

1 GENERAL

0007-SWP-040092

N29195

SHERWIN-WILLIAMS
1957 CATALOG
 of
ADVERTISING
 and
SALES MATERIAL



FORM NO. B-797

LITHO IN U.S.A.

0007-SWP-040093

TO EXPEDITE DELIVERY OF ADVERTISING

NEW 1957 DISPLAY MATERIAL

ALL MAILINGS LISTED BELOW ARE AUTOMATIC

DO

1. Use the correct order form.
2. PRINT the dealer's name and address.
3. Send a separate order for each dealer.
4. Show his purchases for last fiscal year.
5. If he's in a rural area, show R.D. number and nearest Post Office.
6. Order only what you KNOW he'll use.
7. Be sure your orders are approved by the Regional Chief Clerk.

DON'T

1. Repeatedly write NEW DEALER at the top of his order.
2. Order newspaper mats promiscuously. Order only the sizes and products you know your dealer will use.
3. Order, for your dealer, any items that are intended only for representatives and managers.

REMEMBER!

YOUR REGIONAL CHIEF CLERK MUST APPROVE ALL ORDERS

DO NOT ORDER.

W-589	Mounted Dimensional Background Display Features SWP. Printed in six colors. To be mailed March 1 automatically to all Full-Line Dealers and Branches.
W-590	30 Piece Pennant Set — "Brighten-Up, Paint-Up" for store window and store interior. To be mailed March 1 automatically to all Full-Line Dealers and Branches.
KP-164	3 Piece Super Kem-Tone Mounted Dimensional Display. One piece features Color Harmony Book. Printed in six colors. To be mailed automatically March 1 to all Super Kem-Tone Dealers that have a Color Cascade.
KP-165	5 Piece Window Poster Set. Printed in full color. To be mailed March 1 automatically to all Super Kem-Tone Dealers that do not have a Color Cascade.

NOTE TO ALL BRANCH MANAGERS AND REPRESENTATIVES:

All above mailings will be released March 1. S-W Full-Line Dealers will receive one carton only, but W-589, W-590 and KP-164 will be in that carton. Do not order any additional displays unless it's for a brand new Dealer sold after March 1. In that event, order KP-164 if he has a Cascade, or order KP-165 if he does not have a Cascade.

KEM PRODUCTS FEATURES

SUPER KEM-TONE

KEM-GLO

Color Cards - Booklets - Folders

CC-587 S-W Super Kem-Tone (Short Line)
 CC-613 S-W Super Kem-Tone Color Card
 CC-614 S-W Kem-Glo Color Card
 KP-30 Kem-Glo Customer Service Sheet
 KP-38 Super Kem-Tone Customer Service Sheet
 KP-48 Super Kem-Tone, Kem-Glo Enclosure
 KP-90 Super Kem-Tone Display
 KP-94 Applikay Display
 KP-132 Kem Tint Window Pastors
 KP-145 1957 Color Harmony Book
 KP-149 Super Coat Roller Brochure
 KP-156 Important Facts You Should Know About Kem Products
 KP-163 Kem-Glo Velvet Color Card
 KP-166 Arthur Godfrey Window Paster
 KT-1-L Kem-Tone Color Card

TRADE SALES FEATURES

Booklets and Enclosures

B-795 Beauty-Lok Booklet (use re-order Post Card)
 B-797 1957 Catalog of Advertising Features
 E-744 Color Service Center Stuffer
 KP-30 Customer Service Sheet, Kem-Glo
 KP-38 Customer Service Sheet, Super Kem-Tone
 KP-48 S-W Super Kem-Tone Enclosure
 PA-165 Furniture Finishes Book (25¢ each. Use Form 40X133)
 PC-533 Color Harmony Book Lending Card
 RB-358 Budget Plan Stuffers
 S-2449 Painter Contract Forms
 S-3177 Customer Service Sheet, Enameloid
 S-3179 Customer Service Sheet, Porch and Floor Enamel
 S-3181 Customer Service Sheet, Mar-Not
 S-3183 Customer Service Sheet, Flo-Lac
 S-3185 Customer Service Sheet, Semi-Lustre

Booklets and Enclosures (Cont.)

