Cat.
Harrison Works.
Harrison proposition.
1919

HARRISON PROPOSITION 1919

N50786

ELEUTHERIAN MILLS
HISTORICAL LIBRARY

DUP150098622

TY HARRISON QUAL

ALL QUOTATIONS SUBJECT TO CHANGE WITHOUT NOTICE

Harrison Works

OWNED AND OPERATED BY

E. I. DU PONT DE NEMOURS & COMPANY

TOWN & COUNTRY PAINT · VARNISHES · COLORS · WHITE LEAD

DU PONT BUILDING

WILMINGTON, DELAWARE

PAINT AND VARNISH
SALES DEPARTMENT
ADVERTISING DIVISION

November 20, 1918.

Mrs. Richard Roe,
Peoria, Ill.

Dear Madam:-

Your request for information about our Harrison products has our very careful attention. Literature covering the subject in which you are interested is sent to you by mail to-day. We trust that it reaches you promptly and that it will help you secure satisfactory results when you paint and decorate.

Perhaps you are interested in knowing that the century-old house of Harrison is now one of the six industries that compose the Du Pont American Industries. It begins a new era in world commerce, as it is designed to take an active part in meeting foreign competition after the war, by furnishing standardized American Products of proven worth. To you as a consumer this is complete assurance that the recognized quality and service of the Harrison products are backed by the good faith of the Du Pont Company.

As you will doubtless desire to satisfy your interest in Harrison Paints, varnishes, enamels or stains by actual use in your home, we take pleasure in advising you that they may be purchased from Tries Hardware Co., 920 Main St., who will gladly show you color samples and furnish an estimate on your requirements.

Let us know if we can furnish any further information or service.

Yours very truly,
E. I. du Pont de Nemours & Co.
Harrison Works

H2-D

SEE BACK OF THIS LETTER FOR LIST OF OUR MANY PRODUCTS—ALL OF DU PONT QUALITY.

E DU PONT SERVI

DUP150098623

FORM 13264

ALL QUOTATIONS SUBJECT TO CHANGE WITHOUT NOTICE

Harrison Works

OWNED AND OPERATED BY

E. I. DU PONT DE NEMOURS & COMPANY

TOWN & COUNTRY PAINT · VARNISHES · COLORS · WHITE LEAD

DU PONT BUILDING

WILMINGTON, DELAWARE

PAINT AND VARNISH
SALES DEPARTMENT
ADVERTISING DIVISION

November 20, 1918.

Mrs. Richard Roe,
Peoria, Ill.

Dear Madam:-

Several weeks ago we sent, at your request, some information about Harrison Products. At that time we suggested that you see our representative in your community,

Tries Hardware Co.,
920 Main St.,

who is prepared to give practical ideas about painting and to furnish your requirements.

Have you ever thought of the value of paint to yourself and neighbors? It makes dark places light and unhealthy places clean and sanitary. Paint builds up self respect, it makes for pride in wholesome things, it develops thrift. The use of paint marks a man as alive, successful and progressive.

Think of your home - not as you are accustomed to see it every day - but as the stranger sees it. Will painting outside and inside improve it - make it more representative of your standing in the community?

As an aid to your answer to these questions we are sending you under separate cover an illustrated booklet "The Home Beautiful". It is well worth your careful reading for it is filled with valuable suggestions and up-to-date ideas for making homes beautiful outside and in.

Please call upon us for special suggestions and avail yourself freely of the services of the Harrison Dealer mentioned above.

Yours very truly,
E. I. du Pont de Nemours & Co.
Harrison Works

H2-DD

SEE BACK OF THIS LETTER FOR LIST OF OUR MANY PRODUCTS-ALL OF DU PONT QUALITY.

DUP150098624

As a result of our extensive advertising of the Du Pont American Industries:

Mrs. Richard Roe

has expressed an interest in

Town & Country Paint and Auto Enamel.

We have referred this party to you as the Harrison Agent who can furnish all requirements in this line.

Kindly follow this sales opportunity carefully, advising us on the attached card what disposition has been made of it.

HARRISON WORKS.

Owned and Operated by
E. I. du Pont de Nemours & Co.

Reply Card

THIS SIDE OF CARD FOR ADDRESS

PLACE STAMP HERE

HARRISON WORKS,

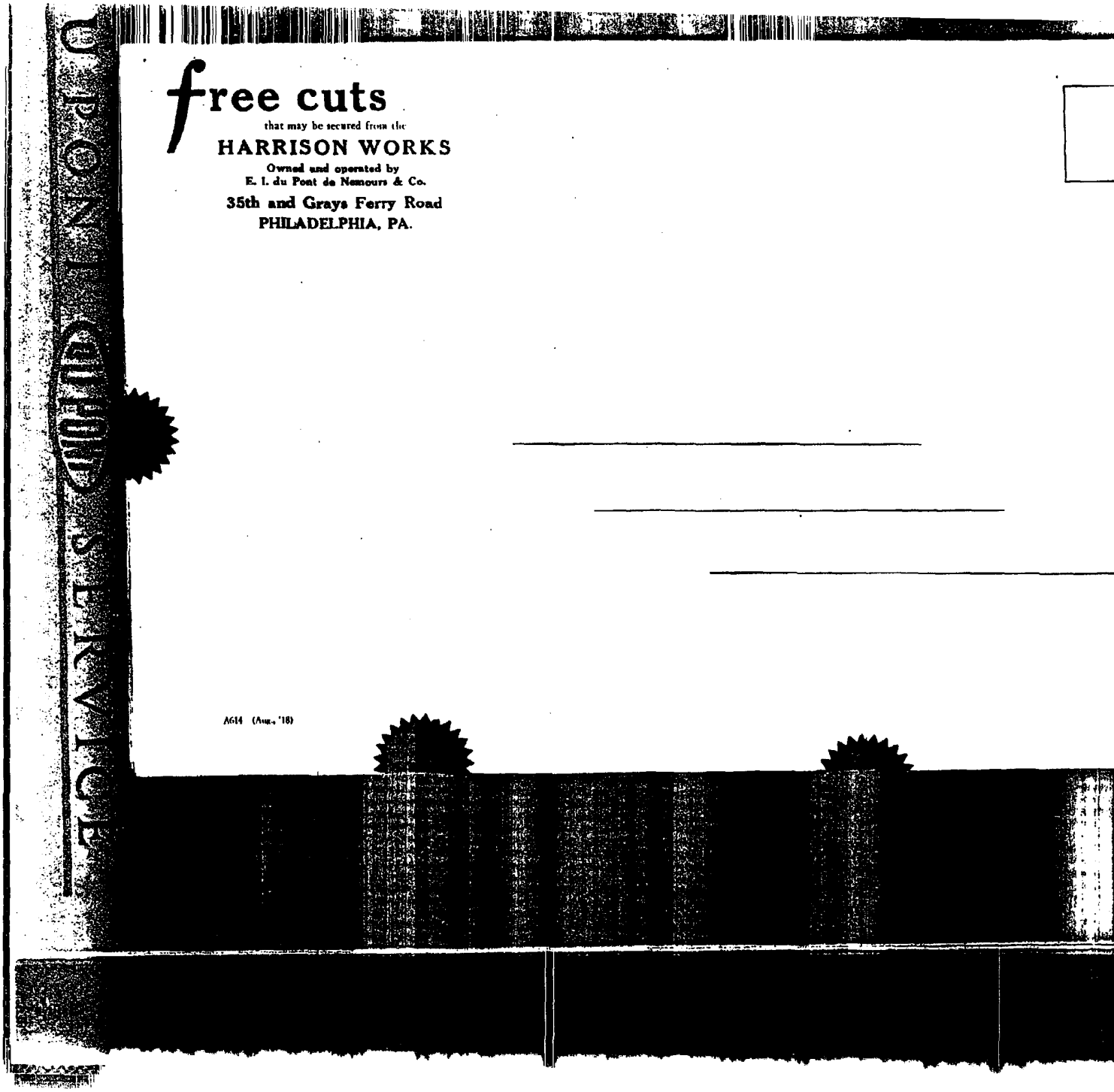
Owned and Operated by
E. I. du Pont de Nemours & Co.

