



SINCE
1870

SHAPLEIGH'S
ESTABLISHED 1843
ST. LOUIS, U.S.A.
TRADE MARK REG. U.S. PAT. OFFICE

APPENDIX

SECTION 30



SINCE
1870

"F" GOODS

ABRASIVES, Coated

ALUMINUM WARE—Alro-Ware
Club
Comet
Heller
Kromex
Mirror
Wear-Ever
Wilson

AMMUNITION—sell at zone prices,
see catalog

ANTI-FREEZE—up to \$1.00 per cwt.

APPLIANCES, Electric—Dormeyer
Camfield
Cory
Dominion
Dulane-Fryrite
General Electric
General Mills
Hamilton-Beach
Knapp-Monarch
Nesco
Presto
Proctor
Sunbeam
Universal

AUTOMOBILES—up to 0.25 cwt.

AXES—sell at zone prices, see catalog

BAGS, Water—Eagle

BATTERIES, Flashlight—Eveready
Ray-O-Vac
Winchester

BEATERS, Egg—Androck
Blue Whirl
Dainty Whirl
Dazey
Flint
Taplin

BELTS, V—Gates

BIKES, Pedal—up to 0.25 per cwt.

BLADES, Hacksaw—All

BLENDERS—Foley

BUCKETS—Minnow

BUILDERS HARDWARE—

American Cabinet
McKinney
National Period Furniture
Trim
Yale Night Latches

CABINETS, Medicine

CABLE—Non-Metallic Sheathed } Up to
Armoured Bushed } 0.25
Service Entrance } Per Cwt.

CAL-DAK PRODUCTS

CANNERS—National Pressure

CARPET CLEANER—Glamorena

CASTERS—Bassick

CHIMES—Authotone
Nu-tone

CHOPPERS, Food—Diamond Edge

Enterprise
Foley
Keen Kutter
Universal

CHRISTMAS LIGHTING OUTFITS and DECORATIONS

CHUCKS—Jacobs

CHURNS—Electric and Hand

CIRCUIT

BREAKERS—Federal } Freight equal-
Pacific } ized with
Square D } nearest Jobber

CLAMPS—Hargrave

CLOCKS—All

CLOSERS, Door—Corbin
Reading
Sargent
Yale

COFFEEMAKERS and REPAIRS—Cory
Knapp-Monarch
Sunbeam

COLEMAN PRODUCTS—

COPPER TUBING

COOKERS—Mirro-Matic
Presto
Revere

(137) New Addition

COSCO PRODUCTS—sell at zone prices,
see catalog

CRUSHERS, Ice—Dazey
Ice-O-Mat
Swing-A-Way

CUTLERY—Flint

DECOYS—Ariduck
Deeks

DIES—Ace
Greenfield

DISCS, Filtering—Rapid-flo

DRIVERS, Screw—Diamond Edge
Hold-E-Zee
Keen Kutter

ECKOWARE—Copperclad Stainless
Steel Ware

EDGER AND TRIMMER—
ELECTRIC LAWN—Edge-Rite
EDGERS LAWN—Roto

ELECTRIC BROOMS—Regina

EMPIRE ELECTRICAL APPLIANCES

FANS, Electric

FENCE CONTROLLERS—Electro Line
Shox-Stox

FILES—Black Diamond
Diamond Edge
Keen Kutter
Nicholson

FISHING TACKLE—
All except—Cane and Bamboo Pole

FLASHLIGHTS—Eveready
Ray-O-Vac
Winchester

FREEZER ITEMS—Kordite

FREEZERS, ICE CREAM, ELECTRIC—
Handy Freeze, Dolly Madison—
Freight up to 0.25 Cwt.

GARDEN HOSE—Gates } Full Freight
Good Year } allowed on
Amepco... } 1500 ft. or
Realite... } ders—Less
} than 1500 ft.
Tonka } freight up to
} 0.25 per cwt.
} Up to 0.25
} per cwt.

Allowance will be made on Actual Weight only if shipment is insufficient for carrier's Minimum Charges.

No allowance on Parcel Post Express shipments. If customer's portion of freight is less than RE there will be no charge.

"F" GOODS

GARDEN HOSE ACCESSORIES—
Green SpotGLASS SUBSTITUTES—Cel-O-Glass
R-V-Lite
WarpsGLAMORINE CARPET CLEANER—
Up to 0.2¢ per cwt.GLUE—Borden Elmer's
Casco
Cascamite
Du Pont
Franklin
LePages
Miracle
Rodgers
WeldwoodGOLD SEAL PRODUCTS—(Except Asphalt
Tile) Freight equalized with cities
listed on Sec. 20—Page 37. Asphalt
Tile—No freight allowed, F. O. B.
St. Louis Only (St. Louis Zone
Prices).GRATERS, SLICERS AND MINCERS—
Acme
Grate Master
Like Hearts
Mouli
Shred-a-MatGREASE and OIL, Gun—Remington
Winchester

GUNS and RIFLES—All

GUN CASES—Jumbo

GUN CLEANING PRODUCTS—Hoppe's

HAMMERS—Chaney
Diamond Edge
Estwing
Keen Kutter
Plumb

HAMPERS, CLOTHES—Pearlwick

HATCHETS—Diamond Edge
Estwing
Germantown
Keen Kutter
PlumbHEATERS, Electric—Arvin
Gas—Armstrong
Cirou-ray

HUNTING CLOTHING—Red Head

JUGS, Picnic—All, Including Karryall

JUICERS—Dazey
Foley
Juice King
Juice-O-MatKAISER ALUMINUM SHADE
SCREENING.

KITCHEN HANDY ITEMS

KITCHEN TOOLS—Androck
Artbeck
Dazey
Ekco
Flint
Foley

KRILLIUM

KRYLON SPRAY PAINT

LACING, Belt—Alligator
Clipper

LANTERNS—Coleman

LANTERNS, Electric—Delta
Empire
Justrite
Olin-Mathieson
Richberry

LATCHES, Night—Yale

LOGS—Gas—Hearth Glo
Freight equalized up
to 0.02¢ per Cwt.MACHINES, Clipping and Shearing—
Stewart—and PartsMASKING TAPE—Scotch Brand
Mystic Brand

MILL, Food—Foley

MITRE BOXES—

Goodell-Pratt
Langdon-Acme
Stanley

MOPS—No. 400 Minute

MOTORS—Emerson
General Electric

MOWERS,

Keen Kutter Rotary and Reel Type Power Mowers.	} sell at zone prices
Shapleigh Hand Mowers	
Keen Kutter Hand Mowers	
Clemson Mowers	
Huffy Rotary Power Mowers	
Sunbeam Power Mowers	

NATIONAL CABINET HARDWARE

O'CEDAR PRODUCTS

OPENERS, Can, Wall Type—Can-O-Mat
Dazey
Swing-AwayPADLOCKS—Master
Yale

PADS AND COVERS, Ironing Board

PAINT—Simmons Guaranteed and Simco,
sell at zone prices—see Catalog.

