

ACME QUALITY
LOWE BROTHERS
JOHN LUCAS



MARTIN-SENOUR
ROGERS
SHERWIN-WILLIAMS

Cleveland, Ohio Jan. 24th, 1931

To Our Agents and Dealers:-

Tuesday evening, January 27th, inaugurates the weekly radio programs of the Allied Quality Paint Group over a huge ocean to ocean network of the National Broadcasting Company. These programs feature Paul Whiteman and his famous band.

Who is the Allied Quality Paint Group? Why form this group? Why not do the job individually, instead of collectively?

These and many similar questions will naturally come to your mind.

The enclosed book will answer these questions. It gives you the Why and the How. WHY the group plan and HOW to tie up with it, and just what it means to you.

THESE SIX OUTSTANDING COMPANIES HAVE UNITED TO FURTHER THE CAUSE OF QUALITY PAINT AS OPPOSED TO CHEAP PAINT. BELIEVING THAT THE PUBLIC (YOUR CUSTOMERS) ARE ENTITLED TO THE FACTS AND THE REAL STORY ON QUALITY PAINT WHICH IS REALLY THE MOST ECONOMICAL PAINT. WE ARE SENDING OUR WEEKLY BROADCASTS INTO MILLIONS OF HOMES. THIS GIVES YOU AS A QUALITY PAINT MERCHANT A UNIQUE OPPORTUNITY TO CASH IN ON THE BIGGEST FORWARD MOVEMENT THE PAINT INDUSTRY HAS EVER KNOWN.

AFTER YOU HAVE LISTENED TO THE PROGRAMS YOU WILL READILY APPRECIATE WHY NO ONE OF THESE SIX COMPANIES COULD HAVE DONE THIS JOB ALONE ANY MORE THAN YOU AS ONE MERCHANT IN YOUR COMMUNITY COULD HOPE TO BE THE EXCLUSIVE FOCAL POINT OF SUCH A PLAN.

In other words, through this plan, over 25,000 merchants will be linked up with the Allied Quality Paint Group. Millions of people, radio listeners, paint buyers, will be told that there's no economy in cheap paint, and will be directed to the "Sign of the Spectrum" where Quality paint is for sale.

You become part of a great national program, and a most important part.

Listen to our programs, starting Tuesday. Get your friends to listen. Only then will you realize just how big and broad this plan is, and what possibilities it holds for you in building your Quality Paint Department to still greater achievements.

Forward Again—Quality Men!

—Allied Quality Paint Group
Publicity Committee

Publicity Headquarters—12th Floor, Midland Building, Cleveland

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