Wilmington,

Sales Promotion Bureau Delaware.

DU PONT DU PONT S E

DUP150098625



DUP150098626



A-681 SIZE 45 INCHES HIGH BY 27 INCHES WIDE

THE central figure shown in the above window display is sent to all Harrison dealers early in the season, and acts as a frame for the display of an unusual series of large and attractive window cards featuring the following products each of which arrive in their appropriate season

1. Harrisons Vitrolac Auto Enamels (A—681-a).
2. Harrisons Town & Country Paint (A—681-b).
3. Harrisons Sanitary Flat (A—681-c).
4. Harrisons Vitrolac Stain Finish (A—681-d).
5. Harrisons Vitrolac Varnish (A—681-e).
6. Harrisons Flow Kote Enamel (A—681-f).

At about the same time that you receive each of these display cards, a beautiful letterhead bearing the same design in the same colors and advertising the same product is sent to a list of prospective buyers in your town. This letterhead features the name of your store For example, Mrs Jones whose house needs repainting receives an attractive letter demonstrating in actual colors the result of using Harrisons Town & Country Paint, and urging her to call at your store for color cards and color combinations. Let us suppose that she reads the letter but loses it or lays it to one side for later action. She goes down town shopping and when she passes your window attractively dressed and showing identically the same design of house with the same color scheme as that which appeared on the letterhead bearing your name the double impression gets across instantly, and she enters your store to obtain color cards and service. The same subjects will be featured in our national advertising, and thus calling attention to even a greater number of prospective buyers to the Window Display.

A little later on, at house cleaning time, she is again reminded on another beautifully illustrated letterhead featuring your name, of the possibilities of interior decoration with Harrisons Sanitary Flat wall finishes.

Again she goes downtown on a shopping tour, and again your window display exactly accords with the letter which she has just received, because the window this time features Sanitary Flat.

So on, for the entire six displays. It is obvious that this is a business-building scheme of the greatest importance, and deserves your fullest co-operation in the execution. If you do not place the window displays in your window when they should be there, you cannot expect to cash in on the direct-by-mail work which we are doing for you.

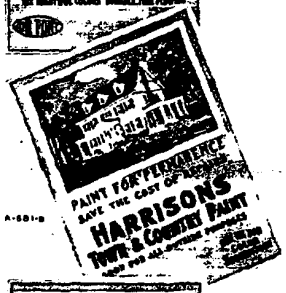
DUPONT DUPONT SERVICE

DUP150098627





A-681-A



A-681-B

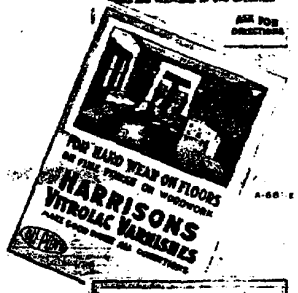


A-681-C

15⅜ IN. X 20⅝ IN.



A-681-D



A-681-E



A-681-F

15⅜ IN. X 20⅝ IN.

THE value of the Harrison window display is increased by the fact that the individual cards are provided with easel backs and hanging loops, and can be used as *counter* and *back-of-counter* displays after they have been used in the window.

Place them on your counter close to the stock of goods you keep your stock of the particular items advertised. Take the illustration above as an example: the display card of Harrisons Town & Country Paint is shown on the counter, in front of the stock of Town & Country Paint, while the Harrisons Vitrolac Auto Enamel display card is shown behind the counter and directly in front of the stock of Vitrolac Auto Enamels.

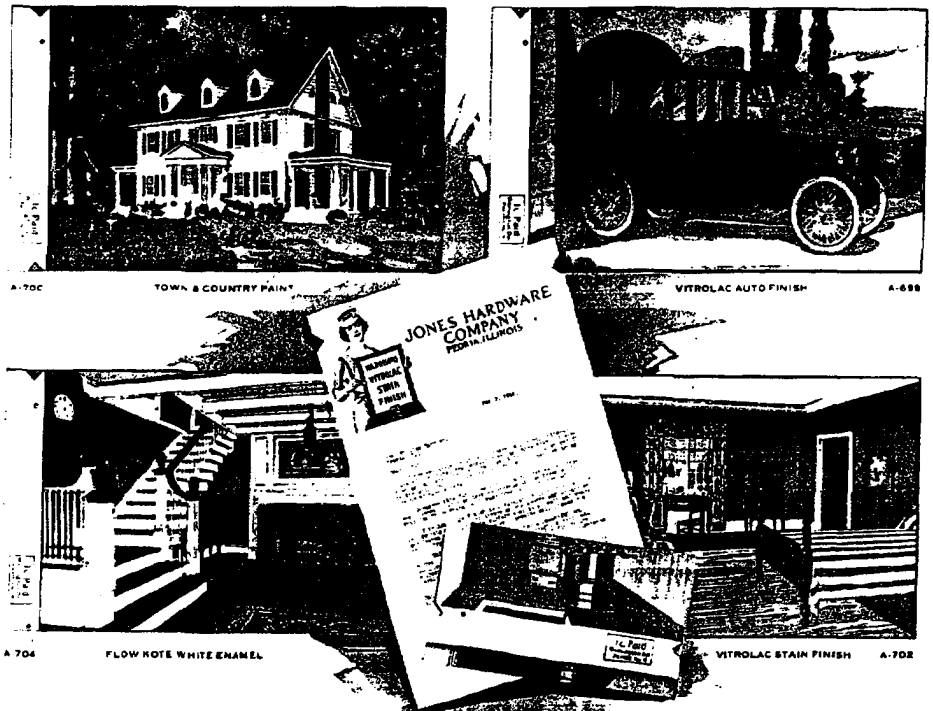
When you have received the entire series of six cards and have used them all in making attractive window displays, they will make a fine showing inside, if placed at various points of vantage.

DUP150098628

These Folders are Sent to Your Customers

HERE'S a plan that is unusually complete and compelling. We have prepared a series of folders, as illustrated above, with a space at the top of the inside for filling in and featuring your name and address as a Harrison Dealer.

These folders are sent by us to your prospective customers, *and the entire expense is borne by us.*



A-70C TOWN & COUNTRY PAINT

VITROLAC AUTO FINISH A-69B

A 704 FLOW RITE WHITE ENAMEL

VITROLAC STAIN FINISH A-70Z

A-704 SANITARY FLAT WALL FINISH

VITROLAC FLOOR VARNISH A-70S

A letter is multigraphed on the inside of these folders and signed with your name, and on the reverse side of each folder in the series is shown one of the six views reproduced above, which you will recognize to be identical reproductions of the six large cards which are furnished with the Harrison 1919 Window Display.

