

# **BUILDERS' HARDWARE**

**from the**

## **GROUND UP**

**By W. N. Thomas**

**The A B C of Builders' Hardware  
Written Specially for Retailers,  
Wholesalers, and Their Salesmen**

**Reprinted from HARDWARE AGE**

# Foreword

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“BUILDERS’ Hardware From The Ground Up” was written at the earnest solicitation of the Editorial Staff of Hardware Age, who recognized the urgent need of some medium that would impart to hardware merchants, jobbers and salesmen, a practical working knowledge of a truly fundamental hardware line.

To the average hardware merchant “Builders’ Hardware” stands for something deep and mysterious—an intricate problem to be solved only by the brilliant minds of a favored few.

The hardware dealer is willing to concede that Builders’ Hardware, properly handled, is one of the most profitable lines a retail merchant can handle. He realizes that it is a foundation or feeder line, which opens up opportunities for sales in every department of his store. However, he shies at the words “properly handled,” confessing his ignorance of what is to him more or less a mystery.

And yet—Builders’ Hardware is in no sense the abnormally mysterious and difficult line it has been pictured. True, it requires a certain amount of knowledge to market it successfully, and that knowledge has, in the past, been somewhat difficult to obtain. Individual manufacturers have gone into details about their own particular items, but the subject as a whole has been neglected.

Some merchants who went ahead on the theory that experience is the only teacher, have found that experience is both slow and expensive, and handicapped by poorly selected stocks or inadequate knowledge have

either given up Builders’ Hardware as a bad job or allowed it to drift as an unprofitable side issue.

Be that as it may, the handling of Builders’ Hardware is a simple problem once you know how, as the writer of this book clearly demonstrates.

“Builders’ Hardware From The Ground Up” is a practical, A B C text book, which robs builders’ hardware of its mystery and presents it for what it really is, a comparatively simple, easily understood and profitable line of hardware.

The author, W. N. Thomas, knows his subject as few in this country know it. He also has the ability to impart his knowledge to others in a readable and understandable way. He has been a builders’ hardware salesman, a contract man and for years his function was to figure the *Big Jobs* of his retail customers; to read the blue prints, select the hardware and satisfy the customer.

There is nothing mysterious about Builders’ Hardware so far as Thomas is concerned. If you read what he has written, there will be nothing mysterious about it so far as you are concerned.

In the following pages you will find the solution of those perplexing builders’ hardware problems which have bothered you in the past. Styles, kinds and finishes are fully explained and illustrated: blueprints and specifications are made clear; methods of stocking, displaying and selling are discussed. Nothing is left to the imagination.

“Builders Hardware From The Ground Up” lifts the veil—banishes the mystery and points the way to pleasure and profit.



Editor, Hardware Age.