PISTOLS—Automatic

PLASTIC HOUSEWARES

PLASTIC WOOD

PLATES, Screw—Greenfield

PLUMBS and LEVELS—

Diamond Edge
Keen Kutter
Miller Falls
Sands
Shapleigh
Stanley
Stevens

POLISHERS,

Electric, Floor—Johnson
Red Devil
ReginaPYREXWARE—Freight equalized with
other jobbing points, not to exceed
0.2¢ per cwt.

PRESSES, Food—Viko

PYRENE—Extinguishers

RADIOS—G. E., sell at zone prices,
see catalog

RAIN KING PRODUCTS

RAKES, Broom—Ames
Disston
Gardex
Keen Kutter
Lawncomb—sell at zone
prices—see catalogREARDON PRODUCTS—Full freight on
150 lb. shipments or more.

RED DEVIL PRODUCTS

REVERE WARE

REVOLVERS

RIFLES and GUNS—All

RIFLES, Air—Benjamin
Grossman
Daisy—sell at zone prices—
see catalog

RUBBERMAID PRODUCTS

RULES—

Eagle
Lufkin
Master
StanleySAFETY
SWITCHES—Federal-
Pacific
Square D } Freight equal-
ized with
nearest JobberSALES SERVICE MERCHANDISERS,
Gardex

SANI-WAX

SAWS—

Bench—Marcus Pollak
Bow—Sandvik
Bushman—Genesee
Crosscut—Atkins
Diamond Edge
Keen Kutter
Simonds
Electric—Wholsaw
Hand—Atkins
Diamond Edge
Disston
Keen Kutter
Keyhole—All Way
Diamond Edge
Keen Kutter
UltraSCALES—Borg
Brearley
Chatillon
Hanson
Health-O-Meter
Universal
VikingSCALES,
Family and Kitchen—Way-Ette

SCHALK PRODUCTS

SCRAPERS, Floor and Cabinet—
Hook
Red DevilSETS, Saw—Disston
Stanley

Allowance will be made on Actual Weight only if shipment is insufficient for carrier's Minimum Charges.
No allowance on Parcel Post Express shipments. If customer's portion of freight is less than RE there will be no charge.

"F" GOODS

SHARPENERS, Knife—Cory
Dazey
Handy-Hana
Swing-Away

SHAVERS, Electric—Remington
Shick
Sunbeam

SHEARS, Grass—Doo Klip
Keen Kutter

SHEARS, Hedge—Keen Kutter
Shapleigh
Skilsaw Electric
Sunbeam Electric
True Temper

SHEARS, Pruning—Keen Kutter
Seymour-Smith

SHOVELS, SPADES and SCOOPS—sell at
zone prices, see catalog

SIFTERS, Flour—Androck
Foley
Sift Chino

SILVERWARE—All

SIMONIZ

SOLDER—Kester

SOLDERING COPPERS,
Electric—American Beauty
Lenk
Solder Master

SOLO PRODUCTS

SPONGES—Dupont
Ivalon
O'cel-o

SPRAYERS, Hudson, (except Electric and
Power)

SPRAYERS, Paint—Burgess
Campbell-Hausfeld
Speedy

SPRINKLERS, Lawn—Rain King

STAINLESS STEEL

TABLE WARE—Allegheny
International
Norva
Wallace

STEEL GOODS—Garden Club
Keen Kutter
Klicker
(sell at zone prices, see catalog)

STONES and WHEELS, Carborundum—
Al
Behr-Manning

STOCKS and DIES, Pipe—Armstrong
Reed

SWEEPERS,
Carpet—Bissell
Wagner—sell at zone prices,
see catalog

SWITCHES,
Entrance, Range and Safety
Federal-Pacific and Square D—
Freight equalized with nearest Jobber

TAPE, Scotch

TAPES—Master
Lufkin
Stanley

TAPS—Ace
Greenfield

TARPAULINS

TEA KETTLES—No. 5200, 6200, 8200 series

THERMOMETERS—Chaney
Taylor

TOASTERS, Electric—
(See Appliances)

TOOLS, Hand—Bernard
Black & Decker
Bruno
Casco
Chaney
Crescent
Diamond Edge
Estwing
Fairchild, Electric
Germantown
Goodell-Pratt
Irwin
Keen Kutter
Klein
Miller Falls
Petersens
Pexto
Plumb
Porters
Red Devil
Sargent
Skilsaw
Stanley
Stanley, electric handy man
Starret
Utica
Yankee

TOOL BARS—Shapleigh No. TB53

TOOL PACKAGE—Shapleigh No. SL2 and
open stock

TOOLS and ACCESSORIES—
Power, Delta
Equalize with Other Delta Home Craft
Power Tool Jobbers. See Sec. 4, Page 138-AA

TOOL OUTFITS—Pexto
Shapleigh

TOOLS, Pipe Threading—Reed
Rigid
Toledo

TOOLS, Saw—Atkins
Simonds

TORCHES, Blow—All

TOYS—Lionel

TRACTORS and ATTACHMENTS—
Murray and B.M.C.
Sell at zone prices

TRAINS—Lionel

TRAPS, Steel

TRIM—National Period Furniture

TROWELS—Diamond Edge
Daston
Keen Kutter
Marshalltown
Rose

TWIST DRILLS—Cleveland
Diamond Edge
Keen Kutter

VACUUM GOODS—Thermos
Universal

VELOCIPEDES—Sell at zone prices

VICES—Columbian

WALLRITE—Up to X1D00 per cwt.

WASHERS, Electric Portable—Handy Hot

WATER COOLERS & CANS—Defiance

WATER SYSTEMS—Jacobsen
Red Jacket

WEED CUTTERS—No. KWCS
Shapleigh

WICKS—Perfection

WIRE—Weatherproof
Ground..... } Up to X1D00
Underground } Per Cwt.
Building..... }

