



THE GREATEST SUCCESS IN PAINT HISTORY

May 25, 1945

AN EYE-FULL OF COLOR THAT WILL STEP UP YOUR SALES

Here is your copy of the new Color FOLIO "Kem-Tone -- The Miracle Profit Maker for Painting and Decorating Contractors", which is available through your Advertising Manager. This FOLIO of eye-appealing colors will do a real selling job for you and your painter customers, and should therefore be placed in your Painter-Maintenance Portfolio where it will always be available for regular use.

It will help every salesman, Store Manager and Dealer to sell the decorating advantages and profit opportunities of Kem-Tone to a constantly growing clientele of painting contractors.

It will make it easier for the painting contractor to land jobs because it provides him with a FOLIO of Basic and Inter-mixed Colors that invite color-hungry customers to use Kem-Tone.

As the name indicates, this new FOLIO is for Painting and Decorating Contractors only. It is too expensive for general distribution. The regular maintenance Color Card is designed for general distribution to maintenance customers.

Painter Meetings AND PAINTER SALES!

The new Color FOLIO should be used in your daily sales contacts with painters. It should be presented and discussed in the painter meetings you are holding.

SPARK UP JOBBERS AND DEALERS!

It should also be made the keynote to present your complete Sales Portfolio to those Jobbers and Dealers who periodically need "re-winding" to keep their selling enthusiasm from running down.

Kem-Tone provided the sparkle that created the greatest interest in painting and decorating in American history. That this interest continues to grow is amply proved by the sales of Kem-Tone for all Allied Companies, which up to May 11, 1945 are ahead of the same period last year.

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LOOK AT THE RECORD!

A comparison with the record shows how remarkable our 1945 sales accomplishment really is:

In 1942, Kem-Tone was ACCLAIMED THE SENSATION OF THE PAINT INDUSTRY. An important factor in the 1942 selling record was thousands of initial stocks sold to Jobbers and Dealers.

In 1943, Kem-Tone grew into the GREATEST MIRACLE IN ALL PAINT HISTORY. However, additional thousands of initial stocks sold to Jobbers, Dealers, and large Chain Organizations were a substantial part of the 1943 record.

In 1944, sales were boosted by the sale of 1,500,000 gallons of initial stock orders in the five new colors that were added to the Kem-Tone line.

IN 1945, KEM-TONE IS ON ITS OWN -
Without benefit of new Jobbers, new Chains or new colors, and in spite of the loss of one of our good volume colors - Pale Jonquil - 1945 sales are BIGGER because millions of consumer, maintenance and painter customers appreciate the decorating advantages and economy of this easy-to-use wall finish. Also, because Kem-Tone is continuously inviting their interest by the biggest volume of Sales Producing Advertising ever placed behind a paint product.

WHERE DO YOU STAND?

If your 1945 Kem-Tone sales are ahead, make a quick review of your selling advantages - then continue to follow your success pattern of selling to make a "man-sized chunk" of bonus money by August 31.

If your 1945 Kem-Tone sales are behind, take an inventory of yourself before you make your next selling presentation. Then tune up your enthusiasm and knowledge to match the man whose sales are ahead and by August 31, you, your Jobbers, and your Dealers will again cash in on

K-E-M - T-O-N-E

The Finest Decorative Finish Regardless of Price -

The Most thoroughly Pre-Sold Wall Finish in America

JRH/rm
Cleveland Exec. List
Affiliated Co. Heads
Dist.-Div.- & Store Mgrs.
Store Sls. Mgrs.
Trade Sls. Reps.
City Slsmen - Kem-Tone Slsmen
- Encl -



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