A-Smith

GENERAL LACQUER SALES DEPARTMENT

BULLETIN NO. 42 NOVEMBER 3, 1926.

Subject: Spring Terms on Rogers Brushing Lacquer to Agents and Dealers

You have, no doubt, been advised by your Division Manager that spring terms may be extended to all agents on Rogers Brushing Lacquer the same as on our regular lines of paints, varnishes, and enamels.

We have now decided to extend spring terms to dealers also on a minimum order for Assortment No. 1 amounting to $45.45 net or any similar assortment of the same or greater amount. Understand this is the minimum amount upon which spring terms will be extended to dealers, and it should be the object of every salesman to sell larger assortments wherever possible. On orders for smaller amounts than the No. 1 Assortment the regular terms apply.

To our agents, of course, the spring terms will apply on any quantity large or small when included with stock orders for paints and varnishes but it should be the object of the salesman to get as large an order on these terms as possible.

These very liberal terms should help considerably in opening up new R.B.L. accounts as well as restock established accounts, and we are hopeful that each and every salesman will cash in on this opportunity to the utmost.

We are in receipt of information from the North Atlantic District that Mr. Frank Foy has just booked three spring orders on Rogers Brushing Lacquer totaling $1,671.75, an average of $557.25 for each order. This indicates the possibilities of volume sales of Rogers Brushing Lacquer on stock order terms, which we are going to expect each and every one of our representatives to take full advantage of.

Please see to it that every stock order taken from agents contains a substantial assortment of Rogers, also use these special stock order terms as an added inducement to land new dealer accounts.

Yours very truly,

A E Holst

MANAGER

Price List List WAG

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