WRENCHES—Billings & Spencer
Diamond Edge
Keen Kutter
New Britain

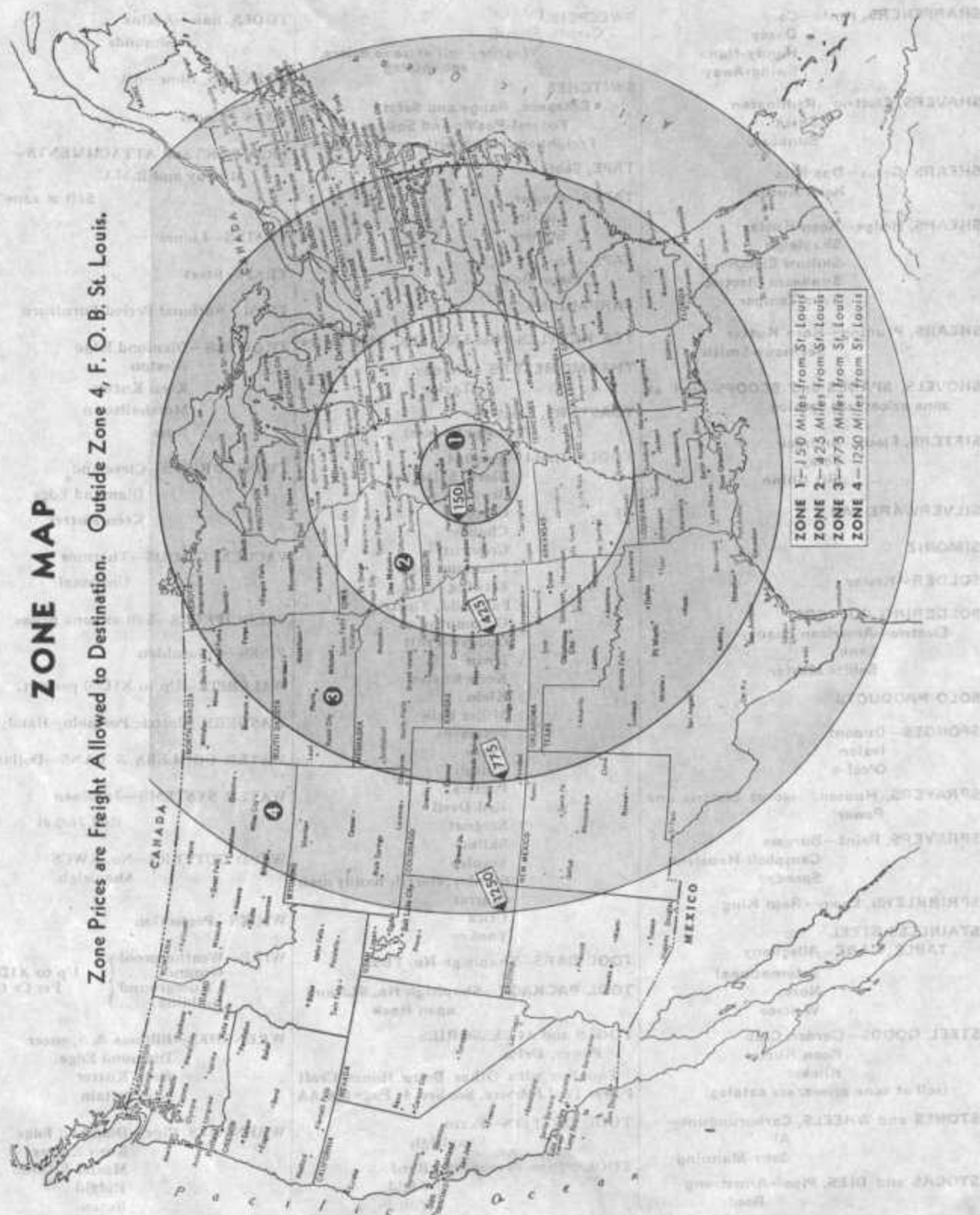
WRENCHES, Pipe—Diamond Edge
Keen Kutter
Master Stillson
Ridgid
Roxco

(12") New Addition.

Allowance will be made on Actual Weight only if shipment is insufficient for carrier's Minimum Charges.
No allowance on Parcel Post Express shipments. If customer's portion of freight is less than D2C5 there will be no charge.

ZONE MAP

Zone Prices are Freight Allowed to Destination. Outside Zone 4, F.O.B. St. Louis.



OFFICERS OF THE COMPANY

M. J. LONG	Chairman	H. A. HOEYNCK (HH)	Vice-President	B. O. TEMPLE (T)	Asst. Secretary
A. LEE SHAPLEIGH II (ALS)	President	A. E. APPEL (AEA)	Vice-President	J. NEWTON	Asst. Secretary-Treasurer
H. B. R. KIRKPATRICK	Vice President	G. G. EARLY, JR.	Vice-President	W. C. RICHELMAN	Asst. Treasurer
HAROLD C. SCHOTT	Vice President	W. F. BARNES (JB)	Secretary	R. E. KELLY	Asst. Treasurer
KEITH McDOUGALL	Vice-Pres. and Treas.				

MERCHANDISE DEPARTMENT

H. A. HOEYNCK, (HH) Vice-President in Charge

W. F. (Jack) BARNES (JB)

Secretary and Sales Promotion Director

In charge of Sales Promotion, Advertising, Catalog and Store Fixture Departments.

DIVISION 1

B. O. TEMPLE, SR. (T)

Asst. Secretary and Sales Director

W. H. MORGAN

Sales Manager

All territories west of the Mississippi River, except St. Louis.

DIVISION 2

E. E. MAXWELL

Sales Director

T. A. TAYLOR

Sales Manager

All territories east of the Mississippi River, except East St. Louis, Illinois.

DIVISION 3

C. J. KELLER

Sales Director

City Salesmen, Industrial Salesmen, Department Stores, Railroad and Government Sales Department, Builders' Hardware Contract Department and seven nearby Missouri and Illinois Country Salesmen.

DEALER PLAN DIVISION

RUSSELL COOK

Dealer Plan Director

Wm. F. MEYER, JR.

Assistant to Mr. Cook.

Merchandise
Director

CLAUDE W. DEMPSEY

Div. Merchandise

E

Plumbing Supplies—Stoves and Ranges—China and Glass Ware—Coleman Merchandise—Stainless Steel and Aluminum Molding—Glass Lamps—Lanterns—Chimneys and Wicks.

J

Nails and Wire—Corrugated Roofing—Wire Cloth—Screen Doors—Carriage and Machine Bolts—Poultry Netting—Wall-rite Prepared Roofing and Shingles—Cordage—Chain—Glass Substitutes—Asbestos Paper, etc.

M

Wiring Devices—Construction Materials—Electric Building Wire—Fence Controllers—Door Chimes—Christmas Tree Lighting Outfits and Decorations—Residential Lighting and Fluorescent Fixtures—Paints—Varnishes—Enamels—Paint and Varnish Brushes—Caulking Guns—Putty and Compound, Plastic Wood, etc.

W. D. HUGHES

G

Mechanics' and Carpenters' Tools—Glass Cutters—Snips—Mill Supplies—Abrasives—Grinding Wheels—Blow Torches—Axes—Hammers—Hatchets—Handles (Axe, Hammer, Hatchet)—Wood Choppers' Mauls—Blacksmith Hammers, etc.—Picks—Mattocks—Handles (Pick and Mattock)—Electric Motors.

T. CARROLL PARKER

B

Fishing Tackle—Golf—Tennis—Baseball Goods—Trains and Accessories—Carbide and Miners' Lamps and Accessories—Wheel Goods—Bicycles and Accessories—Outboard Motors.

D

Guns and Gun Goods—Ammunition.

F

Builders' Hardware—Shelf Hardware—Screws—Rivets—Store Fixtures, etc.

CHAS. M. STIEG

A

Cutlery—Silverware—Clocks—Vacuum Goods—Electric Shavers, etc.

C

Electric Fans—Radios—Wash Machines—Refrigerators—Sewing Machines—Vacuum Cleaners—Small Appliances—Floor Coverings—Furniture.