S-3423 SWP Door Knob Hanger
 S-3484 Customer Service Sheet, Flat-Tone
 S-3497 Customer Service Sheet, SWP
 S-3498 Customer Service Sheet, SWP Velvet Flat
 S-3504 Dealer Sign Catalog 1956
 S-3525 Brush Portfolio
 S-3526 Humidity Control Brochure
 S-3535 Enameloid Coupon (Pad) Spring 1957
 S-3537 Ad Proof Book Spring 1957
 S-3538 Flat Tone Customer Service Sheet

Color Cards and Color Packs

CC-504 First Quality Tinting Colors
 CC-533 Brick and Stucco Color Card
 CC-536 Kem-Dura Color Card
 CC-537 Oil Stain Color Card
 CC-544 Porch & Floor Enamel Color Card
 CC-548 Flo-Lac Color Card
 CC-569 Shingle Stain Color Card
 CC-571 Tractor & Implement Color Card
 CC-572 Commonwealth Paint Color Card
 CC-573 R & B Utility Paint Color Card
 CC-598 Enameloid Color Card
 CC-608 Flat-Tone, Semi-Lustre Color Card
 CC-613 S-W Super Kem-Tone Color Card
 CC-614 S-W Kem-Glo Color Card
 CC-616 SWP Gloss Color Card
 CC-617 SWP Velvet Color Card
 CC-618 S-W Kem-Glo Velvet Color Card
 KT-1-L Kem-Tone Color

Counter and Window Features

W-201 Cover-the-Earth Cardboard cut-out 21" x 42" and 2 small 24" cut-outs - all mounted and easled.
 W-231 Cover-the-Earth Door Decal 14" high
 W-466 Cover-the-Earth Truck Decal 24" high with Sherwin-Williams Shield at the bottom.
 W-494 Cover-the-Earth Truck Decal 24" high
 W-549 Kem-Glo, Super Kem-Tone Door Decal 10-1/2" high
 W-574 SWP Display
 W-580 SWP Mobile Display
 W-584 Wash-Away Paint Remover Display
 W-587 Texture Paint Display

CO-OP FEATURES

Order on Regular PAINT Order Blank

No. 130 KEM TINTING COLOR ASSORTMENT

This assortment provides each dealer with Merchandise and Selling Tools. It is offered on a co-operative basis, contains a Traffic Stopper, a quick sales Color Selector, and other sales aids:

- 180 Kem Tinting Color Tubes
- 1 Cascade of Color
- 780 Color Chips
- 1 1957 Color Harmony Book

Co-operative Price — Dealer Net \$81.95

No. 90 KEM TINTING COLOR ASSORTMENT

An assortment on a co-operative basis to provide dealers with Merchandise and Selling Tools. It contains a Traffic Stopper and other sales aids:

- 162 Kem Tinting Color Tubes
- 1 Cascade of Color
- 540 Color Chips
- 25 Decor-Aider Color Chip Holders

Co-operative Price — Dealer Net \$66.25

KP-145 1957 COLOR HARMONY BOOK

Contains 1500 color harmonies using the 130 cascade colors.

Dealer Net Price — \$4.39 each

BEAUTY-LOK ASSORTMENTS

Two well chosen assortments are offered for introductory purposes. They consist of 64 and 128 assorted sizes and a self-selling display stand.

CO-OP FEATURES

Order on Regular PAINT Order Blank

Beauty-Lok Assortment No. 64

	1/2 Pts.	Pts.	Qts.	Gals.
Gloss	6	6	3	2
Satin	6	6	3	2
Blond Seal	6	6	3	
Clear Seal	6	6	3	
	<u>24</u>	<u>24</u>	<u>12</u>	<u>4</u>

No. 64 Assortment \$ 51.09
 1 Display Stand 10.00
 Total Value \$ 61.09

Co-operative Assortment Price — Dealer Net . . . \$ 56.09

Beauty-Lok Assortment No. 128

	1/2 Pts.	Pts.	Qts.	Gals.
Gloss	12	12	6	4
Satin	12	12	6	4
Blond Seal	12	12	6	
Clear Seal	12	12	6	
	<u>48</u>	<u>48</u>	<u>24</u>	<u>8</u>

No. 128 Assortment \$102.18
 Less Case Discount 3.36
 Full Case Price 98.82
 1 Display Stand 10.00
 Total Value \$108.82

Co-operative Assortment Price — Dealer Net . . . \$ 98.82

SWP DELUXE EXTERIOR 91 COLOR CASCADE

This assortment includes the following items:

- 1 Deluxe Exterior Color Cascade (Gloss & Flat) \$ 15.00
- 1 Color Selector Book - 91 Colors 3.00
- 546 Color Chips No Charge
- 1 Window Display with Mounted Color Chips . . . No Charge

CO-OP FEATURES

Order on Regular PAINT Order Blank

SWP GLOSS 52 COLOR ASSORTMENT

This assortment includes the following items:

1 Window Display with Mounted Color Chips . . .	No Charge
1 Color Selector - 52 Colors	\$ 3.00
312 Color Chips	No Charge

SPRAY ENAMEL INTRODUCTORY ASSORTMENTS

Two very practical assortments are offered for introductory purposes. They consist of 48 and 96 Aerosol Sprays and a sturdy self-selling display stand.

