

WHY

HOW

?

ALLIED QUALITY GROUP

AT THE SIGN OF THE SPECTRUM

QUALITY

VARNISHES • PAINTS • LACQUERS

0007-SWP-039062

N29086

More Paint Business!

Six great manufacturers of paint and lacquer products are presenting a weekly, half-hour broadcast over a national network in the interests of more business for their dealers. The first of these broadcasts begins at 8 o'clock Eastern Standard Time, Tuesday, January 22, 1935.

These companies manufacture the following brands of products: Acme Quality, Lowe Brothers, John Lucas, Martin Senour, Rogers and Sherwin-Williams. For the purposes of the broadcast, these names will be known collectively as the Allied Quality Paint group.

As a dealer selling one or more of these brands you will be vitally interested in WHY this is done; and HOW you are going to benefit.

The purpose of this whole advertising effort is to bring more business to your store through the tremendous power of broadcast advertising.

To secure the benefit of this advertising for the dealers handling the above mentioned products, it is necessary to have some identification mark which ties up the individual store with the broadcast. Hence—"The Sign of the Spectrum."

By displaying this identification mark prominently, your store reaps the benefit.

This booklet is given you for your information on the purpose, scope, methods and results which you can obtain by taking an active part in the plan. It is your opportunity. We know you will grasp it.

0007-SWP-039063

0007-SWP-00012244



The biggest thing in
the paint industry

1.
Because:

Six Great Manufacturers
have decided to throw the
tremendous power of radio
behind their agents . . .

and—

to help these dealers get
more business and be firmly
established in their com-
munities as handling
QUALITY products.



ACME QUALITY



MARTIN-SENOUR



LOWELL BROTHERS



ROGERS

Lucas Paints
water free!



JOHN LUCAS



SHERWIN-WILLIAMS

0007-SWP-039064

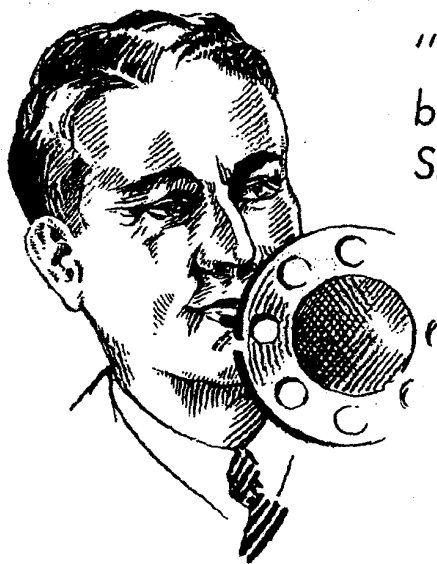
0007-SWP-00012244

WHY

—the biggest thing in the paint industry

2.

13,000,000 homes have
radios - 10,000,000 will be
within the reach of these
broadcasts ... 3.9 persons
per receiver ... A possible
audience of 39,000,000!



"To be sure of quality,
buy where you see the
Sign of the Spectrum."

—the above words will be
actually broadcast by a
character in the program
called "The Allied Quality
Merchant."

Every Tuesday evening at 8 o'clock Eastern Standard Time
beginning January 27th

0007-SWP-039065

WHY

—the biggest thing in the paint industry.

3.

By far the largest audience that ever received a paint message!

BUY AT THE SIGN OF THE SPECTRUM

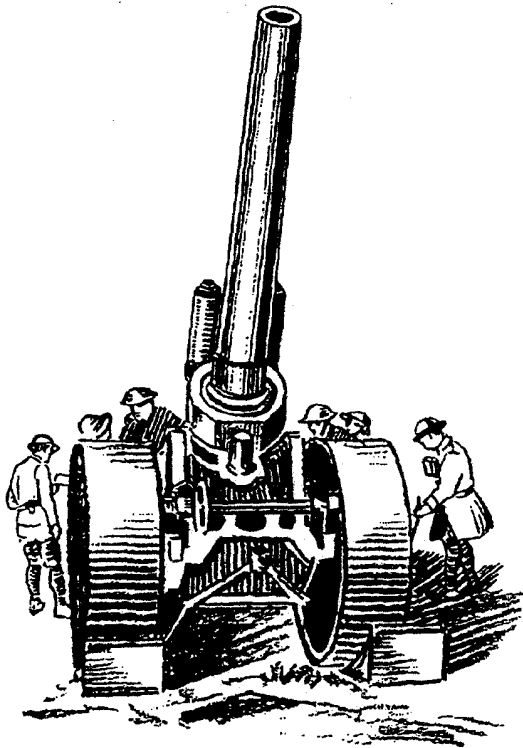


Homes like this in your community will be told that your store is a safe place to buy Quality Points.