B. O. TEMPLE, JR.

H

House Furnishings Goods—Enamelware—Aluminum and Tin Ware—Oilers—Mops—Chair Seats—Pencils and Stationers' Supplies—Grinding Mills—Kitchen Sundries—Thermometers—Carpet Sweepers—Scales—Bottle Caps—Weather Strip—Coco Merchandise—Polishes and Waxes—Wrapping Paper and Paper Bags.

K

Shovels—Spades—Scoops—Steel Goods—Logging Tools—Lawn Mowers—Clevies—Single and Double Trees—Garden Hose—Huskers—Gloves—Sprayers—Insecticides—Fertilizers—Weaners—Hot Rings—Poultry Supplies—Hog Feeders.

OTHER DEPARTMENTS

JOSEPH A. JUTZI—Builders' Hardware Contract Department

L. SARTORI—Sample Department

H. J. FRANKENSTEIN—Claim Department

D. A. DICKERSON—Traffic Department

GEORGE KIRBY

DON E. FINCH

Store Modernization

RULES AND INSTRUCTIONS

SALESMEN'S RELATION WITH HOUSE

- 1—Salesmen who have been with us one year or more are entitled to two weeks "off duty" time without expense. This off duty time can be used as vacation, for personal reasons, illness or any way the salesman elects. It can be used consecutively or intermittently; however, if it is used for vacation purposes it must be taken when the salesman can best be spared from his territory and at such time as suits the convenience of the Company. The salesman's vacation schedule must be arranged to conform with that of the people in the House, thereby keeping the House force and road force properly balanced. Salesman must correspond with his Sales Manager before making arrangements to take time off for vacation or for personal reasons.
- 2—Do not come to St. Louis without writing us first. We will then ascertain if the parties whom you wish to see are going to be in the city at the time and so advise you. If you come via train, always take advantage of round trip rates.
- 3—No salesman is permitted to quit work or leave his territory for any reason whatever, without our permission, other than in case of sickness, when he should notify us promptly.
- 4—IN CASE OF AN AUTOMOBILE ACCIDENT. Do not attempt to make a settlement with persons involved, and do not admit guilt, or agree to reimbursement. The Insurance Company reserves the right to decide who is responsible, and you agree to this clause when you accept the policy. Mail report of any accident to the division office of your Insurance Company and send a copy to us. If serious accident wire us details immediately.
- 5—If a salesman is interested in a retail hardware store, or if he intends to gain part ownership in such a store, he should let us know giving full particulars, as we feel we should know of all such interests of our salesmen.
- 6—ROUTE SHEETS. Every salesman is to furnish a route sheet each week, showing mailing points and giving an address for each day, so we can reach him promptly by wire or phone at any time. It is important that the route sheets be mailed in sufficient time to reach us not later than Monday morning.
- 7—WORK-UPS. Work-ups of territories are furnished the salesman each year. When these are received they should be checked over carefully in accordance with instructions accompanying work-up. On accounts where there have been noticeable declines in their purchases, write your sales manager explaining what you think is causing the loss of their business. If you feel you are unable to regain the old volume, give your recommendations as to just what should be done to get them lined up again.
- 8—No side lines permitted.
- 9—DO NOT DRAW ON US. You are not permitted to draw on us for money. If necessary, telegraph us.
- 10—DO NOT BORROW MONEY FROM CUSTOMERS OR OTHER SALESMAN.
- 11—Do not give PRESENTS if it can possibly be avoided. All gifts will be charged to your personal account. Under no circumstances give presents from your samples.
- 12—DO NOT SEND US ANY CURIOS. Occasionally a salesman will send us a razor or pocket knife or some other item of our own brand which has been in use for many years. We prefer that you do not send us any curios.
- 13—CREDIT FOR MAIL AND TELEPHONE ORDERS. Salesmen will be given credit for mail and telephone orders when they personally have sold the customer at least one order during the past 90 days. When a dealer voluntarily sends us mail orders or phones in orders and the salesman to whom the town is assigned has not sold this customer at least one order during the past 90 days, the salesman will not receive credit nor will he receive credit for any subsequent mail or telephone orders from that customer until he has sold him at least one order.
- 14—See that all of our regular and particularly new customers, are provided with mail order blanks and S. H. Co. addressed envelopes and a want book.

SELLING

- 15—When you sell goods from Snap Book always mark directly before the price the letter (Y) so that your commissions will not be affected.
- 16—When you sell goods from your Catalog with the letter N directly before the price indicating that no freight will be allowed on the item, you are to show the letter N on your order directly before the price.
- 17—Under no circumstances are you to accept blanket orders on any line, unless given permission to do so.
- 18—DON'T SELL CONSUMERS OR HOTELS.
- 19—Do not solicit business on items for personal use from dealers who do not carry such items for resale. For example—Selling a drug store a lawn mower, or lumber dealer a shotgun, etc.
- 20—Do not sell goods not listed in your Catalog, or special sizes to be made to order. Such orders are subject to annoying delays and are unprofitable.
- 21—DON'T ask us to buy out goods we don't keep. This causes trouble and delay.
- 22—Have it understood with your customers that all quotations are withdrawn when you leave town.
- 23—We never give an unqualified guarantee on price. The only exception to this is we will guarantee the price up to date of shipment. If customer receives a lower price, then we reserve the privilege of either meeting the price or allowing him to cancel the order. We are under no obligation to recognize a complaint in regard to the price of goods under this guarantee after the goods have been shipped.
- 24—Under no circumstances, will we furnish our customers with blank invoices, or invoices showing a different price than that which the goods were sold.
- 25—Never sell goods delivered, as under such circumstances the goods are our property until they reach destination. In some cases, we sell goods full freight allowed, but then the goods become the property of the consignee as soon as they are delivered to the railroad at shipping point.
All goods are sold F. O. B. Cars St. Louis, or in cases of direct shipment, F. O. B. Factory.
- 26—WIRE NAILS. We never break kegs of wire nails. Sell only according to your catalog—in full keg lots. Do not ask us to break kegs even at an advanced price. Our stock of these goods is kept in the warehouse in full kegs only. We are not prepared to take care of retail business or broken lots.
- 27—Under no circumstances, sell goods on consignment.
- 28—Do not guarantee the sale of any item.
- 29—Never guarantee freight or express rates; don't guarantee delivery of freight or express shipments. Our responsibility ceases when goods are received for by transportation company.
- 30—CALLING ON OTHER SALESMEN'S CUSTOMERS. Do not when temporarily in a town assigned to another salesman, call to see our customers in that town. All salesmen should avoid this practice.
- 31—ONE MAN IN A TOWN. We are opposed to the policy of selling only one man in a town. There are some few isolated cases, however, where it is wise to make an exception to this rule. In such cases we wish you to advise us and explain fully your reason.
- 32—SUGGESTIONS. We invite suggestions of any character from you, particularly in the way of desirable goods to add. While we may not act on your suggestions, we shall always give them consideration, and they will be appreciated.
- 33—DON'T fail to call on all the Hardware trade in every town assigned you. You never know when a dealer you have not been selling will give you an order, but it is certain you will not get the order unless you call on him.
- 34—DON'T leave a customer without asking him to send us his mail orders between your visits.
- 35—DON'T, under any circumstances, make arrangements or agreements of any kind with a customer, that do not show clearly on your order.
- 36—DON'T fail to explain irregular transactions or unusual prices. This will prevent a lot of correspondence, and save a great deal of your time and ours.
- SALESMEN WRITING FACTORIES DIRECT
- 37—Salesmen must not under any circumstances write to or correspond with factories—our factory connections. All matters with factories must be handled only through our Company.

