

January 19, 1916

Subject Unsalable Colors

Our men and Managers are frequently confronted with the problem of moving unsalable colors from the shelves of their agents. It is frequently the case that our agents desire to return stocks of these supposedly unsalable shades, and in handling a situation of this kind Mr. C. P. Jarden, of our Philadelphia Sales Division, has been unusually successful.

I know you will be interested in the attached copies of letters which have been used in meeting situations of this kind, and I am sending them to you verbatim, as they constitute live talking points which you can use in similar situations.

Yours very truly,