They furnish the strongest possible tie-up with your Window Display, because your prospective customer either sees the letter first and then the window display, or he sees the window display first and the impression created is intensified by the immediate follow-up of the letter.

DUP150098629

Road, Fence and Agency Signs



A-706

A SOLIDLY constructed, durably finished road sign which can be nailed to the sides of the barns or on trees in advantageous positions along the country roads.

Our customers report very good returns from these attractive signs

They are expensive and bulky to ship, and we are therefore limited in the quantity which we can offer to any one dealer.



A-709

Here's the fence sign that isn't so bulky, yet [illegible] the same lines as the road sign and can be used in some places where the road sign is impracticable.



A 611 17 IN. X 17 IN.

We pride ourselves on our agency sign. The finish is not that of an ordinary lithographed or paint-printed sign, but good substantial *enamel* baked a weather-wear surface

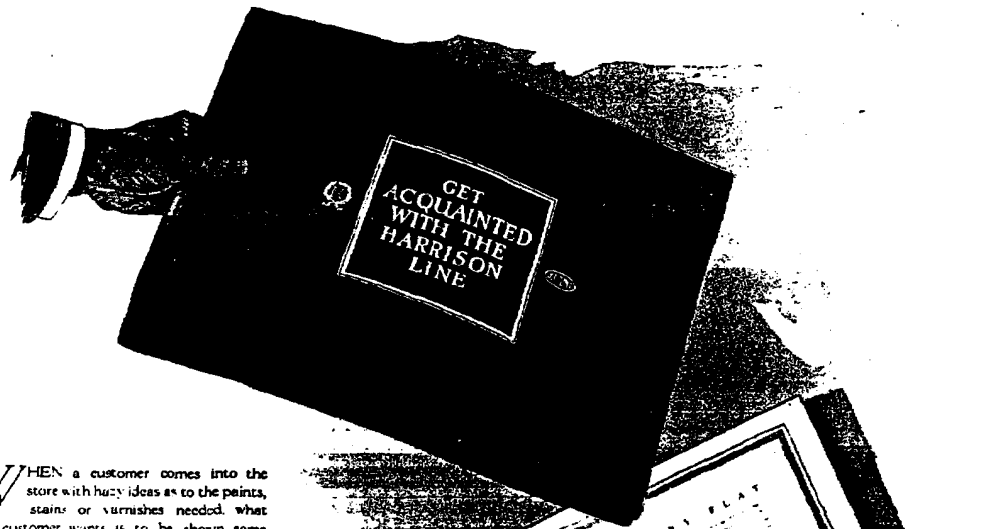
The metal is exceptionally heavy gauge and when you place it in front of your store it will last for years.

Notice how prominently the Du Pont oval and the Harrison wreath stand out as emblems of quality and the guarantees of satisfaction to your customers.

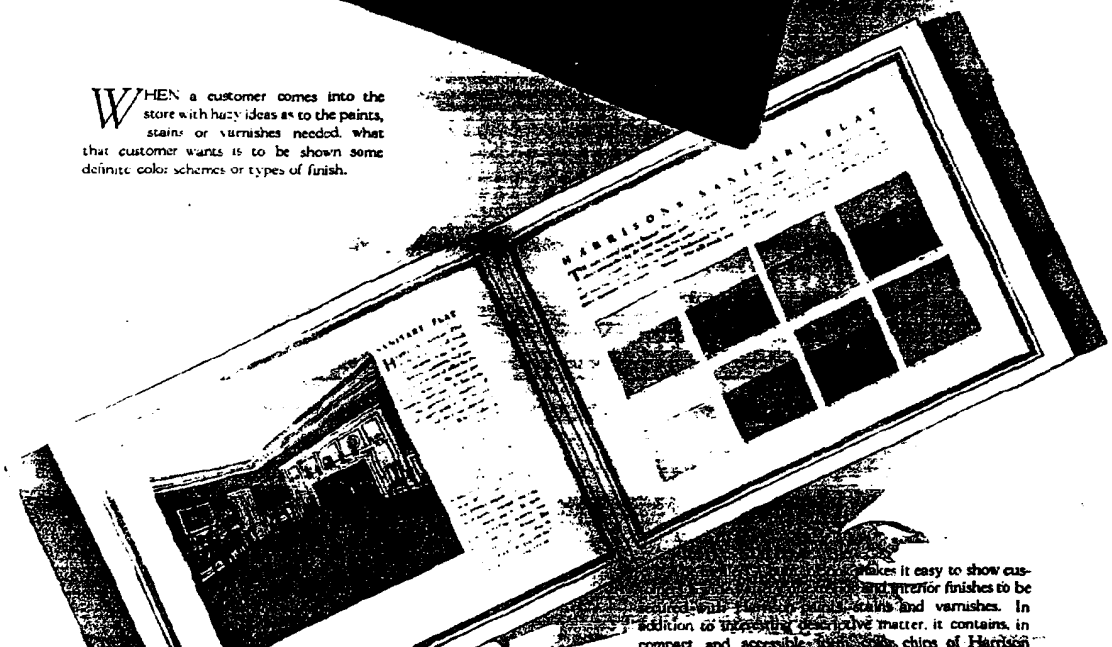
DUP150098630

HARRISON QUALITY

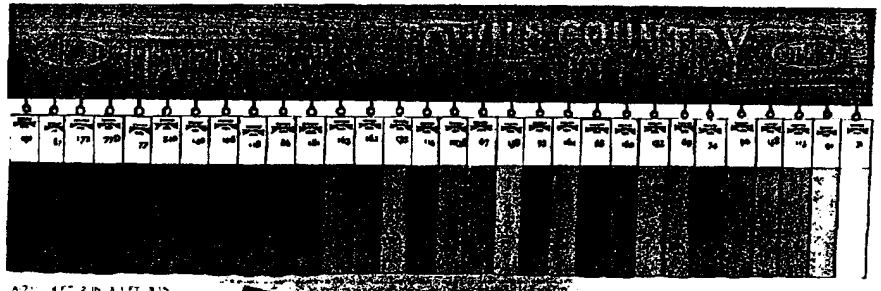
How to Use This Dealers' Counter Book



WHEN a customer comes into the store with hazy ideas as to the paints, stains or varnishes needed, what that customer wants is to be shown some definite color schemes or types of finish.



makes it easy to show customers interior finishes to be
stains and varnishes. In
addition to interesting descriptive matter, it contains, in
compact and accessible form, chips of Harrison



AN unusual headboard makes this paddle rack a distinct addition to the decoration of your store or Service Department.

The lettering in gold on a background of beautiful gray gumwood, in combination with the warm and bright colors of the paddles themselves, gives an effect which is rich convincing and sales-provoking.

Enamelaids are convenient and necessary to dealers whose stocks embrace only twelve or eighteen shades of T. & C. This one reproduces the color card. The 12-shade enamelaid bears the serial number A-557.

We think so well of this Town & Country color card that we've kept the same design for many years. Color combinations are suggested in its pages. You'll find them practical and useful, too.

Full directions are included in the color card and the color chips are absolutely *true to shade.*

12 SHADE CARD A-557
18 SHADE CARD A-554
24 SHADE CARD A-555
30 SHADE CARD A-556



Easily kept clean because of the varnished finish. Furnished to dealers handling 24 or 30 shades of "T. & C." (Serial number of 24-shade paddle rack is A-710.)