RULES AND INSTRUCTIONS

FUTURE SHIPMENT AND COLLECTIVE CARS

- 38—When taking orders for future shipment, be careful to give us specific date of shipment and enter the terms in the space provided. Use future order blanks sending in green copy with original. If item carries a zone price like ammunition, shovels, axes, etc., be sure to enter correct zone prices and equalization point.
- 39—Always write future shipment orders, collective car orders, direct shipment orders, Parcel Post, Express, or orders taking a different dating, ON SEPARATE SHEETS.
- 40—COLLECTIVE CARS. We are building up an enormous business on Collective Cars and want to encourage the Collective Car business all we can.
- 41—Selling goods to be shipped in Collective Cars enables customers to get them at a much lower rate of freight, consequently they will buy in larger quantities. We find we have been able to ship certain classes of goods into remote territories in Collective Cars which would have been impossible, were we to ship by local freight.
- 42—Always contact us before starting a car so we may furnish you with the freight rates and a list of goods that can be included, and advise salesmen in neighboring territories so they may assist in completing the car. Write all Collective Car Orders on Future Shipment Order Blanks.

NEW STOCKS

- 43—Advise us promptly of any new stock prospects on your territory so that we can get in immediate communication with the prospect. If the stock has been sold, we want the information in full as to who was successful in capturing the order.
- 44—Should you hear of a new stock to be purchased by some firm in a town outside of your territory give us the information promptly so we can advise the salesman on whose route the stock will be purchased.
- 45—Keep your eyes open for possible new stocks. If you see a building going up, find out what class of business is going into that building and keep in touch with the parties about town who generally know what is going on.
- 46—Under no circumstances do we want you to Bid on a new stock. Instead, communicate with us immediately by wire or phone. We may want to invite the prospective customer in to the House at our expense, or your salesmanager may prefer to meet the customer on the territory and assist you in closing the deal.
- 47—Be careful to have the terms of sale on opening orders clearly understood and expressed on the order. In most cases these terms should be for cash—at least a large proportion for cash the balance on short time.
- 48—Whenever a prospective new stock purchaser intimates that he has cash in hand or bank to discount his purchases, try to influence him to give you a check to accompany the order or mail it in direct. Our House is so well known the country over that everyone knows they assume no risk whatever in prepayment. When selling a firm which is not incorporated, such as "Union Hardware Company", "Star Cycle Company", always give us with your first order, the names of the members of the firm and their initials.
- 49—Note distinction between "sixty days or 2% cash ten days" and "ten days less 2%". The one is due in sixty days, the other in ten days less 2%. Endeavor to sell new stocks for "Cash" or "ten days less 2%".
- 50—DON'T fail to advise your sales manager about any stocks for sale.

TERMS AND CREDITS

- 51—Never vary from our terms of datings without special permission. Our regular terms are—sixty days or 2% off for cash in ten days. See Spring and Fall Dating Pages in front part of catalog.
- 52—SALESMEN GUARANTEEING ACCOUNTS. Do not guarantee payment of accounts; if we cannot take the credit risk, you cannot.
- 53—REFERENCES. Whenever taking orders from a new customer or from customers who have not made purchases from us within a year, obtain as many references as possible—St. Louis references preferred. (You can obtain this information by asking during your general conversation where the merchant has been in the habit of buying his goods.)
- Attach the sheet upon which you make this report to the order, so that it will not be separated from the order in distribution of the mail after it reaches this office.

TERMS AND CREDITS (Continued)

- 54—CREDITS. When taking orders from firms or corporations just starting or having recently started in business, obtain a financial statement, giving full name of each member of the firm, also the amount of capital each furnishes, and references, which can often be obtained by looking over customer's merchandise and picking up trade marks indicating principal sources of supply.
- 55—Be sure to ascertain and advise us if all the members of the firm are of lawful age. Minors cannot be held responsible for debts they may contract.
- 56—In case of incorporated Companies, give the legal title and State law under which incorporated, amount of the authorized capital, amount of capital actually paid in cash, and the names of the officers of the company. Send also references as in the case of a firm.
- 57—We prefer that salesmen make NO COLLECTIONS. If unavoidable, report immediately and remit by draft at once. We will not be responsible for any collections until the money is received.
- 58—DON'T fail to notify us promptly when a customer has sold out, discontinued business, etc.

WRITING ORDERS

- 59—Number your orders numerically commencing with number 1 on the first of each year. On FUTURES add "FS", on DIRECT SHIPMENTS add "DS".
- 60—In writing orders, always use the indelible pencil or Ditto pen which WE furnish. Also use the orange carbon paper in your order book. Use the pressboard furnished you for reinforcement.
- 61—Print the customer's name and address on the first sheet of your order with the indelible pencil. Write customer's name and address on all other sheets. Be sure to enter name and address correctly.
- 62—Use the same order number for all pages of the same order and place the estimated amount on the first page only.
- 63—PLEASE ESTIMATE ALL ORDERS AND ENTER THE AMOUNT IN ROUND FIGURES IN THE SPACE PROVIDED. All orders should be estimated regardless of size.
- 64—All instructions pertaining to an order should be entered on the first two or three lines of the order blank.
- 65—When you leave copy of an order, make notation, "Copy Left" on First Sheet.
- 66—Mail your orders promptly. The FIRST step towards good service starts with YOU.
- 67—Be sure to pin letters, new business reports, or any papers pertaining to an order, to the front of the order to which they refer. They will then be referred to the proper party for attention.
- 68—New business orders should have the words "NEW BIZ" entered in the lower portion of square marked "Credit Approved".
- 69—Confirm all telegraphic or telephone orders the same day on regular order blanks—DOUBLE CHECK ITEMS and mark order "CONFIRMING TELEGRAM or TELEPHONE CALL".
- 70—WRITING ABOUT ORDERS. When writing about an order always give us the NAME AND ADDRESS OF THE CUSTOMER, THE ORDER NUMBER AND DATE, even though the letter be attached to the order.
- 71—Do not ask us to make additions to orders. It is almost impossible to find an order once it is in the works. It is far better and cheaper for you to write up new orders.
- 72—When two orders from the same town, but for different customers, are to be shipped together, each should be marked to so indicate. For instance—

John Smith & Company,
Smithville, Texas.