Spray Enamel Assortment No. 48			
8 Aluminum	4 Gloss Black	6 Red	
4 Blue	6 Gold	6 White	
6 Flat Black	4 Green	4 Yellow	
48 Aerosol Sprays			
1 Display Stand			\$ 48.48
Total Value			\$ 55.98
Co-operative Assortment Price - Dealer Net . . .			

Spray Enamel Assortment No. 96			
12 Aluminum	12 Gloss Black	12 Red	
6 Blue	12 Gold	12 White	
12 Flat Black	12 Green	6 Yellow	
96 Aerosol Sprays			
Less Case Discount			
Full Case Price			
1 Display Stand			\$ 95.28
Total Value			\$ 102.78
Co-operative Assortment Price - Dealer Net . . .			

Straight case discount, 24¢ per case in any color or size.

APPROVED CO-OPERATIVE SOUVENIR ADVERTISING

FOR DEALERS AND BRANCHES

ORDER DIRECT from the Kemper-Thomas Co.
Norwood Park
Cincinnati 12, Ohio

PAINTER CAPS

A good quality cap for the professional painter and home-owner. It is manufactured of quality white cotton, and has a wrinkle-kraft sweatband. The front of the cap features SWP and the "Cover-the-Earth" trademark.

The back of the cap provides generous space for Dealer name and address.

Cost	\$ 89.75 per thousand
Imprinted	\$ 2.50 per order
Minimum Order	250

F.O.B. Cincinnati

PAINT PADDLES

Stir-up customer response by giving paint paddles to all of your customers. They are inexpensive enough to allow you to do this at very little cost.

Size	5/32" x 1-1/8" x 14"
	500
Cost	\$12.50
Imprint Charge	\$2.50
Minimum Order	500

F.O.B. Chattanooga, Tenn.

WET PAINT SIGNS

A full color "Wet Paint" sign, 11" high by 7" wide. Good weight board with hole punched at top. Generous imprint space.

Cost	500
	\$12.50
Minimum Order	500
Imprint of dealer name \$2.50 per order, regardless of quantity.	

F.O.B. Cincinnati

COLOR HARMONY BOOK DISPLAY RACK

OR COLOR CARD RACK

This sturdy display rack stands 16" high, 18" wide and holds up to 450 cards. It has 9 pockets for your most-used jumbo sized cards. It is made of extra heavy metal wire, nicely finished in silver, with a colorful trade-mark at the bottom.

This rack will also accommodate nine Color Harmony Books. An ideal way to encourage your customers to borrow a book!

Cost \$ 2.00 each
F.O.B. Cincinnati

NOTE: These are the only advertising souvenirs now available for Sherwin-Williams Dealers and Branches.

ORDER DIRECT from the Kemper-Thomas Co.
Norwood Park
Cincinnati 12, Ohio

INDUSTRIAL PRODUCTS FINISHES

Industrial Products Finishes Price List #18
Industrial Products Finishes LL Schedule #18
Industrial Products Finishes Tech. & Application Manual

B-657-0	Industrial Branch Manual
B-706	Kemvar Brochure
B-708	Heetclad Brochure
B-711	Furniture Finishes Brochure
B-718	Fast-Dri Synthetic Brochure
B-720	Dimenso Brochure
B-722	Opex Industrial Lacquer Brochure
B-728	TV Lacquers Brochure
B-739	Reducers & Thinners Brochure
B-746	Metal Preparation Brochure
B-747	Common Problems in Products Finishing Brochure
B-748	Kem Art Metal Brochure
B-749	Glossary of Industrial Coating Terms
B-768	Kem Krete 8 Page Brochure
B-784	Kem Lustral Brochure
B-784A	Kem Lustral Intermix Formulas
CC-506	Kemfast Baking Enamel Color Card
CC-582	Industrial Lacquer Color Card
CC-583	Fast-Dri Synthetic Color Card
CC-584	Textured & Dimensional Finishes Color Card
CC-586	Kem Lustral Enamel Color Card
B-752	Kem Krete Enclosure
IF-10	Homoclad Brochure
PA-178	Industrial Multicolor Pack
S-3528	Ajax Insulating Varnish Brochure

INDUSTRIAL MAINTENANCE - TRANSPORTATION

GRAPHIC ARTS FEATURES

MC-56

Industrial Maintenance Catalog - Two Editions

MC-56 Large

For use primarily by S-W salesmen. Consists of over 100 pages in looseleaf hard covered binder.

