



from the **TRADE SALES DEPT.**



BULLETIN NO: 360

DATE: August 15, 1951

SUBJECT: Fall Sales Program

IMPORTANT

Please note carefully that certain changes have been made in what has been a standard or routine practice in our selling plans for several years.

S-W DEALER BROADSIDE — SELLING PORTFOLIO

The attached two copies of our Fall Dealer Broadside will be sent to all Authorized Dealers August 15th. This Broadside contains a Window Paster Set and complete information on Fall Advertising and Promotion.

Inasmuch as this covers our complete plans for Fall there will be no new Representative's Portfolio. This Broadside is to be used by Trade Sales Representatives as their Fall Selling Portfolio on every call made on Authorized Dealers.

KEM PRODUCTS FALL BROADSIDE — SELLING PORTFOLIO

As in the case of the S-W program, the attached two copies of our Kem Products Broadside will be mailed to the full "Hardware Age" mailing list of 70,000 dealers on August 15th. This mailing will blanket the complete dealer market in the best method we have so far devised.

This Broadside contains a Window Paster Set as well as the schedule of Fall Advertising and our complete promotional plans. There will be no new Representative's Fall Kem Products Portfolio. This Broadside is to be used as your Portfolio on every call made on Authorized Dealers as well as Kem Products Dealers.

WHAT TO DO ABOUT IT

Start immediately on every call and ask the dealer if he has received these mailings. Have the dealer get them out and review with him our Fall proposition in complete detail.

Secure a paint order for immediate replacement of stock. Many dealers have been reducing inventory and should be in need of merchandise.

Because of the late Spring we have every reason to expect a brisk Fall painting season. Don't miss this opportunity to start the new year with volume sales because your dealers are short of fast-selling merchandise.

0007-SWP-040277

STYLE GUIDE, STYLE GUIDE COMPANION and HOME DECORATOR

Make definite plans to extend the Style Guide and Style Guide Companion service through every dealer by selling additional copies of both features for immediate delivery.

Actively solicit and sell additional quantities of Home Decorators to every Authorized Dealer. To those people who have not received a copy and to those people interested in Fall painting, this beautiful feature is as new as tomorrow morning's newspaper.

Make definite plans for a combination window of the Style Guide and SWP for immediate insertion. Fall is the ideal time for exterior painting. Don't forget Trim Colors, Porch and Floor, Rexpar and other necessary materials. Promote the complete package.

KEM PRODUCTS

Review the Kem Products story carefully. This line represents 35 to 40 per cent of every territory volume. Be sure and drive home the pre-sold story with guaranteed profit. No dealer should hesitate to buy, promote and sell these items.

Schedule the window now for use of the Window Paster Set and ad proofs. Supplement with display and point-of-sale material which was sent out earlier this year.

KEEP SELLING

Time is precious — no one knows the length of the Fall painting season. Be a self-starter — start selling today and assure yourself of a handsome bonus in '52 by assuring yourself of sales gains commencing September 1st.

... IT'S UP TO YOU IN '52! ...



P. R. Bewie

FRB/bp

Attachs.

To: Hdqtrs.List, Reg.Dirs., Div.Mgrs.,

Br.Mgrs., Br.Dlr.Reps., Direct Terr.Reps.

P.S. — Included in this package is a letter from Carl Toll explaining our complete national advertising program for Fall. You will also find a price list insert with the complete advertising schedule. Please read these carefully and make use of them with the national ad proofs when presenting your Fall story to the dealer.

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