WHY DO MORE PEOPLE DECORATE WITH SUPER KEM-TONE THAN ANY OTHER WALL PAINT?

One reason stands out. Super Kem-Tone is the one wall paint you can always depend on for beautiful decorating results.

It's available in almost any color you can imagine. Hundreds to choose from! And the Super Kem-Tone Color Harmony Guide will inspire you with over 1500 gorgeous color combinations. Ask to see it at your dealer's.

You'll find, too, that Super Kem-Tone is the easiest way to bring new beauty to your rooms. It's never too thick, never too thin. Flows on quickly, easily, smoothly. You save money because one coat covers and one gallon does the walls of an average room.

Years of research and experience by Sherwin-Williams, world's largest paint manufacturer, have made Super Kem-Tone the ideal wall paint for people who like beautiful rooms.

SUPER KEM-TONE IS AVAILABLE AT LEADING PAINT, HARDWARE, BUILDING SUPPLY AND DEPARTMENT STORES EVERYWHERE





Salesman Carl Astrin (r.) looks pleased after hypnosis by Dr. Hyman Tobey (l.). Hypnosis made sales shoot up

hypnosis

How it ended the boss's worr

PLAINFIELD, N

LAST FALL, the United Wholesale Building Supply C here scratched its corporate head. The firm, which sel a variety of products to home builders, had added sliding mirror door to its line. In the language of sho business, it "bombed." United's 38-man sales force sol only 3 doors in 3 months.

"I tried spiffs [bonuses for salesmen], premiums customers, a dishwasher if they purchased two door discounts, anything to make this unit move," says Edwi C. Goldstein, United's sales manager. "Nothing worked

While United wrestled with its dilemma, the firm president, Milton Velinsky, found himself undergoir dental treatment. The dentist, Dr. Hyman Tobey, hyp noticed Velinsky so that he would become less anxiou about anesthesia. (Some dentists and physicians use hyp nosis—"psychological relaxation"—routinely.)

"It took him only 10 minutes to hypnotize me," Veli sky recalls. "He kept telling me my eyes would g heavy. Then he said my arms would get heavy. He gav me a little novocaine and went to work. No pain. It w a pleasure."

After he came out of the trance, Velinsky joked Dr. Tobey, "I wish you could hypnotize some of ou salesmen. They need it."

He repeated the joke to sales manager Goldstein. Gol stein got an inspiration.

"If hypnosis can help dental patients," he said, "wh not salesmen? Let's try it."

DR. TOBEY met with the entire United sales force an explained hypnosis. A number of salesmen agreed to b placed in a trance. Dr. Tobey hypnotized them.

Then he read a prepared statement extolling the me its of the mirror doors, recited a list of rules for soun salesmanship and suggested that each salesman wou approach customers "with warmth, friendliness, enthu asm and creative imagination, which he will muste via his own creative inner spirit."

In addition, Dr. Tobey told his hypnotized audienc that when they emerged from the trance they would hav no trouble remembering how to sell the product.

The results were staggering. Within 2 weeks, 3 Unite salesmen alone sold 33 doors. The others sold 57 mor By last spring, the salesmen had unloaded 132 doors, an Goldstein was rushing to re-order 150 new units.

Tickled pink, United plans to have its sales forc hypnotized again in the near future.

"All I did," says Dr. Tobey modestly, "was to he the men understand their own potentials."

— ROBERT P. GOLDM

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