

California Historical Society
for reference use only

Dec. 10, 1920
#1623

Messrs. W. P. Fuller & Co.,
San Francisco, Calif.

Gentlemen:-

INTERIOR DECORATING:
PRINCIPALS OF ADVERTISING ARRANGEMENT:

Replying to your letter dated Nov. 27th requesting to send you booklet on Interior Decorating by Howard Nash Parsons and also book by same author on "Principals of Advertising Arrangement", beg to state we have enclosed the booklet on Interior Decorating mentioned.

Regarding the book on advertising, in conversation with the author, Mr. Parsons, he advised that the book in question is out of print and no new edition will be printed, owing to the fact that he is now working on a new book on this subject which he expects to have published next Spring. He recommended however the book entitled "Advertising, its Principals and Practices" which contains a number of his articles.

We have therefore purchased a copy of this book and are sending the two books mentioned, by express marked for Mr. W. P. Holden.

We are looking up other booklets on Interior Decorating, as requested, and will forward same at the earliest possible moment.

For your information would advise that the price of "Interior Decorating" is \$5.00 less 1/3--\$3.33. "Advertising, Its Principals and Practices"-----6.00

We will make payment from this office.

Very truly yours,

W. P. FULLER & CO.