0007-SWP-039066

WHY

No ONE company could do it ALONE!



1.

This is an additional sales-aid to you! It is an investment of a tremendous sum of money But six companies can do it without sacrificing any of their *individual* advertising and dealer helps.

2.

It's a big shot

—and it takes six companies to fire it.

0007-SWP-039067

0007-SWP-00012244

WHY

A blow to price competition!

1.

This coast to coast broadcast is a weapon they cannot use . . .

2.

The shoddy paint manufacturer knows himself too well to trust others of his kind. Hence he cannot organize to fight back with this same weapon . . .

3.

After this campaign you won't need to explain quality prices . . . The burden of proof will be on the "shoddy" price . . .

0007-SWP-039068

0007-SWP-00012244

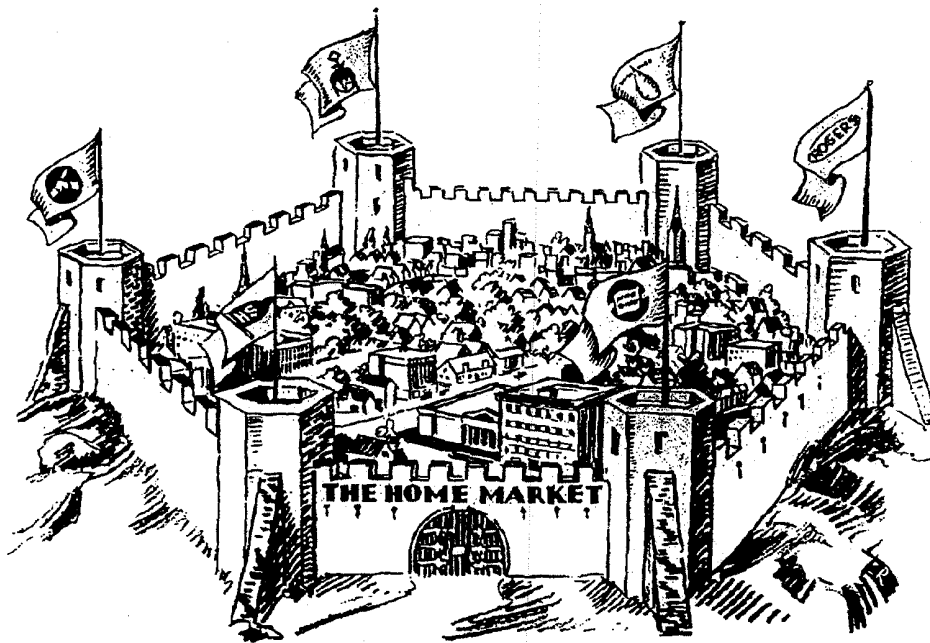
WHY A BLOW

4.

This powerful and unexpected offensive NOW—when PRICE COMPETITION is worried will establish the quality dealer in the dominant sales position in his community.

5.

This is the kind of advertising which will keep business at home.



0007-SWP-039069

0007-SWP-00012244

WHY . . . RADIO

1.

No other form of advertising has so large an audience

2.

Radio enters the home with a sincere personalized, convincing voice

3.

Radio applies the efficiency of personal selling to the mass market . . .



Radio reaches your customer when he is at home and in his most receptive mood

0007-SWP-039070

0007-SWP-00012244

WHY . . .

PAUL WHITEMAN



1.

He is America's most popular exponent of the kind of music most Americans like.

2.

WHITEMAN is supreme in his field—
"Quality represents Quality"

3.

The name WHITEMAN attracts the largest audience...

0007-SWP-039071

0007-SWP-00012244

• • • •

{And 22 Supplementary Stations}



Great prestige with radio listeners . . .

Acknowledged leader in facilities and size of audience . . .

More good stations . . .

0007-SWP-0001224