Ship with order No. — for Ed. Jones & Co., same town and date.

And on order for Ed. Jones & Company
Smithville, Texas.

Ship order for John Smith & Co., same town and date with this order.

This indicates to us that both orders are to be consigned to Ed. Jones & Company but invoiced separately.

RULES AND INSTRUCTIONS

WRITING ORDERS—Continued

- 73—Do not encourage customers to send orders to your headquarters. Instruct them to mail direct to House.
- 74—Enter goods on your orders EXACTLY as priced in your Catalog per gross, per dozen, per C, per M or "only."
- 75—Mail all orders the day they are taken and save time in shipping. MAIL FRIDAYS ORDERS ON FRIDAY. We do not work Saturdays but orders reaching us that day are given preference over orders arriving Monday. THIS IS IMPORTANT.
- 76—DON'T "bunch" your orders, but send them in each day as you take them.
- 77—DON'T fail to enter the KIND and SIZE of Rope wanted on every order.
- 78—DON'T fail to give mesh, depth and size of thread on Seines.
- 79—Don't fail to enter sizes on orders where several sizes are listed under a single number.
- 80—Enter freight equalization point (If allowance is necessary) on the first page of the order under "Special Shipping Instructions (If Any)".
- 81—DON'T fail to enter notation "Prepay freight and charge" on orders destined for prepay stations.
- 82—DON'T fail to copy Carbide in 100 lb. Drums and Full Case Lots on a separate sheet, specifying what point you desire the Carbide shipped from.
- 83—DON'T fail to mark watches "Ship at Customer's Risk" if included in a freight order.
- 84—Salesmen are requested to price each and every item on their orders. Failure to do so delays the execution of the order here.

ROUTING AND INSURING SHIPMENTS

- 85—ROUTING SHIPMENTS—do not enter routing on orders to be shipped by rail or truck. Leave the routing to us. If customer is not satisfied with previous routing or wants routing changed, attach letter to order.
- 86—Be sure to show whether by parcel-post or express on orders of insufficient weight to be forwarded by freight.
- 87—INSURANCE ON PARCEL POST SHIPMENTS. When we ship orders via Parcel Post we charge insurance as follows:
- | | |
|---------------------------------|-----------------------|
| 5 cents on orders amounting to | \$5.00 or less. |
| 10 cents on orders amounting to | \$5.01 to \$10.00. |
| 15 cents on orders amounting to | \$10.01 to \$25.00. |
| 20 cents on orders amounting to | \$25.01 to \$50.00. |
| 30 cents on orders amounting to | \$50.01 to \$100.00. |
| 35 cents on orders amounting to | \$100.01 to \$200.00. |

CLAIMS

- 88—Correspondence regarding claims should be addressed to the claim department to avoid delay.
- 89—When writing about claims be sure to give customer's name, address, and date of invoice.
- 90—In settling all claim matters with our customers, remember that you are representing us and your interests and ours are identical and although we at all times want to be perfectly fair with our customers, we don't think it wise to accede to every demand, nor do we believe we will lose the account every time we do not see our way clear to meet their views.
- 91—All agreements concerning price must appear on your order. In other words you are to make no request for credit memoranda to reduce the price on any item after it has been billed. You are to enter into no secret agreements to make rebates by either credit memoranda, deductions or cash settlement.
- 92—Salesmen are not authorized to instruct the return of merchandise to the House. This must be taken up with us, and our permission received before the goods are returned. Usually, we charge 10% to cover rehandling expense. All returned parcels are to be plainly marked with customer's name and address.

CLAIMS FOR DEFECTIVE GOODS

- 93—Should you relieve customer of merchandise which in customer's opinion is defective, return the merchandise to us promptly for examination and write us fully. If it is found defective we will replace direct to the customer.

CLAIMS—Continued

- 94—When packing shipment, be sure each article is plainly tagged showing customer's name and address. When returning merchandise for several accounts in one shipment, be sure each customer's goods are plainly tagged and write separate letters in regard to each account. Never list a number of accounts in one letter, as our files are listed under the heading of various customers.
- 95—No merchandise will be replaced to the salesman unless such merchandise was actually charged to the salesman's personal account.
- 96—Immediately discourage any customer's request that you write us to exchange goods for them. When they progress so far as to persuade you to write us, they feel we are to a certain extent committed, and do not understand it when we decline. When this request is made of you, simply state that we do not exchange goods and explain that we adopt this plan for the protection of all our customers, that they may receive clean and fresh goods on their orders.
- 97—When you receive letters from the Claim Department in regard to claims or complaints from customers, you are expected to acknowledge receipt of them promptly, indicating the approximate time you will see the customer and signifying your intention to adjust the matter without delay. A failure on your part to attend to such matters promptly is liable to cause bad feeling on the part of the customer, and could easily result in our losing a valuable account.
- 98—We furnish you an indexed "reminder" in which you can file all your papers and copies of letters you receive from the House, alphabetically, which should be referred to before you call on each customer, to see whether or not you have any unfinished business to take up with him.
- 99—Tools bearing our Trade Mark, **KEEN KUTTER**, are guaranteed against defects in workmanship or material but not abuse or misuse. Such merchandise must be returned to us for our inspection and adjustment.
- 100—Under no condition are there any guarantees whatever on Baseball Bats. All guarantees by the manufacturers have been withdrawn.
- 101—Inflated Goods. Manufacturers of inflated goods have withdrawn all guarantees. If customer insists on returning inflated goods which in their opinion is defective, we will forward it to the factory for their inspection and adjustment, and will be governed by the factory's decision.
- 102—SEINES. Are not to be returned to us for credit under any circumstances. The manufacturers will not accept their return except at a reduction of 75% in addition to the transportation charges. If a Seine is made according to order, it is not subject to return under any circumstances.
- 103—When you send in "return goods" with baggage returned to the House each piece or package must be marked or tagged "Return Goods" and give customer's name and address from whom taken. We will not be responsible for returned goods sent in with samples unless these requirements are fulfilled.
- 104—Should you pick up merchandise from any customer with the intention of reselling it, either to accommodate your customer or adjust an error made by yourself or the House, tell us immediately. We can then credit the customer's account and as a matter of record, charge the item to your memorandum account. After you resell the merchandise and make delivery, send us your order on regular order blank. In the Shipping Instructions show "Delivered." Double check the item and below item write, "Delivered from Memo Account." Be sure the customer's credit is O. K. before making delivery of merchandise, otherwise you will be held responsible. GOODS CHARGED TO SALESMEN'S MEMORANDUM ACCOUNT MUST BE SOLD PROMPTLY. You are held responsible for all goods placed on memo account until resold and reported.
- 105—All memorandum accounts must be liquidated promptly. A good cooperator will clear all memorandum charges every thirty days.