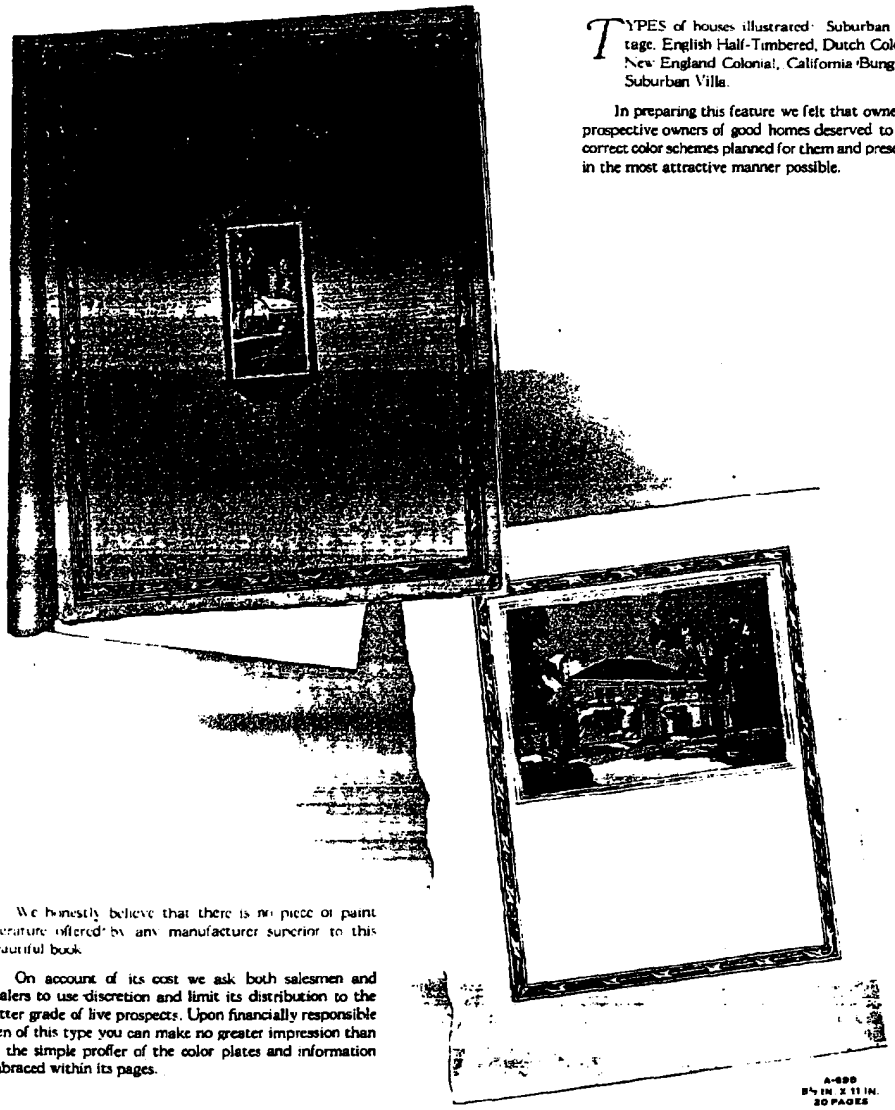
A booklet that points the way to home-preservation and decoration.

"Painting Your Home" is a booklet that is useful alike to painters and householders. The correct treatment for every surface is given and the correct finishes—all Harrison, of course.

DUPONT DUPONT SERVICE

DUP150098632

An Unusual Paint Book



TYPES of houses illustrated: Suburban Cottage, English Half-Timbered, Dutch Colonial, New England Colonial, California Bungalow, Suburban Villa.

In preparing this feature we felt that owners or prospective owners of good homes deserved to have correct color schemes planned for them and presented in the most attractive manner possible.

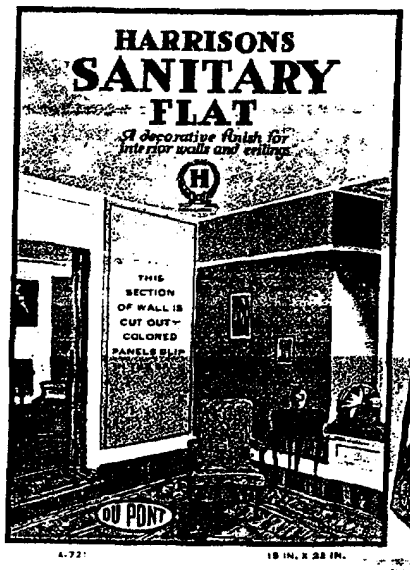
We honestly believe that there is no piece of paint literature offered by any manufacturer superior to this beautiful book.

On account of its cost we ask both salesmen and dealers to use discretion and limit its distribution to the better grade of live prospects. Upon financially responsible men of this type you can make no greater impression than by the simple profer of the color plates and information embraced within its pages.

A-699
8½ IN. X 11 IN.
20 PAGES

DUP150098633

Sanitary Flat Ad Helps



A-721 15 IN. X 22 IN.



THIS may look like an ordinary store card. It isn't. The section of wall shown at the left center is removable, and in this blank space can be inserted the same color schemes which you have to offer your customers.

The color card shown below exhibits the same color combinations by means of a cut-out in the cover, and by merely folding the pages in or out, as desired, any one of the color combinations may be shown in the setting offered by the front cover.



A-672 8 COLORS 3¼ IN. X 3¾ IN. 10 PAGES

Here also are two booklets which will help you to sell Harrisons Sanitary Flat.

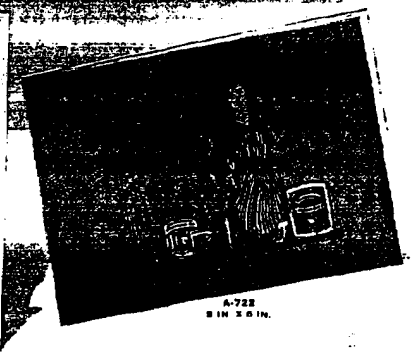
"The Ideal Interior Finish" is a booklet of twenty pages and a four-color process cover. It describes the correct manner of finishing practically any room in the house.

The booklet "Mrs. Jones—Her Home Before and After," is based on the actual experience of a farmer's wife in fixing up the various rooms in her house so that it might be as attractive as some of the city houses which she had visited.

It is mighty interesting reading and shows that the job of refinishing the house is a practical undertaking for a woman, thus making your selling of the necessary finishes much easier. It is illustrated with color plates showing the rooms before and after they had been redecorated by the energetic Mrs. Jones.



