

SALES BULLETIN

THE O'BRIEN CORPORATION . . . SOUTH BEND 21, INDIANA

SALES BULLETIN #28.

October 14, 1949.

RESUME OF O'BRIEN SALES CONVENTION.

So that you might better remember and recall the highlights of our recent sales convention, we are listing below the more important points of the two day conclave. We suggest that you carefully read this resume as it will undoubtedly refresh your memory on sales points which should be stressed in your selling effort.

Purpose of Convention

1. To point out that our general quality is second to none in the industry.
2. That many individual O'Brien items are standouts with the trade.
3. That our merchandising setup is one of the best in the industry.
4. That the O'Brien franchise, for small dealers and large distributors alike, is without equal.
5. That the personnel in both plants and in all departments are at all times sincere and honest with members of the sales force and members of the O'Brien dealer organization. Cooperation and teamwork mean more sales and more money for everyone.

Story of the O'Brien Corporation

1. Company was founded in 1875 by Patrick O'Brien.
2. Formerly in the employ of the Studebaker Wagon Works as head painter, Mr. O'Brien introduced O'Brien's Electric Primer, a revolutionary new product which speeded up the then slow process of wagon and carriage finishing.
3. Steady growth of the company can be traced to sound principles initiated by founder - fair dealing with its employees, fair dealing with its competitors, fair dealing with its customers.
4. O'Brien was one of the pioneers in the introduction of synthetic resins and titanium pigments and its achievements in the temperin process for strenghting the hardness and wear resistance of tung oil and other oils, such as soy-bean and linseed, is known throughout the industry.
5. The O'Brien Corporation has never been a one man organization. Though all of its top executives have been strong-willed and determined men, they have in the conduct of the company's affairs, been most considerate of every individual employee.

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The Company's Policy

1. O'Brien is sound financially.
2. Younger men in the organization have proven themselves, thanks to the training of the veterans.
3. We are one of the largest Independents in the industry and our product acceptance is the very highest.
4. We are constantly striving for the best possible products in the industry through the expansion of our technical force and the maintaining of the best equipment and controls.
5. There will be no change in our dealer policy - no factory owned stores or direct sales.
6. Promotion and advertising will increase - we are willing to spend additional dollars to get more business.
7. We will maintain the highest ethical standards - will sell only at a fair profit for the quality involved.
8. We will maintain good relationship with our dealers - they need not distrust us. The fact that we played fair with them paid dividends during the war when, due to material shortages, we were able to keep our dealer organization 100% intact.
9. We consider our sales organization our greatest asset and want to keep it the best paid in the industry.

O'Brien Quality

1. Our purchasing department is the most critical in the country. Price of raw materials is secondary - quality is prime requisite.
2. Our standards are the goal of most competitors.
3. Quality is the certain satisfaction any product delivers, and our standard of quality is as near perfect as possible.
4. Our laboratory's function is to interpret the need as perfectly as possible and to satisfy it. The success of our lab. is best proven by the many companies who have capitalized on its products.
5. O'Brien lab. works to help sales and reduce sales resistance - to give the dealer something different and better to sell - to keep O'Brien from being an ordinary "cat and dog" variety paint maker.

"75" House Paint

1. "75" House Paint is the new name under which our current Prepared Paint will be merchandised.

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"75" House Paint Continued

2. Quality of "75" House Paint and "75" House Paint Priming White is at a new all time high. Priced right it is the best buy on today's market.
3. Hiding of Priming White was recently stepped-up approximately 50%.
4. Favorable reaction of painters, homeowners and dealers prove that this paint is right and we should be able to get real volume business with it in 1950.
5. New label for "75" House Paint will be available in November at which time stock will be shipped under new name. Dealers may order out labels to relabel any Prepared Paint stock now on their shelves.
6. New color card, available early in year, will show line of 12 stock colors. Straw and Brick tan will be deleted from line and a new light pastel green added. Card will also show our line of six Trim & Trellis colors. Pine Green will be deleted from this line on the new "75" color card.
7. "75" House Paint will be featured in our trade paper and in our publication advertising in '50'. New newspaper mats and a hand-out piece will be available to dealers to help them promote and merchandise it.
8. Balanced formula of lead, titanium and zinc satisfies consumer and painter alike.
9. Announcement will be made to the trade at the time material is sent out with the new label, outlining our program for merchandising this material.

Liquid Velvet

1. The trend in recent years is away from resin emulsion and one coat flats back to quality, washable flats.
2. The fact that we didn't get on the one coat "bandwagon" several years ago proves our sound thinking, justifies our decision in sticking with Liquid Velvet.
3. Liquid Velvet is today better than ever and there is no flat wall paint on the market to match it. Technicians from raw material suppliers tell us that it is the best flat that they have ever seen.
4. Because of its special vehicle Liquid Velvet has washing qualities that cannot be found in any competitive flat finish on the market. Tests made in our lab. against eleven of the best known flats prove the superiority of Liquid Velvet.
5. Washing-demonstration kits made available to salesmen can be used to excellent advantage in selling the new account and reselling the old account on the wonders of Liquid Velvet.

