will again look like new. The floor varnish made for furniture and woodwork. Dries thoroughly hard and will not get tacky even in the warmest weather. Ready to be applied as it comes from the can. Dries in 4 hours.



S-W MAR-NUT VARNISH

Per Quart **\$1.20**

FLO-WAX

Gives You Lovely Waxed Floors Without Rubbing

You can have a beautiful waxed finish for your floors, with no hard rubbing or polishing when Sherwin-Williams Flo-Wax is used. Flo-Wax produces a beautiful "wax-like" finish without the drudgery of rubbing and rubbing. Spread it evenly with the hand's wood applicator and allow it to dry. In 15 to 20 minutes your floor is "waxed". The finish is a permanent one and will last.

A Pint of Flo-Wax and Lamb's Wood Applicator for Applying
Regular Price... \$1.35
SPECIAL 98¢



Fashionable Floors to accent room colors

Obtainable in rich shades that dry with a light enamel gloss. Floor Enamel offers just the contrast required to accent the walls and furnishings of a room. All types of floors, wood, tile, concrete can be easily finished and protected. Use Sherwin-Williams Floor Enamel on the material as it comes from the can and an even, tough, durable and water-proof finish of the highest quality is secured.

Comes in 19 Colors

SHERWIN-WILLIAMS

FLOOR ENAMEL 95¢
Per Quart



Paint Science Warns... Apply **SWP NOW** prevent rot and decay!

Inspect your house, garage or barn. Look carefully at the sills, thresholds, pillar bases and other exposed places. These are the vital spots where rot, rust and decay settle first.

The SWP colors you choose are always the same. Each batch is scientifically matched with a carefully guarded sample. No matter when or where you buy it again, the color will always be the same as the color you get today. Only in a quality paint made at SWP is made, can this be true.

SWP HOUSE PAINT

Covers less because it covers more surface per gallon. Saves on first cost. It wears longer. Saves on repainting cost. Standard of quality for more than 60 years.

Regular Colors, Per Gal. in 1 Gal. Cans

Regular Colors, 1 Gallon Cans, Per Gallon **\$2.95**

White, 1 Gallon Cans, Per Gallon **\$3.05**

White, 1 Gallon Cans, Per Gallon **\$3.20**



Takes Years Off the Looks of Your Car... and in a hurry

At last a polish that is complete. Other than first washing your car, nothing else is required. Instead of three separate operations—with Opep Polish, your car is cleaned, polished and waxed—all in one operation. And it works surprisingly easy—just rub it on—allow a few minutes to dry—and remove with a clean cloth.

Opep Polish is a fast worker—takes polishing of automobiles, trucks or any lacquered surface quick and easy. Opep Polish leaves a dry, lustrous wax film which protects the newly polished surface. No additional waxing is needed. Opep Polish contains no acid or harmful abrasives.



Cleans, Polishes and Waxes Motor Cars

SHERWIN-WILLIAMS

OPEX AUTO POLISH

Per Pint **60¢**



HUGE ADVERTISING CAMPAIGN BACKS SHERWIN-WILLIAMS DEALERS

**KEM-TONE NATIONAL ADVERTISING
TOPS ALL PAINT ADVERTISING
NEVER ANYTHING LIKE IT**

Seventeen million homes have been decorated with Kem-Tone in the last 10 years. "DAILY LIFE BECOMING" Kem-Tone advertising in the past three years has influenced many millions of people to buy our unique product. It has also provided millions of people who will make their purchase this year—THIS COMING SPRING AND SUMMER. NOW—The NEW, powerful 1945 Campaign goes INTO ACTION, to sell Kem-Tone to the millions of men and women who want cheerful, colorful rooms in homes, apartments, offices, factories, everywhere! Your rights—No other product in the entire paint industry receives the consistent, hard-selling advertising support that backs up Kem-Tone for YOU. Kem-Tone goes "full out" this year to give the Consumer a "visual" story in magazines, newspapers, and store windows. There will be an unprecedented barrage of advertising messages. Incidentally, the Durringer show, which concluded its 53 week contract on December 27, has formed an excellent selling job for Kem-Tone. This year we are doubling the national radio money into magazine and newspaper ads.

1945 ADVERTISING SCHEDULE

THE AMERICAN WEEKLY MAGAZINE
Full color advertisement page runs in March 25, April 15, April 29, May 13 and May 27 issues. Estimated total readership goes into 1945 circulation and income of 1,000,000 or more circulation. There are 1,200,000 families in the 1,000,000 circulation and 1,200,000 families in the 1,000,000 circulation.

THIS WEEK MAGAZINE
Full color ad in March 4, March 18, April 8, April 22, May 6, May 20, June 3 and July 7 issues. 1,000,000 circulation. Estimated total readership goes into 1945 circulation and income of 1,000,000 or more circulation. There are 1,200,000 families in the 1,000,000 circulation and 1,200,000 families in the 1,000,000 circulation.

