C-11

E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE

PAINT DEPARTMENT

November 16, 1923.

IRENEE DU PONT, PRESIDENT,
BUILDING.

CONTRACTING PAINTERS

The bulk of all contracting painter business today is handled through dealers - not only in the case of our business, but also by our competitors.

This is the logical method. The dealer provides the local stock warehouse for the painter to draw upon. The painter will not carry a large stock. He usually hasn't the money. He is usually poor credit risk - another reason why we would prefer the dealer to handle the business. The dealer has personal acquaintance with the local painters, and can sell them more often and more effectively, and give them better service than if they bought from us direct.

This being the case, the logical method is first to establish a dealer in a community and then get the contracting painter through him.

All the advertising and promotion work we have done to get trade sales business has thus also promoted master painter business. Every new agent established is an outlet to painters in that community, and that dealer solicits the business from them.

There are two major plans which we could adopt to develop our business directed primarily at different parts of the market -

(A) The dealer-consumer market
(B) The master painter market

We have decided to go after market (A) because -

(1) It is the easiest market to cover.
(2) The least sales resistance is encountered. Don't have to combat "lead-and-oil" or other prejudices.

LHW 0010334

Not to be reproduced or published without permission from the HAGLEY MUSEUM & LIBRARY, Box 3630, Wilmington, Delaware 19807

N50783

(3) It is far more permanent.
An agent established with a stock will not flop like a master painter without stock, and consumer preference is the most permanent insurance on any business.

(4) It provides greater volume and more diversity of products sold to a greater number of people.

(5) We can collect our money.

(6) The dealer provides the warehousing and sells Market B in addition to Market A.

The Master Painter Market -

The Secretary of the Master Painters' Association estimates that there are 250,000 journeymen painters now spreading paint and varnish. The number of contracting painters is, of course, very much smaller. According to best information available, there are 23,185 such, of which we have on our own lists as direct customers 1,791. We have no means of estimating the much larger number which are served through our agents and dealers.

Exhibit "A", attached, gives these figures by states.

Consumption of Paint & Varnish by Contracting Painters -

No figures indicating volume are available - even the "Save the Surface" Committee has not reliable information on this point.

How purchased - The greatest proportion (probably 80 to 90%) through dealers and jobbers rather than direct from the manufacturers (for the reasons already stated).

Advertising and Promoting - Trade Papers - There is not, at the present time, an effective medium to reach the contracting painters exclusively. Three exist but are poorly edited and have relatively small circulation.

What has been done - During the past three years we have advertised direct to master painters as follows:

Not to be reproduced or published without permission from the HAGLEY MUSEUM & LIBRARY, Box 3630, Wilmington, Delaware 19807

DUP110134261

Painters' Magazine - 1921 - 12 pages costing $760.
1922 - 7 " " 475.
1923 - considered but decided not to use.

Painter & Decorator - 1921 - 12 pages costing $985.
1922 - 2 " " 180.
canceled because of their editorial policy and domination by one advertiser.

What can be done - A new paper called "The American Painter & Decorator" will begin publication in January. It looks good and we are planning to take 12 pages costing $1500. We can add the other two papers listed above if more intensive coverage is desired - but from an advertising standpoint they are hardly worth the money involved.

Direct-by-mail - The sure and effective way to reach all the master painters is through the mail - and we have a complete list.

What has been done - No mail material has been sent to the entire list of 23,100 master painters.

Our mailing list of 1800 contracting painter customers has been used fourteen times in 1921, 1922 and 1923 - five times for price lists, four times for checking purposes only, and four times for letters.

These letters were of an announcement type, regarding estiblishment of local sources of supply, etc.

Up until the first issue of "The Oval", in February 1922, the du Pont Magazine was sent regularly to this list. Since that date, "The Oval" has been sent.

Sales Results 1923 - Taking the Philadelphia district as a unit, we have an active list of Contracting Painters of approximately 600, to whom we have sold up to October 1st, 1923 - $115,264.

In the Eastern district, that is, the section of the United States handled by our Philadelphia and Everett Divisions, we have approximately 1800 Contracting Painters on our lists as prospects whom we promote both for direct sales and for sales through our distributors. In the Philadelphia and Everett Divisions

Not to be reproduced or published without permission from the HAGLEY MUSEUM & LIBRARY, Box 3630, Wilmington, Delaware 19807

LHW 0010336

DUP110134262

we are selling approximately 750, and our total sales direct up to October 1st of this year is approximately $150,000.

The total sales for paints and varnishes at Philadelphia and Everett up to September 1st, is $2,160,161.

S. B. WOODBRIDGE, DIRECTOR OF SALES.

enc.
sbw/w

Not to be reproduced or published without permission from the HAGLEY MUSEUM & LIBRARY, Box 3630, Wilmington, Delaware 19807

LHW 0010337

DUP110134263

Not to be reproduced or published without permission from the HAGLEY MUSEUM & LIBRARY, Box 3630, Wilmington, Delaware 19807

CONTRACT PAINTERS

(Exhibit A)

STATE	TOTAL BUCKLEY-DEMENT	OUR LIST
Alabama	50	5
Arizona	31	0
Arkansas	39	1
California	820	1
Colorado	61	6
Connecticut	352	36
Delaware	139	18
District of Columbia	130	2
Florida	143	13
Georgia	42	0
Idaho	38	0
Illinois	526	259
Indiana	599	105
Iowa	1,075	32
Kansas	139	22
Kentucky	274	11
Louisiana	104	1
Maine	449	18
Maryland	124	14
Massachusetts	2,294	137
Michigan	374	51
Minnesota	1,020	23
Mississippi	9	1
Missouri	526	18
Montana	135	4
Nebraska	168	13
Nevada	8	0
New Hampshire	265	16
New Jersey	1,643	91
New Mexico	9	6
New York	4,073	303
North Carolina	52	19
North Dakota	230	4
Ohio	1,316	80
Oklahoma	28	11
Oregon	175	0
Pennsylvania	3,219	373
Rhode Island	268	3
South Carolina	35	3
South Dakota	285	7
Tennessee	48	6
Texas	262	9
Utah	30	0
Vermont	355	12
Virginia	138	26
Washington	350	0
West Virginia	45	12
Wisconsin	665	13
Wyoming	25	0
	23,185	1,791

LHW 0010338

DUP110134264