

SALES AND ADVERTISING COMMITTEE

October 1, 1920.

MINUTES

No. 4

Mr H D Whittlesey, Chairman.

L.F. Goldenbogen, Secretary.

Present

H D Whittlesey C M Lampert P F Kinnison F F Davis
G H Griffiths A Larkins A H Burt F A Levenhagen
A J Ounderson L F Collister J G Hanson L F Goldenbogen
E V Klingenberg J G Weber

Absent

P L Mayry G F Jaap G M Vitnick A J Reiss

- (1) NATIONAL IMPLEMENT MANUFACTURERS CONVENTION
(a) We are to be represented at this meeting to be held in Richmond, Va. by Messrs Featherford and Sterling
(b) Approved an advertisement to appear in the Spokesman issue, which will be distributed at this Convention.
- (2) C D COLOR CARDS
The committee recommended a color card rather than a booklet of the C D line for promiscuous distribution.
- (3) DIG DEEP CAMPAIGN
(a) Entire cost of this campaign, including the monthly letter which was approved, should not exceed \$7,000, which is charged to extraordinary expense at the end of the year. This campaign on this basis will be cheaper than the 14 Points Campaign.
(b) Prizes recommended: - Sales Managers, first prize \$300. - Second prize \$200. Third prize \$100. District Managers Prize \$300.
- (4) PREPAID FREIGHT
Mr Yoder informed the committee that with our present policy of prepaying freight on shipments to warehouses and stores where we have no Cashier, we were tying up a considerable investment and recommended that all freight be shipped "collect". This would insure closer checking by our warehouses, on shortages and also bring to their attention the fact that shortage claimed should include freight on such shortage and save a considerable sum which is now being tied up all the way from 30 to 60 days, and in some cases for a longer period.
- (5) METAL PROTECTIVE PAINTS
Committee approved 200 Metal panels at an approximate cost of \$40.00
- (6) STAIN PANELS
Messrs Kinnison and Burt are to get the Stain line going quickly - committee approved making up of from 750 to 1,000 sets of the 2 1/2 x 5 panels in boxes similar to one submitted by Mr Burt.

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- (7) PATTY
Mr Collister presented a letter, suggesting a special Patty proposition, which is to be acknowledged and referred to a subsidiary company.
- (8) MYER BROTHERS
It was not deemed advisable to accept advertising in the paper put out by this concern.
- (9) SPRINKERS MANUAL
A new edition is to be lined up soon with new cuts and price of 25¢ to be placed on it.
- (10) PATENTED COLOR IDEA
Committee were informed of the patent secured by the BPS organization, whereby they have tied up the scheme of mixing colors to secure definite shades - this is to be checked up further.
- (11) OLD DUTCH VARNISH
Committee approved change in discount on this product to bring our discount in line with competition, and recommend the varnish discount of 37 1/3% to the Dealers, and 33 1/3 and 15% to the Jobbers. This will enable us to tie up the Old Dutch proposition with Varnish.
- (12) SHELLAC
Mr Kinnison is working on selling plan to cover next 60 to 90 days.
- (13) SKIN PAINT
A special campaign with special prices was recommended to clean up the increasing stocks of Skin Paint at three factories.
- (14) SPECIALTY PRODUCTS ESTIMATE
Complete estimate of the full line of specialty products is to be given Mr Whittlesey.
- (15) STORAGE RENTALS
Mr Gunderson to check up the amount of rentals on the extra warehouses required to carry surplus stocks of Specialty products.
- (16) CENTRALIZED PROMOTING
This committee recommend doing something along the line of centralized promoting to insure definite effort put on distribution of the products of all of our various departments. All Executive Sales Managers to confer with Mr Rolso in this regard.
- (17) ODP
The package employed in the 100 pound size is holding up the output and sale of this product.
- (18) TRUNK AND BAG BUSINESS
Messrs Kinnison and Larking are to line up specifications for this business on our products and refer such specifications to the interested districts.