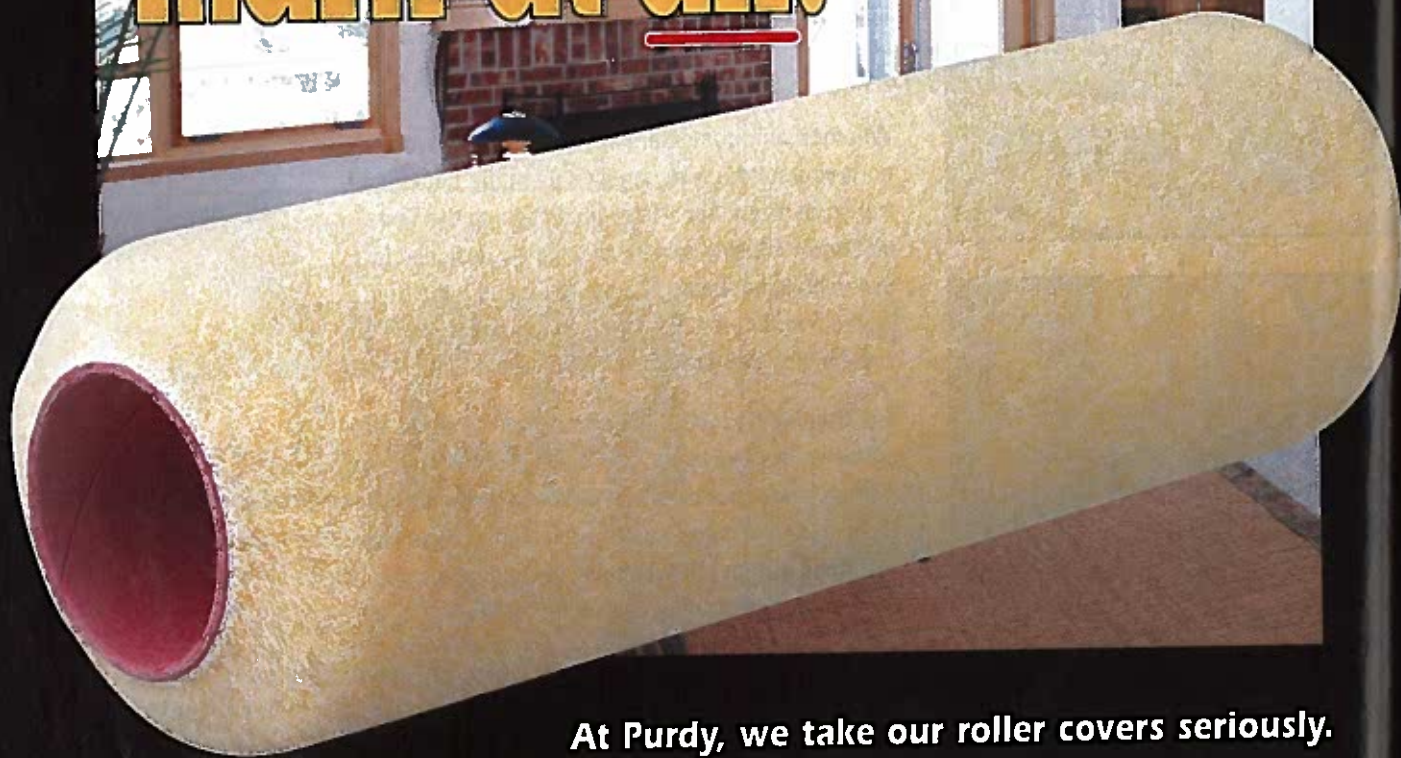


The **mark** of a good roller cover is no **mark** at all.



**At Purdy, we take our roller covers seriously.**

We do not treat them as if they were just a commodity. Hardly. Your paint and reputation, as well as ours, are simply too important.

No other roller covers can match our invisible seam, precise & accurate beveling and a thorough double cleaning and vacuuming process. As a result, the marks found missing on the finished surface are: low spots, bead lines and five o'clock shadows. That means painters can bid farewell to "holidays", "tracking", "linting" and "lap marks".

Mark it down.