MAJOR MARKET NEWSPAPERS
28,751,173 copies are widely circulated Sunday newspapers, actually reaching many thousands of color and news. All systems on March 12, April 8, April 22, May 6, May 20 and June 3.

BETTER HOMES & GARDENS MAGAZINE
Full color ad in February, March, April, May and June issues. Estimated total readership goes into 1945 circulation and income of 1,000,000 or more circulation. There are 1,200,000 families in the 1,000,000 circulation and 1,200,000 families in the 1,000,000 circulation.

THE AMERICAN HOME MAGAZINE
Full color ad in February, March, April, May and June issues. Estimated total readership goes into 1945 circulation and income of 1,000,000 or more circulation. There are 1,200,000 families in the 1,000,000 circulation and 1,200,000 families in the 1,000,000 circulation.

WOMAN'S GAZETTE
10,512,728 copies in February, March, April and May issues. Estimated total readership goes into 1945 circulation and income of 1,000,000 or more circulation. There are 1,200,000 families in the 1,000,000 circulation and 1,200,000 families in the 1,000,000 circulation.

MIDWEST FARM MAGAZINE
1,000,000 circulation. Estimated total readership goes into 1945 circulation and income of 1,000,000 or more circulation. There are 1,200,000 families in the 1,000,000 circulation and 1,200,000 families in the 1,000,000 circulation.

POINT OF SALE ADVERTISING
See the many new window and interior store displays illustrated on page 1. Let these help you identify your store.

**298 makes a room
Lovely and New
again with**

RIGHT OVER WALLPAPER!

Kem-Tone

THE MOST EASY TO USE WALL PAINT

298

Ask your Sherwin-Williams dealer for FREE demonstration!

SHERWIN-WILLIAMS WORLD-FAMOUS PAINTS

**Gorgeous Color
for Furniture,
Woodwork and
Walls with**

ENAMELOID 00

00

SHERWIN-WILLIAMS PAINTS

ADDRESS

PHONE NUMBER

**256 KEY CITY NEWS-
PAPERS... 186 MILLION
CONSUMER MESSAGES
OVER S-W SIGNATURE**

This large newspaper campaign running throughout the months of March, April, May and June, will feature Sherwin-Williams interior products—ENAMELOID, SEMI-LUSTRE, PORCH and BEER PAINT, and Kem-Tone. The products which we can supply you and the products which this extensive key city newspaper campaign features will create a desire to buy on the part of the consumer and result in store traffic and sales in your store. These 256 key city newspapers circulate practically blanket the entire country. In fact, for most of them 40% to 50% of the circulation is outside their town—and your town. Make the most of this circulation by running a partial series of ads in your own paper over your signature. The proof book enclosed shows the new four color available. The schedule blank makes it simple and easy to schedule your local newspaper and spot radio advertising for the entire paint season. Plan now to offset any loss in sales through a lack of exterior paint sales by increasing your sales of interior Sherwin-Williams Products and Kem-Tone.

NATIONAL RADIO PROGRAM

Every Sunday from five to six million radio listeners hear the Sherwin-Williams program. The "Sherwin-Williams Opera Promotes" over 100 of the national Blue Network stations. This program's growing popularity is indicated by its listening range. Make it a point to listen every Sunday 5:30 to 6:00 P.M.T.

POINT OF SALE ADVERTISING

Good windows and interior store displays sell. Six new full color tents have been prepared on Sherwin-Williams products. Three of them must be ordered and the other three will be received automatically, one in March, one in April and one in May. These new window tents, in addition to the new tents on Kem-Tone certainly give every S-W authorized dealer adequate point of sale advertising for a series of timely, colorful and sales producing window and store displays.

ADDITIONAL CONSUMER ADVERTISING

In over 100 of the largest department stores a series of scheduled ads on Kem-Tone and Sherwin-Williams products will be run. The newspapers used have a very large circulation with a good coverage in your town. These ads over the signature of these department stores help create a desire on the part of the consumer to paint and to use Kem-Tone and Sherwin-Williams products. You, as a neighborhood or local Sherwin-Williams dealer, will receive full benefit from this circulation in your neighborhood.

50-50 COOPERATIVE PLAN

Again this Spring and Summer the Sherwin-Williams Company will support every S-W Authorized Dealer by standing behind the cost of their newspaper and spot radio advertising. All other types of advertising for which the dealer wants cooperation must be taken up with the Advertising Department for approval.

**298 makes a room
Lovely and New
again with**

Kem-Tone

THE MOST EASY TO USE WALL PAINT

298

Ask your Sherwin-Williams dealer for FREE demonstration!

SOLD BY ALL S-W DEALERS

**10 WEEKS OF NEWSPAPER ADVERTISING
NEW TIE-IN DEALER NEWSPAPER ADS
50-50 COST COOPERATION**

0007-SWP-040317

35

0007-SWP-000123706

[illegible]

- Never anything like it! That's the support 3-W dealers are getting through national Kern-Tone consumer advertising. Over two hundred million messages will be run in the "top" magazines of the country from March through June. No other paint product has ever been given this powerful advertising support!