RULES AND INSTRUCTIONS

CLAIMS—Continued

- 106—Under no circumstances must goods which are sold and delivered to customer by you, be entered on the same sheet with goods which are to be shipped from stock. Use separate sheets and double check items delivered.
- 107—Encourage your trade to file their claims covering shortages, damaged or lost shipments with the carriers instead of us. We will, as an accommodation, handle the claims for the customer whenever requested, but we expect the customer to co-operate with us and furnish whatever information is needed promptly. Customer should not deduct the amount of the claim from any remittance until the claim is paid and they are in receipt of our credit memo.

CORRESPONDENCE

- 108—Customers frequently send orders, remittances and other House matter in envelopes addressed to the salesman, in care of the House. When a dealer's name appears on the envelope, with the consent of our salesman, we will open these letters. Letters referred to are always opened by your Sales Manager. If any salesman object to our doing this, we will ask them to let us know. If we do not hear from you, we will take it for granted that you have no objections to our opening this class of mail.
- 109—DON'T write about more than one subject in a letter.
- 110—Be sure to put sufficient postage on your envelopes. Failure to do so causes delay.
- 111—LITTERS OF INTRODUCTION. Address all letters of introduction, concerning persons coming to the House to buy goods or to visit us, to your salesmanager, mentioning any little matters of interest in connection with them, and your ideas as to how they should be handled.
- 112—USING CUSTOMER'S OR HOTEL LETTER HEADS. When it can be avoided, salesmen should not use the letter heads of their customers, for the letter may be filed under the customer's name instead of the salesman's name. This also applies to hotel stationery. If you use any stationery other than our own always cut off the printed heading.
- 113—ANSWERING LETTERS. Answer all letters from the House promptly. Write your reply on the bottom or back of our letter unless it is of such a nature that you wish to retain it as reference.
- 114—DON'T fail, when making a complaint of a price, to give the name of the firm who made the price, your reason for thinking they made it, and to whom it was made. In other words, avoid general statements in this connection. Give DEFINITE FACTS.

TELEGRAMS

- 115—Prepay all telegrams to House. Don't fail to promptly send confirmation covering telegraph and long-distance telephone orders.
- 116—If we have occasion to send a cipher telegram to our salesman we will always use the Western Union or A. B. C. Fifth Edition Codes; therefore, when receiving a cipher message, apply to the nearest telegraph operator and you will be given access to a Code book from which you can interpret the message.

SALESMEN'S EXPENSE

- 117—EXPENSE REPORT RULES. Familiarize yourself with these rules and observe them closely.
- Name and date. (Do not print name.)
 - Show if working or off duty in space provided for this information.
 - Show Towns and State in traveling order, stating how you advance by auto or name of railroad. When traveling by auto, show number of miles between towns in column so headed, and total.
 - Show either check (✓) marks or charges in spaces provided for breakfast, dinner, supper and lodging.
 - Report orders sold on back of expense sheet, showing estimate in dollars.
 - Estimating orders.
In entering orders sold, make the estimate in dollars, placing the amount of immediate shipment orders in immediate column, future shipment orders in future column.

SALESMEN'S EXPENSES—Continued

Show total of day's sales on daily reports.

Carry daily sales forward to Saturday's report under "week-end summary."

Total week-end summary at close of business each week.

- g. Expense Reports must be mailed daily whether working or off duty. Send in a report for every day in the year, Sundays, holidays and vacations included, showing where you are.

A DEFINITE REPORT IS REQUIRED WHEN OFF DUTY JUST THE SAME AS WHEN SALESMEN ARE WORKING. If any expense reports are not received, the salesman will be considered as not working on those days and the proper deductions made.

A Salesman's week begins with breakfast Sunday morning and ends with lodging Saturday night.

- h. Flat Expense Men will not be allowed expenses when off duty or when in St. Louis.

- i. Regular Expense Men.

No amount will be allowed under the head of "Sundry Expense" without being properly itemized in each separate case, and unless it is distinctly stated for what the amount is paid.

Salesmen whose homes or headquarters are outside the limits of their territory, will be required to pay their own railroad fare and all other expense incidental to the trip from last town worked when leaving territory and back to first town worked on return.

No hotel bills or other expense will be allowed when salesmen are not working. Also we will allow no expense while salesmen are in St. Louis. Salesmen will not be allowed to come into St. Louis at our expense unless instructed to report here.

- j. Special salesmen should always indicate on report, name of salesman on whose route they are working.

- 118—RAILROAD FARE. Whenever you are instructed to report in St. Louis, and travel by Train or Bus, investigate round trip R. R. and Pullman rates. We will expect you to travel in the most economical way.

- 119—Expenses will be deducted for all time lost by men on flat allowance. Time off includes any matters such as recreation, personal business, sickness or anything else that takes you away from your regular work of selling goods for this Company. If salesmen do not take any time off they are not entitled, for that reason, to a money credit.

- 120—DON'T fail to send in your expense sheet EACH DAY.

- 121—Don't fail to keep a copy of your expense sheet.

- 122—DON'T fail to keep us constantly supplied with an accurate route sheet.

SAMPLES

- 123—We urge all salesmen to carry samples. Write for Samples on regular salesman's stationery giving stock numbers and all necessary information.

- 124—Enter your applications for samples, especially for Fall and Spring lines, as far in advance as possible. This will enable us to get them up in better shape and have them ready for you when you want them.

- 125—Under no circumstances give away any samples.

- 126—With the exception of Cutlery, your sample lines should be changed often.

- 127—All salesmen's sample accounts must be checked once each year. A memorandum of any shortage will be sent you and any item which can not be accounted for will be charged to your personal account.

- 128—You may allow a discount of 0.2% or in exceptional cases a 0.5% except on such items as you are instructed to sell at the regular price. All samples are charged at regular catalog price and when sold are to be sold at price in effect at time of sale.

- 129—A discount cannot be allowed on some samples. For instance, restricted and fair trade items like Remington, Winchester, etc.