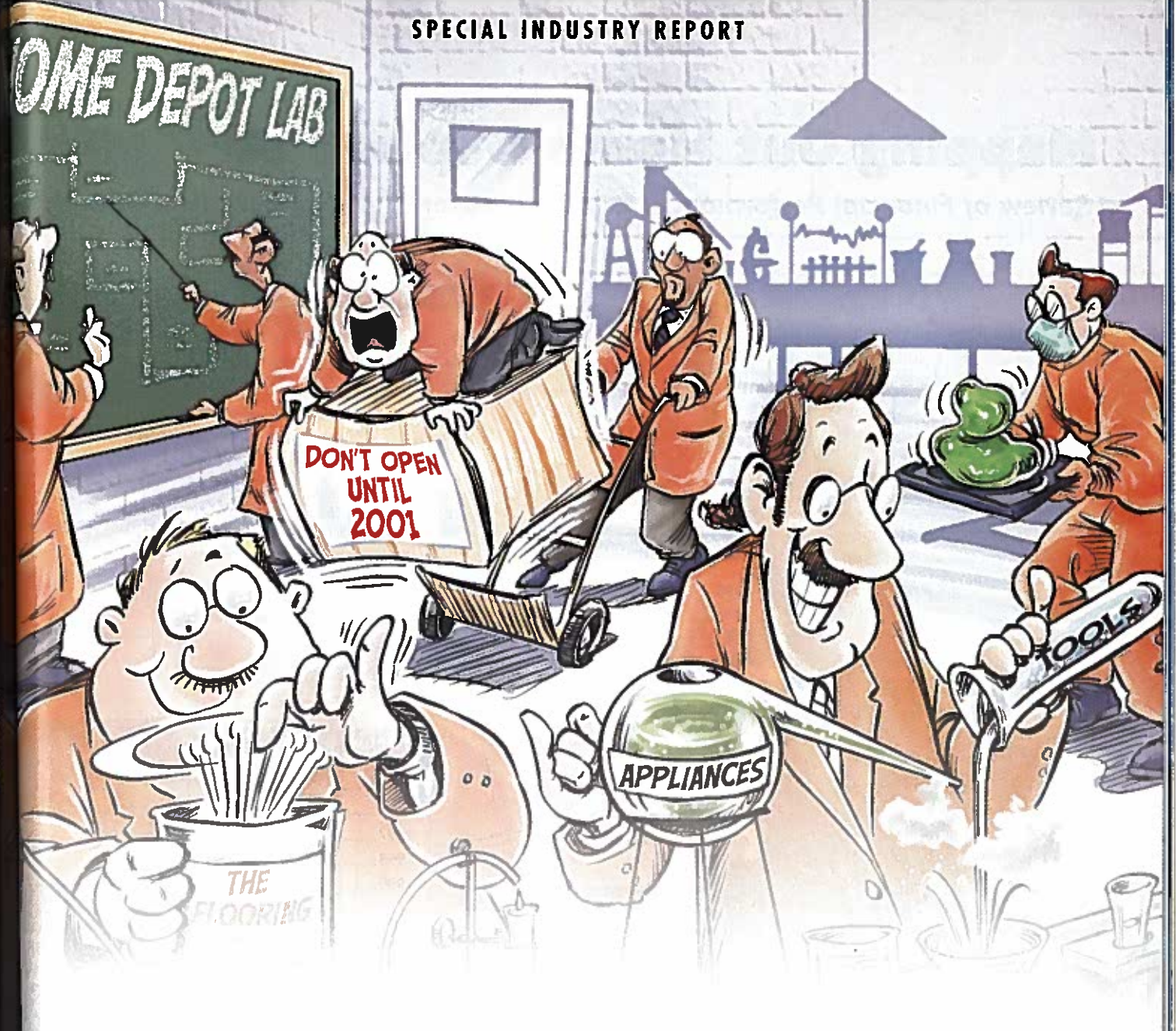
Purdy roller covers - for a finish that's right on the mark.

**Purdy**

**"How The Pros Paint It!"™**

Toll Free (800) 547-0780 E-mail: tomha@purdycorp.com www.purdycorp.com

CIRCLE 132 ON PRODUCT INFORMATION CARD



BY WALTER E. JOHNSON AND DAN M. TRATENSEK

**W**hether the Home Depot is testing a new concept or releasing quarterly earnings reports, hardly a day goes by when there isn't some mention of the company in the nation's business pages. There is no doubt that Home Depot's impact on home improvement retailing has been monumental and that the company's financial success commands attention from Wall Street. But as news flows out of Atlanta, it is difficult for the casual observer to assemble all of these pieces into a complete picture that encompasses the entire scope of Home Depot's efforts.

*Do-It-Yourself Retailing* set out to do just this. We wanted to exam-

*Continued on page 70*

**WHAT'S COOKING AT HOME DEPOT?**  
*An Update on the Company's Latest Retail Experiments*