This feature is billed at \$7.25 and must be ordered on Form 40X133. You must show name of customer for whom ordered and you must make personal delivery to him. Orders must bear approval of Regional Director or Transportation Zone Manager. Every catalog bears a number, record of which is kept in Industrial Maintenance Department.

MC-56 Small

Designed for use by our customers. Consists of approximately 60 pages in looseleaf Lexide plastic binder. This feature is billed at \$4.25 and is also ordered on 40X133. Same approvals and requirements apply as on MC-56 Large. New pages or revised sections of these catalogs will be prepared from time to time, keeping this elaborate feature "up to the minute" with latest developments.

Individual pages are available in nominal amounts for use as color cards and booklets. Order on 31X72 when such usage is intended. There is no charge.

B-741
B-760
B-790

Marine Finishes Brochure (Exterior)
Hot Spray 4 Page Brochure
Kem Railway Enamel Brochure

CC-585

Kromik Metal Primer & Metalastic Color Card

S-3464
S-3481
S-3492
S-3495

Kem Plate Aluminum Finish Brochure
Car Clad Finish Brochure
How to Sell Architects & Engineers Brochure
Kem Kold Bild Brochure

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Color Cards

CC-372 Show Card Colors Color Card
CC-440 Poster Silk Screen Process Color Card
CC-503 Kem Bulletin Color Card
CC-581 Day-Glo Color Card
CC-591 Speed Print Color Card

B-780 Kem Bulletin Brochure

S-3474 Speed Print Brochure

Graphic Arts "Target" Manual (on special request only)

Manuals

GA-Manual 1 Technical Shop Reference Manual
GA-Manual 4 Use and Application of Color Media

PAINTER MAINTENANCE FEATURES

Booklets and Folders

B-765 Dry Wall Construction Brochure

S-2449 Painter Contract Forms
S-3423 Door Knob Hanger
S-3465 Floor Finishing System Brochure for Painting Contractors

Color Cards and Color Packs

CC-545 Quali-Kote Color Card
CC-546 Texture Finish Color Card

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PRICE LISTS

Order on Form 31X72

TS-95	Dealer Net Price List - Show Zone Number 1, 2, 3, 4, or 5 on orders.
RPS-95	Resale Price List - Show Zone Number, 1, 2, 3, 4 or 5 on orders.
DW-95	Painter Maintenance Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
SP-12	Kem Products Price List - Show Zone Number 1, 2 or 3 on orders.
KP-12	Retail Kem Products Price Card
PC-12	Painter Craft Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
IND-MAINT. L-11	Industrial Maintenance Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
PF-17	Product Finishes Price List - Show Zone Number 1, 2, 3, 4 or 5 on orders.
GAT-17	Graphic Arts Finishes Trade Price List
GAW-17	Graphic Arts Finishes Wholesale Price List
S-3339	Brush Price List (Dealer)
S-3204	Brush Price List (Painter Maintenance)
S-2518	Brush Price List (Retail)
S-3191	Trade Sales "A" Schedule
S-2781	Industrial "B" Schedule
S-3276	Industrial "A" Schedule
CAP-15	S-W Dealer Co-operative Advertising Policy
CAP-17	S-W Plan "B" Co-operative Advertising Policy
CAP-16	S-W Kem Products Co-operative Advertising Policy
CAP-18	Plan "B" Application

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IMPORTANT NOTICE

We've made it easy for you by listing all the advertising material available to dealers and branches. Use form numbers shown to save time. To insure prompt shipment of advertising material, print the dealer's name and address clearly. Let's not lose valuable time by re-turning orders that are not legible. It may take a few more seconds to print a name, but you may gain two weeks on the delivery of material ordered.

BE SURE YOUR REGIONAL CHIEF CLERK
APPROVES ALL ADVERTISING ORDERS!

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