

SHERWIN-WILLIAMS SPRING - SUMMER 1954

National Magazine Advertising Schedule

SWP HOUSE PAINT

Publication	Issue
SATURDAY EVENING POST	MAY 1 (April 28) MAY 22 (May 19) JUNE 12 (June 9) JUNE 26 (June 23)
COLLIERS	APRIL 30 (April 16) JUNE 11 (May 24)
BETTER HOMES & GARDENS	MAY (April 23) JUNE (May 26) JULY (June 21)
AMERICAN HOME	MAY (April 25) JUNE (May 25) JULY (June 23)
HOUSEHOLD	MAY (April 20) JUNE (May 20) JULY (June 20)
AMERICAN MAGAZINE	JUNE (May 28)
COUNTRY GENTLEMAN	MAY (April 28) JUNE (May 26) JULY (June 30)
FARM JOURNAL	JULY (June 14) AUGUST (July 28)
SUCCESSFUL FARMING	JULY (June 15) AUGUST (July 19)
CAPPER'S FARMER	JULY (June 14) AUGUST (July 19)
PROGRESSIVE FARMER	JULY (June 15) AUGUST (July 15)
POPULAR SCIENCE	APRIL (April 1) JUNE (June 1)
POPULAR MECHANICS	APRIL (April 1) JUNE (June 1)

KEM PRODUCTS

Publication	Issue
SATURDAY EVENING POST	MARCH 13 (March 10) APRIL 17 (April 14) MAY 22 (May 19)
BETTER HOMES & GARDENS	MARCH (Feb. 24) MAY (April 23)
AMERICAN HOME	MARCH (Feb. 25) JUNE (May 25)
HOUSEHOLD	APRIL (March 20) JUNE (May 20)
GOOD HOUSEKEEPING	MARCH (Feb. 20) MAY (April 20)
SUNSET	APRIL (March 25) JUNE (May 25)
COUNTRY GENTLEMAN	APRIL (March 31) JUNE (May 26)
SUCCESSFUL FARMING	APRIL (March 24) MAY (April 21)
PROGRESSIVE FARMER	MARCH (Feb. 15) MAY (April 15)

PLUS: The Coast to Coast TV Program, The Ray Bolger Show, featuring Super Kem-Tone and Super Kem-Tone Applikay on the ABC Network!

(Dates in parenthesis indicate date on which subscriber receives publication or its appearance on newsstands)