A-632 8 IN. X 9 IN. 20 PAGES

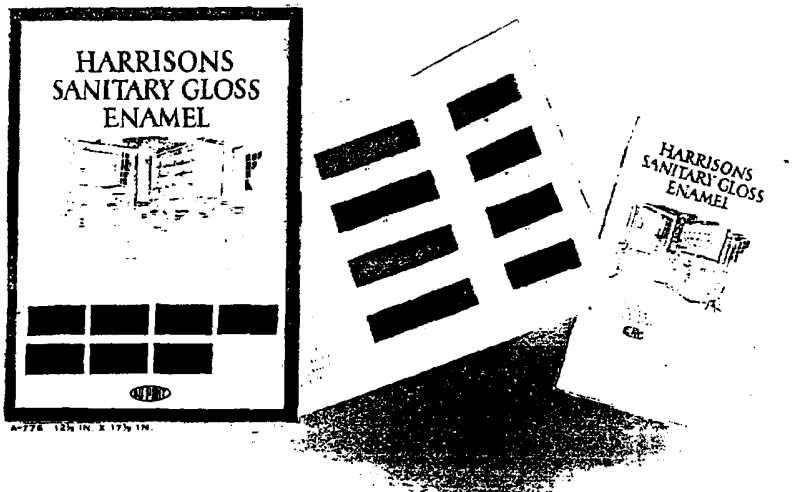


A-722 8 IN. X 8 IN.

This booklet will inspire other women to attempt similar redecoration of their homes. It visualizes for them how much can be done with a few cans of paint products.

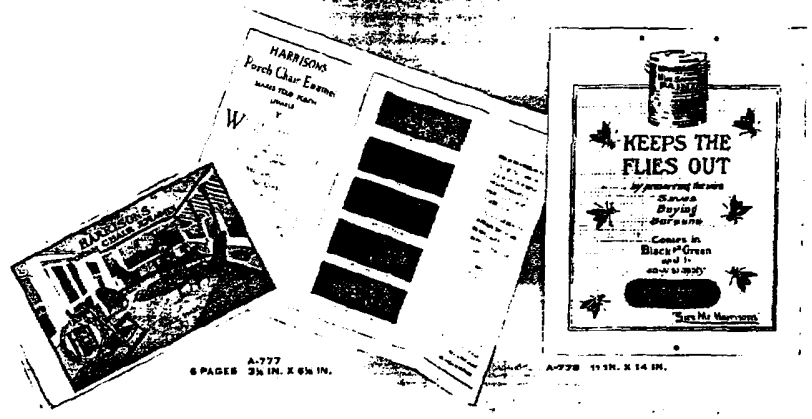
DUP150098634

Sanitary Gloss Enamel and Specialties



A-778 12¾ IN. X 17½ IN.

WE lay considerable emphasis on the value of enameloids. When properly designed, they are striking in appearance and render effectual and valuable assistance in making sales. Here's one that displays Harrisons Sanitary Gloss Enamel as used in the kitchen of the modern progressive household. The color card is based on the [illegible] gives the same colors, and offers Milady something to take home with her.



A-777
6 PAGES 3¾ IN. X 6¾ IN.

A-779 11 IN. X 14 IN.

Wire Screen Paint and Porch Chair Enamel are two specialties that move very rapidly, particularly in the Spring and Fall. Harrisons Porch Chair Enamel is shown in the six-page folder above.

Harrisons Wire Screen Paint has two virtues that ordinary brands do not possess. It will not clog the meshes of the screen, and it is ground with special rust-preventing pigments. If you keep these points in mind and use the display card shown, you'll sell a lot of it at a tidy profit.

DUP150098635

Floor Paint Features



A-785

THIS Floor and Deck Paint enameloid and color card go well together, they *pull* together, too!



A-672

A-756

Two booklets on Concrete floor treatment that will help to solve many a knotty problem and prevent costly mistakes by showing the real technique of treating a concrete surface that has to withstand wear.

"Underfoot" is worth a careful reading by your customers when they're ready to talk floor treatment.

Harrisons Wood Fillers, Varnishes, Varnish Stains, Floor Paints and Floor Wax are described within its pages. Explanations of the correct type of finish for all kinds of wood floors are accompanied by full and practical directions.



A-784

A-785

Floor Paint Sales represent large profits. Harrisons Outside Floor Paint is a live issue the whole year 'round, and the color card and enameloid shown are the kind that make a man wonder why he did not think of painting his porch floor sooner.

DUP150098636

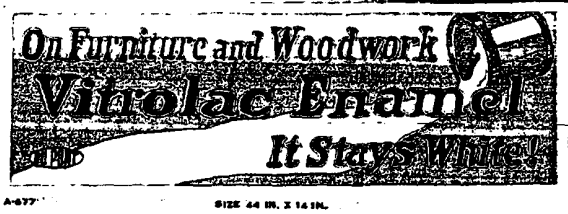
Two Vitrolac Specialties



HERE'S a counter display with some unusual features. The supports at the bottom may be turned parallel with the frame, so that the frame may be laid flat on the counter or hung when not displayed in window or on show case.

The color card shows Vitrolac Stain Finish on Japanese veneer, and also shows it in the same shades applied over ground coat.





This attractive window cutout is eye-catching, and focuses the attention on two important uses for Vitrolac Stain Finish. The center of the display is so braced that it will stand the weight of a full pint can. Its convenient size makes it adaptable to smaller windows, and even to use on the counter.

An effective combination is offered by the window strippers shown at the top and bottom of this page. They can be used to frame the rest of the window, which should be dressed up with quart and pint packages, the cutout, and fan-shaped arrangements of brushes and color cards.

DUP150098637

Selling Auto and Wagon Finishes



A-773 15 IN. X 20 IN.

A color card that shows both enamels and ground coats and gives full directions.



A-644 6 PAGES 3¼ IN. X 6¼ IN.

IT'S difficult to show an auto-owner how his car will look when finished. The largest color samples will not give an adequate idea of the finished job. So we invented this special store display sign to meet this need. The reproductions of a touring car and a delivery car are transparencies under which you may slip a large color chip for the body finish and another for the running gear. This gives the complete effect for the benefit of your customers.

The large color chips are enclosed in a pocket in the back of the sign.



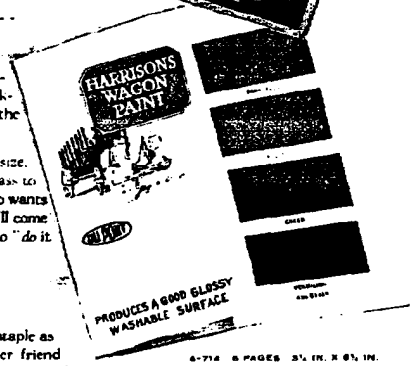
A-774 24 PAGES 4 ¼ IN. X 7½ IN.



A-775 SIZE 11 IN. X 15 IN.

The booklet "The Old Car & The New" is complete and convincing. It describes every detail in refinishing a car from just brightening up the color, to taking the finish down to the bare metal.

In handy pocket size, it's just the thing to pass to the casual prospect who wants to "think it over." He'll come in soon again ready to "*do* it over."



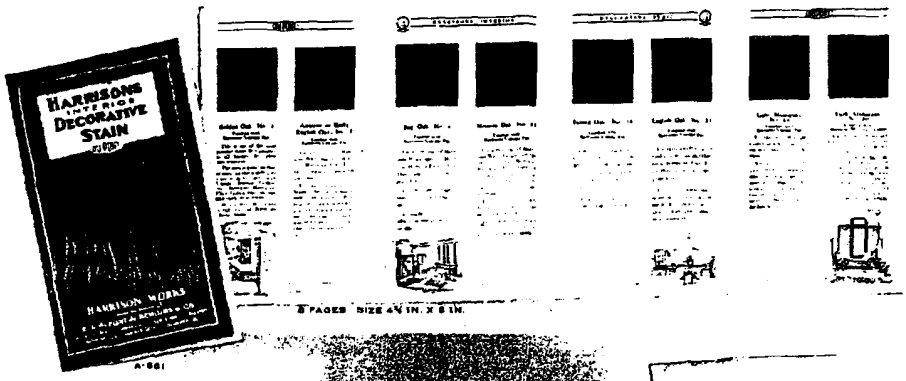
A-714 6 PAGES 3¼ IN. X 6¼ IN.