Liquid Velvet Continued

6. Several changes are going to be incorporated into the L.V. Deep Color setup next year. Brown is to be eliminated and a Burnt Umber is to be added together with another "mixing" green and red. The 1950 line of Deep Colors will consist of 10 colors instead of 8, which we now have.
7. To make our color mixing system more flexible and to simplify the making of mixtures shown in the 1950 manual, we are going to put up the 10 deep colors in two additional sizes - 3/4 and 3 ounce tubes. These will be available in February.
8. The new 1950 color manual will have the ring binding on the top and the full page color sheets will be split down the center so that any two colors in the manual may be easily compared. New manuals and new colors will be announced about early March.
9. A direct mail consumer piece will be available to our dealers on a cooperative setup again next spring. The folder will contain color chips on the entire L.V. line, room illustrations in full color and color scheme suggestions.
10. Liquid Velvet will be featured in our trade paper and publication in 1950 along with "75" House Paint. Theme of the ads will be "75 years of development give you America's Finest Finishes - inside - outside".
11. Dealers should start now to work up their mailing lists for next year so that they are available when we announce our new mailing folder. Surveys show and prove that the O'Brien dealers who are selling the most paint this year are the ones who participated in our 1949 spring promotions.

Old Products

1. A number of standout items in the line which should be pushed with the dealer are -

Double-Up undercoat - a product that is rapidly becoming a favorite with painters everywhere. Seals and covers in one coat - affording perfect hold-out for the enamel applied over it.

Heavy-Duty Penetrating Floor Seal - this 100% tung oil product is really tough and dries hard. Dealers should get their local floor finishers to try it. Our dealer in New Haven, Conn. says its the most important item in the line, as far as he is concerned.

Aluminum Paint - Our aluminum paints are much better than most on the market and are now priced to meet all competition. Our Heat Resisting Alum. will resist temperatures up to 1200 degrees. Both our Ready-mixed and our Heat Resisting Aluminum will now be merchandised under the new label with the aluminum band. R.M. Aluminum will also carry the line "chrome finish".

Old Products Continued

Liquid Lite Enamel - there are many competitive non-yellowing enamels on the market but for all-around performance features none compare with Liquid Lite. The original non-yellowing white enamel - it is still the best.

Pen-chrome - this item probably has more sales appeal than any other in the line. Salesmen should educate the store clerks on how and where the Pen-chrome finishes should be used. The dealers who are doing the best job with Pen-chrome are the ones who have their store personnel trained on how to sell it. Pen-chrome remains the country's only complete line of "blonde" wood finishes.

Varnishes - The O'Brien Corporation started out as a varnish manufacturer and has the know how in back of it. Because of the use of patented Thermolyzed Oils O'Brien Varnishes are the finest on the market. Salesmen should make more effort to sell such outstanding items as Master Marine Spar, Master Quick Spar, Alco-Safe, Atlas Oil.

Bulletin Colors - the quality of this line has always been tops. Now our price structure is right to get volume business. Sign painters prefer our line because our colors seem to work easier in cold weather than other brands. Our Bulletin line is so good that we have been criticized because signs painted with our materials last so long.

New Products

Pen-Sheen - a new, very pale, synthetic floor finish for use on new or resanded wood surfaces. Two coats can be applied to a floor in one day and the material dries to a tough, waxy sheen. May also be used on inlaid linoleum. An ideal finish for the floor finisher who must cut all costs through a savings in time and labor.

Decorators Extra Heavy Flat White - a new item in the Decorators line. A quality material priced right for volume maintenance work. Excellent covering, working and hiding properties.

Decorators Paste Paint, White - a new item destined to become popular with painters for exterior work. Requires reducing with raw linseed oil and turpentine. Has fine hiding and brushing qualities.

Decorators Wall Primer & Sealer - a pigmented wall primer for use under Decorators Flat or other wall finishes. Hides and seals in one coat. A real "clincher" for volume work where price is a big factor.

In addition to the above the following three items will remain a part of the O'Brien Decorators line - "41" White Enamel, Decorators Enamel Undercoat and Decorators Eggshell Enamel.

New Products Continued

An old timer that has been reinstated into the line is Celluseal Flat White. One coat coverage, intense hiding make Celluseal ideal for factory maintenance. May be applied over acoustical board and materials without impairing "sound deadening" value.