RULES AND INSTRUCTIONS

SAMPLES—Continued

- 130—We prepay charges on all shipments (both freight and express) to the salesmen, which amount will be added to your expenses at the end of the year. It sometimes happens that the transportation company fails to mark the shipment "Prepaid," consequently the salesmen are requested to pay the charges.
- When such demands are made—pay the charges, take a receipt, and attach it to your expense report.
- When you make shipments to us, prepay charges, and attach the receipt to your expense report.
- 131—When you receive samples, always check the prices on the samples with those in your Catalog and keep them posted as prices change.
- 132—All samples must be sold just as soon as they have served their purpose. Never allow samples to accumulate.
- 133—When selling samples, prices should be based on those in Catalog at time of sale.
- 134—All samples will be charged on a memorandum invoice. On receipt of an invoice for samples, you are to check, sign and return the receipt attached. If an error of any kind has been made, report same immediately. No shortage will be allowed unless your report has been made promptly.
- 135—The invoice should be kept by the Salesman and he should enter the disposition of the sample thus having a complete record for his files.
- 136—When you sell and deliver samples use the special pink order blank provided for that purpose. Write the order in regular way and double check each item.
- 137—All "Samples Sold" delivered orders must be itemized.
- 138—When you sell and deliver samples for cash, orders must be written up the same as if they were to be charged, attach money order or check to the order.
- 139—Do not transfer samples to another salesman without our permission. If permission is granted take a receipt and send it in with notice of transfer.
- 140—Keep your samples clean. Shabby samples are worthless for the purpose for which they were intended.
- After you have been over your territory with a line of samples, sell them immediately (Cutlery samples in rolls excepted). Later on, should you desire to carry the same line again, write in for new ones. By doing this you will keep your sample account at a minimum and always have nice clean samples to show your customers.
- 141—The best way to sell samples to advantage is to sell a complete line to one dealer. If you sell them in little jagged lots, you break up your line and have miscellaneous items unsold.
- 142—In selling samples, be sure of your customer's credit. AS YOU ARE THE CREDIT MAN IN SUCH CASES, WE MUST HOLD YOU RESPONSIBLE FOR THE COLLECTION OF SUCH ACCOUNTS.
- 143—When you come to St. Louis, do not bring in any samples unless you have been instructed to do so. We positively will not check up or revise cutlery samples unless arrangements have been made with the sample department before your arrival.
- 144—Never return samples without permission. However, when samples are returned, do this:
- Ship by express, if express service is available, and be sure that the express agent seals the carrying cases to insure contents reaching us intact. If only truck service is available, it will be your responsibility to have the truck company to seal the package and enter a notation on the Bill of Lading showing that the package was sealed when accepted by them.
- Notify sample department.
- Attach express or freight receipt.
- Attach itemized list of samples and keep a copy for your records.
- Show number of pieces of baggage returned.
- Place tag bearing your name on each piece of baggage or box.
- 145—Sample cases and rolls, etc., must be returned as soon as they become empty. In sending them in, send us an itemized list of just what you are returning, and show your name and address plainly on each piece of merchandise so it can be properly identified promptly on receipt.

CATALOG AND ADVERTISING

- 146—CATALOG MARKINGS. In addition to the code selling price, we show a plain figure price in heavy black type which is twice the code or dealer price. Example—

	Each
F4769GK-KSAS	\$6.66
	NON

Light face figures with "Retail Each" above are Manufacturers' Fair Trade or restricted prices. Example—

	Retail	Each	Each
S1384A-8	\$3.00	2.25	
	O E Z		

Light face figures with "Suggested Retail" above are retail prices at which we suggest the item be sold. Example—

	Suggested	Retail	Each	Each
S34AK-K4/6	O A Z	\$3.60	2.85	

Light face figures with only the word "Each" above are Manufacturers' List prices. Example—

	Each
FX-5200-G	\$39.92 29.95
	O O P V

147—D-S (Don't Sell)—Items short at present. Take no order until and when authorized.

148—The letter "N" shown before the price of an item indicates that no freight can be allowed on that item.

149—Letter "E" shown before the price of an item indicates that we will equalize freight on the item in line with the notation on the bottom of the same page.

150—Stock numbers ending with the letter "X" indicate items which are low profit or X goods.

151—A Grecian Cross (X) indicates that we do not carry these goods in stock and sell them only for shipment direct from the factory. In such cases the order must be written on a separate sheet.

152—A (F) Placed before trade name or manufacturer's name of a product indicates that this merchandise is fair traded in states that have Fair Trade Laws.

153—Double Dash (=) behind a price indicates under no circumstances must these prices be cut.

154—CUSTOMER'S CATALOG. When you find a Catalog is not being used, take it up and return to us, or—place it where it will be used and advise us.

155—DON'T fail to keep your Catalog and Snap Book posted. New Pages are sent out every week.

156—Don't fail to post your Catalog and Snap Book promptly upon receipt of instructions to make pencil changes, marking items "Don't Sell", Reinstated, etc.

157—We will furnish advertising mats same size as shown in the catalog free of charge, of our brands of goods. We will not supply them unless the dealer has bought goods from us.

When ordering mats, be sure to give the section number, catalog page number and number of the item for which the mat is wanted.

158—No salesman shall have any Stationery, Cards, Letter Heads or advertising matter printed without first submitting it to the House for approval.

159—Do not obligate us to furnish any material or items not shown in our Catalog.

MAILING LIST

It is very necessary that we have an accurate up-to-date mailing list comprised of desirable accounts. After credit has been passed on a new account order, you will receive a form letter asking you to fill in mailing list sheet for the account if, in your opinion, they should be on our mailing list and the following sample is for your guidance in properly making out this form. Do not attach mailing list form to new business order, instead wait until you receive the form letter and know that from a credit standpoint, the business is desirable.

SAMPLE

MAILING LIST

Sales Mgrs. O.K. _____ Date _____

TOWN Smithville

STATE Florida

SALESMAN R. E. Gaurd

INCLUDE CITY POSTAL ZONE IF ANY ASSIGNED CUSTOMER	DE	KK	ANNUAL PUR. HDW. STORES ONLY		SFTD. GOODS	TOYS	LUMBER WITH BLDRS. HDW.	LUMBER WITH GEN'L HDW.	RADIO AND ELEC. APP.	DEPT. OR GEN. STORE	DRUG STORE	FURN. STORE	JEWEL STORE	VAR. STORE	AFFILIATED ASSOCIATE OR CHAIN STORE
			Up to \$1000	Over \$1000											
Hill Hdwe. and Furn. Co., STREET ADDRESS 701 Main St. (2)	✓			X	✓				✓			✓			
Orange Hdwe. Co., STREET ADDRESS 906 Side St. (1)		✓		X	✓	✓			✓						
Citrus Lumber Co., STREET ADDRESS 2420 Plank Road (4)								X	✓						
Western Auto Assoc. Store, STREET ADDRESS 305 Main St. (2)					✓	✓			✓						X
Cairy Lumber Co., STREET ADDRESS 2300 Buena Vista St. (5)							X								

PRINT NAMES AND ADDRESS

USE REVERSE SIDE OF SHEET FOR ANY REMARKS TO YOUR SALES MANAGER

Use (X) to indicate kind or character of business.

Use (✓) to indicate lines carried.

The above sample covers a fair size town where we have two hardware accounts. The account on line 1 is to have DE merchandise and the account on line 2 KK. Note (✓) marks indicating lines that each handle.

The account on line 3 carries an (X) mark under Lumber with General Hardware to indicate that they carry general hardware in addition to builders hardware. The (✓) mark indicates that appliances are also carried.

The account on line 4 carries an (X) mark under Affiliated, Associate or Chain store. All Firestone, Goodyear, Western, Gamble and similar chains should be so marked. If you have cases where an independent hardware firm has 2, 3 or 4 branches we do not consider this as a chain.

The account on line 5 is a member of a large line lumber firm and is primarily a branch yard handling builders hardware which we can sell regularly, therefore the (X) mark under "Lumber with builders hardware". DO NOT (✓) such accounts under "Affiliated, Associate or Chain Stores".

If additional information is desired please write to your sales manager.