Wagon Paint is as staple as wheat, but your farmer friend needs to have his memory jogged up about it.

This enamloid sign will do it, and, if he shows any interest, give him a little talk about the importance of keeping farm equipment in good shape, and hand him the color card shown at the right as a little reminder. Good for any kind of wagons and many other articles.

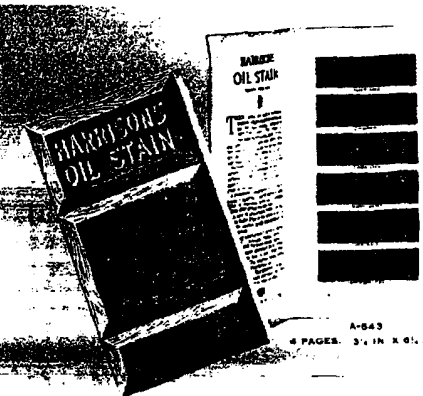
DUP150098638

Interior Wood Finishes



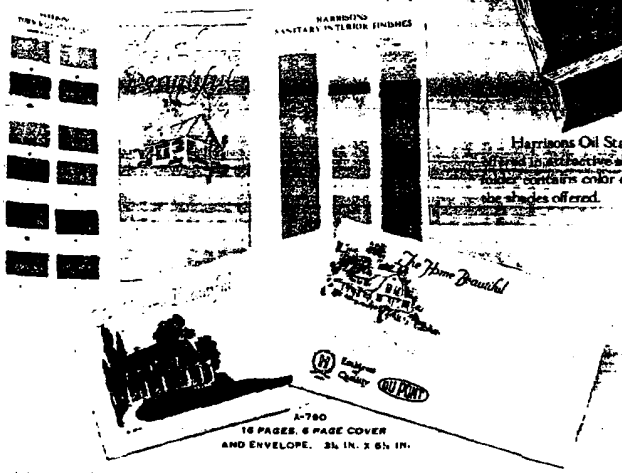
A-661

WHERE the interior woodwork, panelling of trim, is unfinished wood, and it is to be stained, there is nothing superior to Harrisons Interior Decorative Stain. It brings out the full beauty of the grain in soft, rich tones which are adequately reproduced and described in the folder shown above.



A-643
4 PAGES. 3¼ IN. X 6¼ IN.

Harrisons Oil Stains meet the demand for a non-fading stain offered in attractive shades at a reasonable price. This descriptive folder contains color chips which reproduce, on Japanese Veneer, the shades offered.



A-790
16 PAGES, 6 PAGE COVER AND ENVELOPE. 3¼ IN. X 6¼ IN.

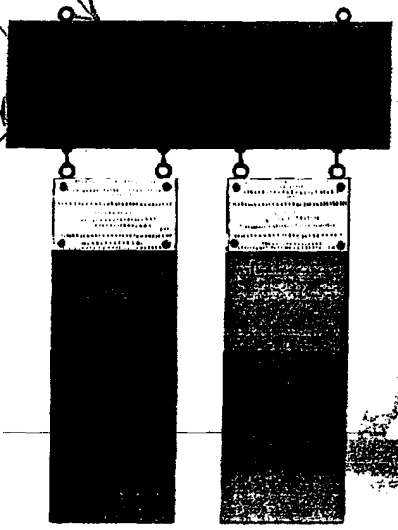
The Home Beautiful is a "prize baby." The various editions in which it has been issued run up into the hundred thousands, a sufficient index of its popularity.

It's a sort of combination color card and booklet where the intimate problems of home decoration are discussed in simple, non-technical language. Every class of service to which Town & Country Paint, Sanitary Flat and Sanitary Gloss, Floor Paints, Stains and Varnish Stains, are put or described within its covers.

DUP150098639

Roofing Specialties

HARRISONS ROOF AND BARN PAINT



A-762 PANELS 4½ IN. X 13 IN.



4 PAGES



A-703 6 IN. X 21½ IN.

give me Harrisons Shingle Stain ON RED CEDAR

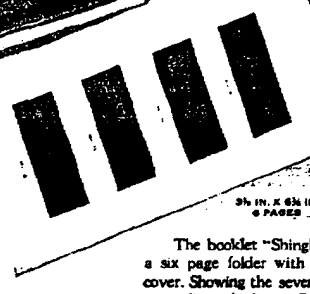
Hi

ROOF and barn paints and shingle stains represent a good profit and run into quantity orders very quickly.

Did you ever stop to figure the square footage of tin and shingled roofs in your town that need painting badly? Investigation will open your eyes to the possibilities in actively pushing shingle stains and roof paints. The two samples of paint shown are of large size and readily detachable from the headboard.

Harrisons Shingle Stain is shown applied to actual full-size shingles.



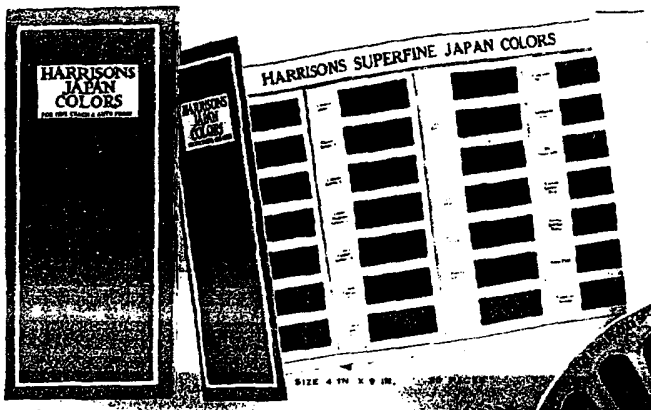


A-753 3½ IN. X 6¾ IN. 6 PAGES

The booklet "Shingled Homes" is a six page folder with an attractive cover. Showing the seven shades (and natural) in which we offer these stains.

DUP150098640

Harrisons Colors and White Lead

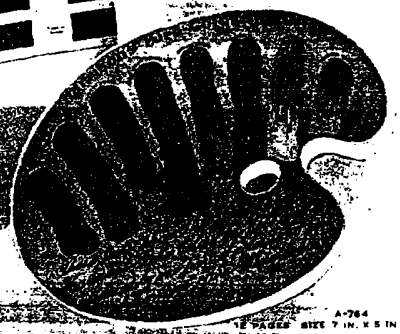


A-636

Harrisons Japan Color Card shown at the top of the page is a thing of beauty and, at the same time, a very useful sales tool. The chips are arranged in carefully graded shades. Prepared on transparent Py-ra-lin which preserves the finish without changing the color.

MANY years ago, before the days when Harrison products were nationally advertised, it was nationally known that the finest colors in the world were Harrison colors, whether ground in oil or ground in Japan.

Their fineness, uniformity, exceptional tinting strength and reliability have been by-words with master architects and painters not only in this country but abroad.



A-764
12 PAGES SIZE 7 IN. X 5 IN.



