

Washington, D. C.

June 1, 1942
Refer to. 2.4.J.M.

Gentlemen.

Due to a printer's oversight the following question was omitted from the U.P.A. Paint Questionnaire which was recently mailed to you. We ask that you supply the information requested in the table below and return it at the same time you return the completed paint questionnaire. Two copies of this letter are enclosed, one of which you may keep for your files.

ILLINOIS PAINT WORKS OF
Name of Company SEARS ROEBUCK & CO. Name of Plant ILLINOIS PAINT WORKS
Address of Company CHICAGO, ILL. Address of Plant CHICAGO, ILL.

APPROXIMATE PERCENTAGES OF TRADE AND INDUSTRIAL SALES TO TOTAL SALES

KIND OF SALE	1939	1940	1941	1st 1/2 1942
	Pct.	Pct.	Pct.	Pct.
Trade Sales 1/	92.5	92.6	92.8	97.1
Industrial Sales - (A) Maintenance Finishes 2/	.8	1.1	.5	.2
Industrial Sales - (B) Product Finishes 3/	6.7	6.3	6.7	2.7
Total Sales All Paint Products 4/	100.0	100.0	100.0	100.0

- 1/ The regular shelf goods line distributed by the jobber or direct to the dealer and sold by the dealer to the painter or to the household consumer.
- 2/ 3/ Maintenance paints are to be defined as those finishes regularly manufactured for use in plant or structural maintenance; i.e., smoke stack, steel paints, etc. as distinguished from product finishes, which are to be defined as those custom built finishes manufactured for an industrial consumer to be used in applying a protective coating to a product manufactured by that consumer.
- 4/ To be based on total sales reported on Line 29, Schedule III of Paint and Paint Products Questionnaire.

Very truly yours,

Donald H. Wallace
Donald H. Wallace
Acting Director
General Products Price Division

OPA 000245

N 4584