September 15, 1915

Mr. J. W. Larfoss,
Elizabethtown, Pa.

We have your letter of the 20th inst. relative to certain shades of SWP, which you believe are unsalable, and we have asked our Representative, Mr. Lehn, to see you with reference to same, but as it may be some time before he is able to call, we thought it best to write you and explain our position in the matter.

In the first place, we have carefully gone over the list of colors which you have mentioned and find that they are all good sellers and are being ordered regularly by our valued agents. Naturally some colors will sell quicker than others, but there is no reason why every color on our list should not find a ready sale and that they do not, we believe, is due to the fact that our customers do not offer them in the right way.

Take, for instance, 382, which is used not only as a trimmer, but today is a very popular color for frame houses. It may be that ordinarily the customers would not select this shade, but if you, knowing that the shade moves a little slowly, would recommend it as a highly satisfactory color, chances are that the customer would take your advice and order it. The same is also true with the other colors, without exception, and we feel that a little extra effort in trying to sell these colors to prospective buyers who are not entirely sure which shades they want, will result in unloading them within a short time.

Some of our customers are very successful in cleaning up their stock by putting slow moving colors in a conspicuous place either in the window or on the floor where they can be readily seen and offering them at a reduction of 5¢ to 10¢ per gallon; or they will take the color-card and make up combinations of these colors and in nine cases out of ten, the prospective buyer selects them.

Just as an example, take 456 and 382; you will note that we have made up a combination of these two colors, which makes a very attractive appearance and a house painted in this way, would be a standing advertisement to you, as well as a highly satisfactory job to your customer. We have seen many houses painted in this way, having 456 for the body and 382 for the trim, and you can recommend it as being a beautiful combination, and we feel sure that if you will show a customer such a combination that he will thank you for suggesting it.

361 is an ideal color for kitchen walls and porch ceilings and when used as a body color, with 475 as a trim, makes one of the most attractive combinations that could be imagined, especially if a little white for the porch railings is included.

Then again take 472, which has become a very popular shade this year and which is a splendid wearing color. With this for the body and 367 for the trim and 470 for the sash, you have, in our opinion, a combination that is hard to beat and anyone would be proud of a house painted in this manner.

So you see that after all, it is simply a case of making up the combinations and we are sure this will enable you not only to readily dispose of the shades you have mentioned, but also to create a much larger sale of house paint for property-owners in most cases unable to make up their own combinations, and frequently from lack of knowledge of what constitutes a good combination, they put colors on their houses, which after they are finished, are quite displeasing.

We could go on almost indefinitely making up combinations which are practical and artistic from the shades you have mentioned, but we think these few will suffice to show you that it is not a case of the colors being unsalable, but simply that it requires a little effort to move them.

If you were to return this paint to us, all we could do would be to dump it together and make up some sort of a cheap paint, which would mean that you would be at a tremendous loss, including the freight, as we never resell any goods which are returned, just as you would not be satisfied if you were to receive a shipment which you found to be old stock.

I am sure you will understand our position in the matter and not only that, but you will be able to take new interest in the sale of house paint when you see how many beautiful combinations can be made and what a help you can be to the house owners in Elizabethtown and vicinity in beautifying their homes and making the town more attractive.

Yours very truly,

C. P. JARDEN

Sales Manager.