Harrisons pure colors in oil are described in the Oil Color Palette Booklet shown here at the right, and the correct method for producing any desired tint, using these colors in conjunction with Harrisons White Lead, is described and illustrated in our White Lead Booklet shown here at the left.





SIZE 15 IN. X 20 IN.
For store and window display

A-440 8 PAGES SIZE 3½ IN. X 6 IN. A-693 SIZE 11 IN. X 4 IN.

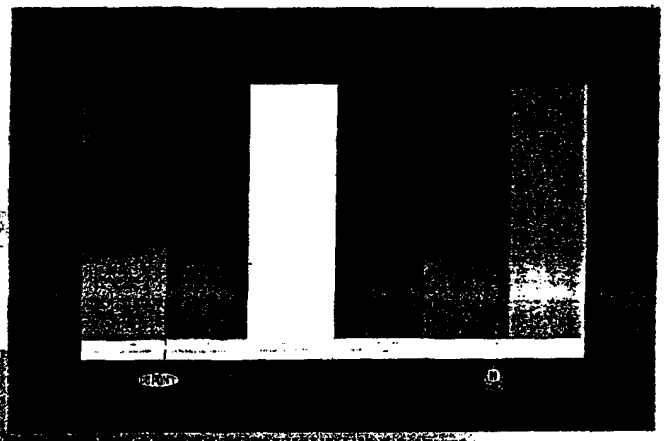
Painters who buy their supplies of Harrison goods from you will be glad to use the Wet Paint Sign illustrated here, which we furnish to them through your store.

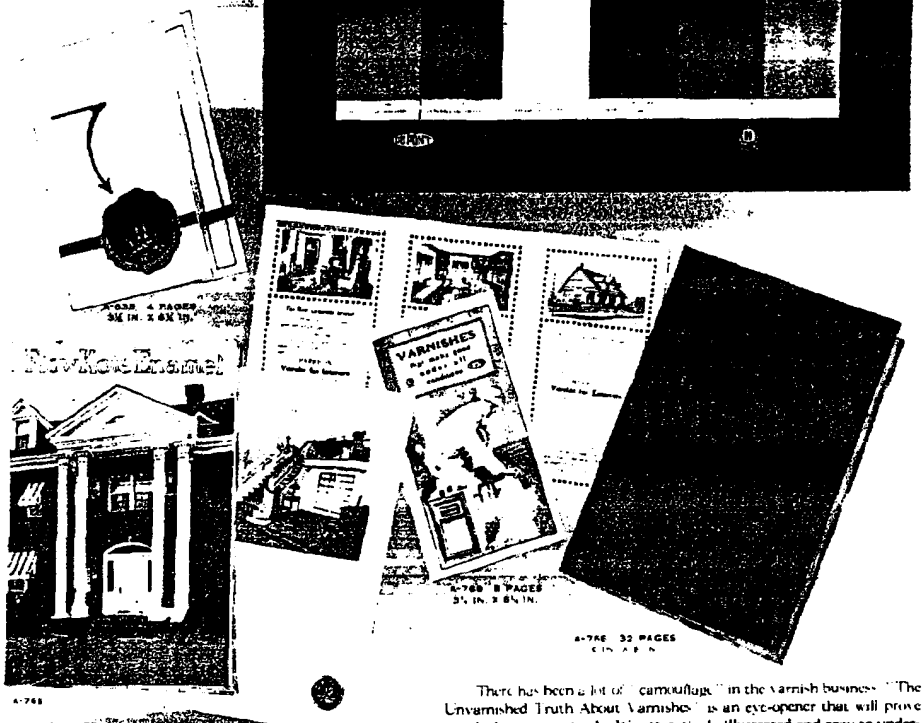
DUP150098641

Vitrolac Varnish and Flow Kote Enamel

DID you know that the Du Pont Company makes more varnish than many manufacturers who *specialize* in varnish? No? They do, and here are some store displays and booklets that will help you "tell it to the world."

The mahogany-finish frame shows off these panels to the best advantage. Use it on your counter or in your window.





Flow Kote Enamel is one of the highest-priced American-made enamels, and worth all that it costs. Incidentally, it's superior by actual test to many of the much tooted "imported" enamels.

We feel so strongly on this point that we have prepared the beautiful booklet shown above, which you will want to distribute only to the better grade of prospective buyers. The wearing qualities and general excellence of Flow Kote will make many friends for you among architects, builders and home owners.

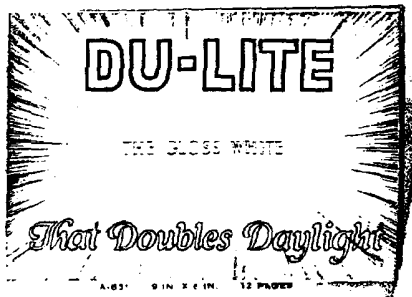
There has been a lot of "camouflage" in the varnish business. "The Unvarnished Truth About Varnishes" is an eye-opener that will prove convincing to your trade. It's attractively illustrated and easy to understand.

The small folder, "Varnishes That Make Good Under All Conditions," gives a brief description of the three leading members of the Vitrolac family—Vitrolac Spar, Vitrolac Floor and Vitrolac Flat.

For more general distribution, we have also provided the smaller booklet entitled, "Under Seal We Hand You a Product of Merit."

DUP150098642

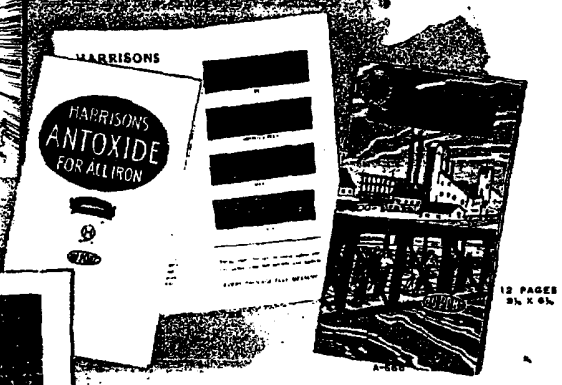
Industrial Paint Sales Helps



The number and size of new plants which have been erected for essential industries is a mighty fine incentive for some intensive work along [illegible] on the part of Du Pont paint [illegible]

There is a surprising number of people looking for a paint that will adhere to tin or galvanized iron. Here it is—Harrison Galvanized Iron Primer, and the little booklet shown at the right is descriptive of its virtues.

ANTOXIDE is nationally advertised and in very wide demand. If you don't handle it, you should, and the color card shown, as well as the booklet "Fighting the Flameless Fire," will help you to pick up many a nice order.



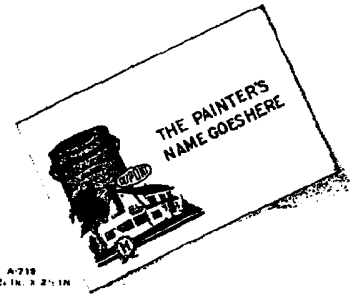
Concrete is being advertised and used more widely today than ever, but there is nothing uglier than a concrete building which is not painted. Go after this business hard. The color card shown below will help.



If you [illegible] ties in selling Antoxide, [illegible] will land the order. Its preventer and its attractive price will land quantity orders for you. Here's the color card and a booklet especially adapted to the railroad class of trade.

