

The
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*Merry
Christmas*

Reviewed

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"Putting Across" a New Line Easily

Explosives dealer takes advantage of du Pont prestige to sell du Pont paints and varnishes

UP in Jefferson County, New York, a short distance from the shores of Lake Ontario, is the thriving city of Watertown, a city of 30,000 population, and one that impresses the visitor especially because of its wide streets, up-to-date stores, fine public buildings and substantial residences. There is every outward evidence that Watertown is progressive and prosperous and that its business men are "live wires" who keep well abreast with modern merchandising methods and put them into daily practice.

By C. H. STOWELL

Sales Representative, Paint Department
E. I. du Pont de Nemours & Co., Inc.

the same aggressive policy was followed with the result that the new branch of the business has made a very satisfactory growth. Indeed, the company has already

gone far toward making its name as well known in the paint and varnish field as it is known in the hardware field.

One glance at the modern store window is enough to show that this concern is well equipped for window displays. Even the most casual observer will note that the du Pont trademark of the Paint Department is the most striking feature of the window. The company has proved that full and constant use of its window display space helps to sell goods, and that the well-known du Pont oval inspires the confidence of buyers.

The forceful window displays of the Conde Hardware Company are productive, but they are not the only means employed to promote business. The officials of the company are firm believers in newspaper advertising. Periodically throughout the entire spring painting season display advertising got across the message of du Pont paints and varnishes to the newspaper readers of Watertown and vicinity with good results.

Direct mail advertising is also an important factor in the sales promotion activities of this house. Building permits are followed up closely, and prospective paint and varnish buyers generally are bombarded with mailing pieces. The telephone is also brought into play, and wherever possible, business is solicited by the personal interview method.

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The du Pont label is made prominent in window displays.

For the most part, the merchants are well established. Most of them have grown up with the community and have so fully won the confidence of the people they serve that outside trade competition is a negligible factor in their business. They carry ample stocks of dependable merchandise, which they sell in good volume, and they make a point of giving their customers good store service. Naturally they have prospered.

Such a concern is the W. W. Conde Hardware Company. For forty-three years it has conducted a wholesale and retail business at 29 Public Square, Watertown. That fact alone is sufficient to indicate the standing of this house which in a few years will round out a full half century of merchandising service. It has always been the policy of this company to carry high-grade merchandise and to push it. We are in position to know this, because the Conde Hardware Company has been a valued explosives customer of the du Pont Company for more than twenty years.

Early this year the Conde Hardware Company decided to branch out into the paint and varnish field. The executives believed that the addition of a quality line of paints and varnishes would open the way to a profitable expansion of their business. Long and satisfactory experience in handling du Pont explosives was a factor in influencing their selection of the du Pont paint and varnish line. It was believed that the trade would show the same preference for paints and varnishes made by the du Pont Company as had been shown for du Pont explosives. And that has proved to be the case.

On receipt of the first paint order amounting to three carloads, the company immediately began its selling effort. A full-page announcement was inserted in the local paper, calling attention graphically to the carload quantities received as the accompanying illustration shows. Throughout the year

W. W. Conde Hardware Co.

—ANNOUNCE THE OPENING OF—

A Complete Paint Dept.

A Fresh New Stock of DuPont Paints and Varnishes for Every Purpose
A Three Carload Shipment Just Received

DuPont's Ready Mixed PAINTS Shipped to W. W. Conde Hardware Co., Watertown, N. Y.	Car No. I DUPONT PLAT WALL PAINT ANTIOXIDE METAL PAINT FLOOR AND DECK PAINT MUCK AND CONCRETE PAINT BARN AND ROOF PAINT INSIDE GLOBS INSIDE PLAT
DuPont's Varnishes and Architectural "Wood Finishes" DUPONT WHITE LEAD Shipped to W. W. Conde Hardware Co., Watertown, N. Y.	Car No. II SUPERFINE FLOOR FINISH AUTO ENAMEL FINISHES MOTOR TRUCK AND WAGON PAINTS TURBOOTE VARNISH STAINS PENETRATING STAINS
"Brooklyn" WHITE LEAD Shipped to W. W. Conde Hardware Co., Watertown, N. Y.	Car No. III WHITE LEAD IN OIL DRY WHITE LEAD DRY RED LEAD TRADE WHITE LITHARGE

We Are Wholesale Distributors for DuPont's Paints and Varnishes for Northern New York

This announcement occupied a full page in the newspaper.