

INTER-OFFICE LETTER

From Los Angeles Office

Dept.

For Cleveland

Office

Date Nov. 6th. 1926

Mr. H. J. Douglas

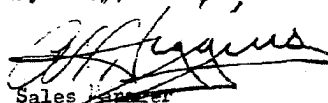
Subject: Training Course - Text No. 4

Answering Letter of

Dictated By

I have read Text No. 4 of the Training Course for Representatives, and found it very interesting as well as very instructive. The only comments or criticisms I have to offer, are on the information given out on page 18 regarding the Whites - Inside Varnish, China Gloss, and SWP Flat White. It seems to me that in view of the wonderful quality we have in these three materials and the really small sales we enjoy in comparison, that some specific and concrete information should be given on them. This applies more particularly on Inside Varnish White and Flat White than it does to China Gloss. In other words, it seems to me that we should state what type and kind of product Inside Varnish White is, which in reality is an enamel, - if of a long oil or varnish type. Of course it is the latter but this should be explained. The Flat White should be explained likewise, telling whether or not it is Lithopone, Lead, or Zinc type of material. It is Lead type but this should be explained and elaborated on, for the reason that there is a very definite demand for a Lead type of Flat White, which demand can only be taken care of by our representatives' knowledge of the product. Quite frequently, and in fact very generally, the question will be put to our representatives by a Master Painter or painter when he brings up the discussion on Flat White "What is the base of your product?" and in nine out of ten instances I venture to say that the average representative of the Company would not be able to answer the question.

Yours very truly,


Sales Manager

AVE/EG

0007-SWP-040544