DUP150098643

Miscellaneous Helps

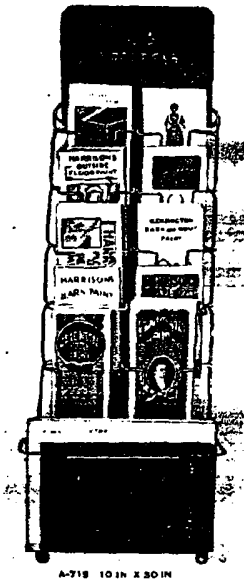


A-716
SIZE 4½ IN. X 2½ IN



A-717 SIZES—8¾, 7, 7¼





A-718 10 IN X 30 IN

KEEPING [illegible] good-will is especially important [illegible] because he has plenty of big jobs and is [illegible] of material.

He looks [illegible] for occasional small favors. We have put you in a position to render these favors. Here are shown the paint [illegible] and business cards which we [illegible] you.

[illegible] both to you and your customers, because it keeps the color cards all together and correctly classified. They are instantly accessible, and at the same time out of the way because this rack occupies a minimum space when properly hung up. The pockets are made of wire, and do not collect dust. Each pocket when filled occupies the position shown in the side view at the right thus making this compact rack capable of holding a large number of color cards, folders and pamphlets.



A card for general use on show cases, counter, shelves and in windows. See window display on page 9 for a suggestive use.



A-681 8⅛ IN. X 5⅛ IN.

DUP150098644

The Harrison Idea

SUCCESSFUL Dealers in Paints and Varnishes have found that quality and uniformity of product, good values and prompt and courteous treatment of the trade are prime factors in gaining and holding business, but that they do not in themselves alone assure the Dealer of an adequate profit.

The largest profit is reaped by the Dealer who sells the greatest volume of paints on the smallest investment, who has no dead or slow-moving colors or sizes on his shelves and who, on the other hand, misses no sales because of short stock. In a word, your profit depends to a large extent upon your wisdom in stocking.

Now The Harrison Idea is a systematically worked out scheme of stocking, providing the Dealer with an assortment of the popular and quick-moving shades in a variety and quantity such as to enable him to make a large turn-over on a relatively small stock.

This scheme is based on the Town & Country graduated color cards. These cards are prepared to show respectively 12, 18, 24, and 30 colors. The first contains the twelve best-selling Town & Country shades, and each succeeding card in the ascending series shows all the colors on the card below it with the addition of the six next most desirable numbers.

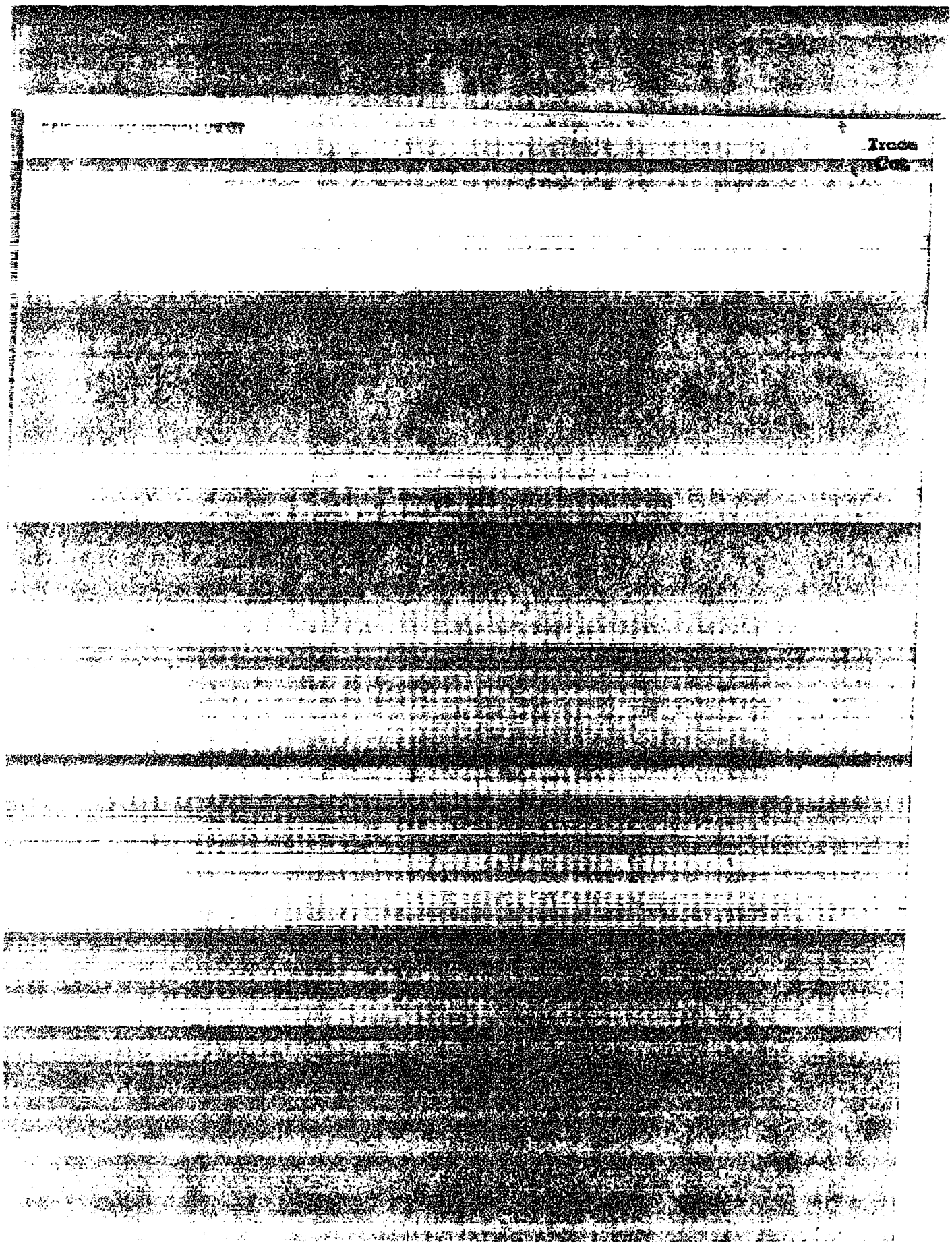
From each of these color cards a model stock is made up in such colors and quantities as to furnish the maximum number of house patterns with the minimum quantity of left-over odds and ends. For instance, Model Stock C based on the 24 color card contains 125 gallons, covers the entire group of shades on this card, and provides at least eleven complete house painting jobs. It cost approximately $400 at present prices and should prepare a Dealer to do a business in house paints amounting to at least $1200 a year.

In all the model assortments the estimated ratio of invested capital to sale returns is one to three, and the value to you of the Town & Country agency based on The Harrison Idea is therefore obvious, for it affords you an unequaled opportunity to do a maximum of business upon a minimum of investment.

The Dealer should be governed in selecting a card and model stock by the volume of his annual paint sales, but, in consideration of the present high prices of all paints, we strongly urge that you choose the card next smaller than the one you would normally order, for it is the verdict of our wide experience that the condensed stock, if well balanced, yields the most satisfactory sales results.

We believe that these four model stocks present the most desirable assortment of shades and quantities for the average Dealer. However, you may if you wish make such changes in any of these assortments as may be necessary to fill your particular needs, keeping the number of shades upon which to purchase complete house patterns and the total quantity of paint the same as in the model stock.

DUP150098645



Trade
Cat.

DUP150098646