Advertising

1. Last years publication advertising benefitted the dealer and O'Brien. Of over 24,000 Pen-chrome inquiries received, approximately 76% were referred to a dealer. Of 149 new, exclusive Pen-chrome accounts started, approximately 71 can be traced to our advertising effort.
2. The sales of the two territories having the greatest dealer participation in our spring promotions show a 4% increase over last year. The two territories having the least dealer participation show a 22% decrease in sales.
3. Dealers got a good return on spring promotion pieces - about an 8½% return on the Liquid Lite post card and a 9% return on the coupon incorporated with L.V. mailer.
4. O'Brien's 75th anniversary will be highlighted with a beautiful Diamond Jubilee booklet. This 20 page booklet will tell of the history of the company and will contain many plant pictures. Will be mailed to dealers, prospects and to interested people. Copies will be available for special distribution by salesmen or dealers.
5. Our anniversary deal will appear on all of our literature during 1950. Will also be incorporated into our ads.
6. Our publication program in '50 will be very comprehensive. We will probably carry ads in Better Homes & Gardens, House Beautiful, House & Garden, American Home, American Paint & Oil Dealer, American Painter and Decorator, National Painters Magazine, Paint Logic, Architectural Forum, Signs of the Times, Building Supply News and Hardware Age. These publications have a combined monthly circulation of over 7,000,000.
8. Newspaper advertising is still the best media for the average dealer. A complete new campaign will be available to our dealers next Spring. Order blanks for mats will be sent only to those dealers who have advertised in 1949. Salesmen should check for accounts whom we might have missed.
9. Newspaper advertising is shared with the dealer on our regular 50-50 basis on O'Brien ads. Campaigns are shared on a 60-40 basis. On radio spots devoted to O'Brien products and approved by us in advance, we only take 1/3 of the cost.

Advertising Continued

10. O'Brien sets a 3% of the dealers total dollar volume purchases as the maximum cooperative credit that can be allowed to a dealer on bona fide advertising - including newspaper, radio, billboard, specials, etc. All tear sheets, spots, and paid invoices must accompany requests for cooperative credit.
11. All requests for cooperative advertising must be in to us by November 15th. Credits will not be allowed after December 1st on advertising done in 1949.
12. Telephone directory advertising is handled on a 50-50 basis with the dealer. Data sheets explaining our policy on Trade Mark and Trade Name advertising may be had upon request.
13. We are always willing to match dollars with the dealer in painting a sign on the side or front of his building, providing we receive equal representation in the copy. Okay's on this type of advertising should be cleared through us in advance.
14. Exterior and interior neon signs are available to all dealers on a cooperative basis. Data sheets on signs are available upon request.
15. New window display cards will be sent out automatically next Spring to all of our better accounts. We still have our '46 and '49 sets for old and new dealers together with cards on Liquid Lite, O'Lite, O'Brien Paints.
16. Color cards and other sales helps will be available to the dealers in sufficient quantities in 1950. Dealers desiring imprinted sales helps may purchase them on a cooperative basis. Imprinted wet paint signs and calling cards are free to the dealer and the dealers' customers.
17. Our color clinic service has been of invaluable help and more of our dealers should utilize this service. Color clinic folders are available in quantities upon request.
18. New stock deals on Liquid Lite and Pen-chrome should be used in getting new accounts.

Price Policy

1. O'Brien is not changing its general price policy. We are not trying to meet the price cutters. Ours is a policy of careful planning with special care taken to see that all customers are treated equally.
2. Our '44 policy will still remain in effect - with five different lists.
3. Spot adjustments made on Interior Gloss, Floor Enamel, Liquid Lite, Bulletin Paint, etc. on October 1st should help and increase consumer sales.

Price Policy Continued

4. Our new quantity discount is not intended as a bribe - it is an incentive for new business and will aid the O'Brien dealer in metropolitan areas to compete against factory owned stores. Complete structure of the quantity discount deal explained in Sales Bulletin No. 26 dated October 4th.
5. Volume discount setup will not affect salesman's commissions.
6. Our distributors (101) setup is still most attractive and our dealers on this discount can compete and hold their own with Pittsburgh, P. & L., Moores, Masury, S.W.P. and other nationally advertised brands.

Credit Information

1. It should be remembered that a sale is not a sale until the merchandise is paid for.
2. Get complete information on a new account before you attempt to sell.
3. When we say the dealer has "unlimited credit" we are thinking only in terms of what his volume and finances will warrant.
4. December is the earliest for Spring dating. Our policy will remain the same as last year. Slow paying accounts on last year's spring dating will not get it this year or will have the amount reduced.
5. Help keep the credit department informed by sending any pertinent information on unusual activities of your dealers.

Territorial Opportunities

1. Many salesmen are passing up a rich and potential market by driving through the small town.
2. Surveys show that approximately 70% of all the paint sold in the nation last year was sold in towns of 25,000 or less.
3. Farmers are better off financially than ever before and the volume of paint required by this group is staggering.
4. Many small accounts insure a better, more secure territory than one which is dependent upon several large accounts for its volume. The smart salesman will concentrate on the small town more than ever to boost his volume and to be assured of future security.

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