AMERICAN WEEKLY
COLOR 1/16 MARCH 23 APRIL 15 AND 26 MAY 21 AND 27
THIS WEEK
COLOR 1/16 MARCH 1 AND 11 APRIL 1 AND 21 MAY 6 AND 26
TUNE IN 104.7
AMERICAN HOME
FEBRUARY, MARCH, APRIL, MAY AND JUNE
BETTER HOMES & GARDENS
FEBRUARY, MARCH, APRIL, MAY AND JUNE
WOMAN'S DAY
FEBRUARY, MARCH, APRIL AND MAY
36 SUNDAY NEWSPAPERS
MARCH 23, APRIL 1 & 22, MAY 6 & 27, JUNE 3
For more information
on the programs
of American Home
call 1-800-4-A-HOME

MID-WEST FARM PAPERS!
THE FARMER • MODERN FARMER • FARMER FARMER
MIDWEST FARMER • IOWA FARMER
WISCONSIN AGRICULTURIST • FARMER
FARMER • AGRICULTURE • APRIL • MAY
MAINTENANCE MARKET ADVERTISING!

HARDWARE AGE • HARDWARE WORLD
HARDWARE RETAILER • SOUTHERN HARDWARE
BUILDING SUPPLY NEWS • SYNDICATE STORES
AMERICAN PAINT & OIL DEALER • CHAIN STORE AG
• RETAILING

NATIONAL PAINTER MAGAZINE
 FEBRUARY • MARCH • APRIL • MAY • JUNE
AMERICAN PAINTER & DECORATOR
 JANUARY • FEBRUARY • MARCH • APRIL • MAY

Ken-Tone advertising in the "Maintenance" publications has opened the door for S-W dealers to the vast bulk market—the market which offers unlimited dollar volume sales. There isn't a "maintenance" buyer that hasn't heard about Ken-Tone!

Point of sale Kern-Tone advertising material is available for every S.W. dealer. Despite the scarcity of paper, there's a new four color, six color mounted display. There are three colorful window poster prints! There are new attention compelling dealer ads! Everything to tell you that you sell Kern-Tone!

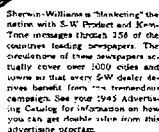
This is the link that turns advertising into sales. It's YOUR link! Make it strong! Use the Rem-Tone and S-W mounted displays to dress up your windows—use them for floor and counter displays. Get up the flash window poster sets as soon as they arrive. Do your part in helping advertising ring the cash register in

0007-SWP-040318

0007-SWP-000123707

ON THIS ADVERTISING

RATE *Kem-Tone*



Adding punch to consumer advertising is the new S-W point of sale material—available to every S-W dealer. SWP, Enameloid and the Style Guide are featured in three attractive mounted pieces—all printed in six colors. Three colorful window poster signs! There's everything you need to identify your store as "Rural Home Decorators."

From five to six million families hear "The Metropolitan Opera Presents" every Sunday afternoon over 165 stations of the Blue Network! This familiar program takes S-W product messages into the homes of every S-W dealer's community—yes, somebody in YOUR city listens to YOUR program every Sunday afternoon.

[illegible]

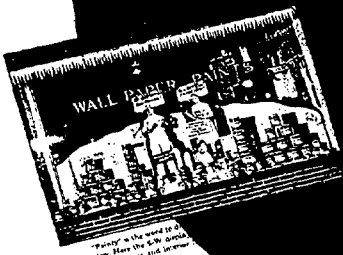
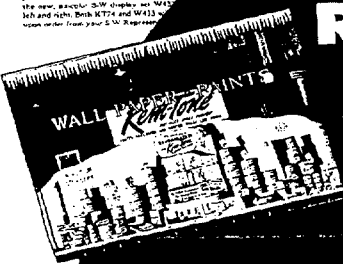
0007-SWP-000123708



The background of the attractive window of the colorful Ken-Tone painted display the Ken-Tone paint is all new paint picture in color by the new Ken-Tone S-W display in Ken-Tone and right. Ken-Tone and Ken-Tone paint order from your S-W Representative.

NEW POINT OF SALE DISPLAYS

READY FOR YOU



For a change of pace, have a one of three colorful window poster sets to Ken-Tone paint messages to customers. Ken-Tone, Ken-Tone and Ken-Tone will be mailed to you automatically about 30 days apart starting January 15.



For much chance of sidewalk traffic passing up the simple Ken-Tone window.



More color for your window by one of three S-W window poster sets, any of which is shown here. Alternate these S-W sets with the Ken-Tone paint every two weeks and you will have your window windows throughout the painting season. Walls, W422 and W424 will be shown in your window every 30 days apart starting February 15.

Ask your S-W representative to order Ken-Tone W422 and W424 for you. Within the next few days, Ken-Tone, Ken-Tone, Ken-Tone and Ken-Tone will arrive from automatically.

0007-SWP-040320

0007-SWP-000123709