G. H. Griffiths

MINUTES OF THE SALES & ADVERTISING COMMITTEE
CLEVELAND, OHIO
February 16, 1921.

MEMBERS PRESENT:

H. D. Whittlesey, Chairman
L. E. Kinsey, Secretary

H. D. Whittlesey	F. E. Davis	P. L. Maury
A. Larkins	P. F. Kinnison	G. M. Minnich
E. W. Klingenberg	A. H. Burt	W. A. Gorrell
G. H. Griffiths	L. F. Collister	A. J. Reiss
G. W. Jaap	J. O. Hasson	C. M. Lemperly
L. E. Kinsey		

MEMBERS ABSENT

A. J. Gunderson — both

J. G. Weber (absent from the morning session but present in the afternoon session)

UNFINISHED BUSINESS:

(49) NEW AGENTS (Refer to item # 2)

L. F. Collister stated weekly report has been requested from Sales Managers showing every agent landed and whether the order was shipped or unshipped, and giving also its approximate value. E. W. Klingenberg reported 295 a month ago, 455 today; a gain of 160. An extended discussion took place regarding method and advisability of showing net gain. Mr. Whittlesey emphasized the importance of thoroughly selling each agent and placing the full line with him as the most important means of holding agents.

(50) WHITE HOPE OUTFIT (Refer to item #3)

A. J. Reiss reported a number of Mr. Brude's old telescope grips containing complete special display outfit for landing new agents and building up old agents as full liners had been fixed up and sent out to various Divisions.

(51) RETAIL PRICES (Refer to item #4)

F. E. Davis reported proposed new resale price list for Retail Stores would cost $650. [illegible] it necessary to return to the old method of establishing uniform Retail Store selling prices. C. M. Lemperly has written newspapers, we are now advertising in, to announce March 1 to consumers a reduction in our Retail Store prices, as no reductions have been made as yet.

(52) STATIONARY EXPENSE (Refer to item # 17)

J. G. Weber reported Little Rock Store received 3,000 order blanks for Division shipments as compared to 112 orders actually shipped for St. Louis Distribution of these slips is controlled by Gen. Acct'g. W. A. Gorrell reported orders for features of this nature are based on previous year's requirements. W. A. Gorrell, A. J. Reiss, and J. G. Weber requested to check up total slips used, on hand, and to fix a positive check on all stock sent out, cutting same to the least necessary number.

(53) HAT BRITE INVENTORY (Refer to item #24)

N15936

L. F. Collister has wittten each District Manager giving allotment he is expected to sell up to July 1. Negotiations have been made with New York Syndicate controlling Five and Ten Cent Stores, also large Retail Stores to dispose of this stock, but without success. $25,000.00 worth of Hat Brite allotted to G. M. Minnich to sell. F. E. Davis, C. M. Lemperly, L. F. Collister, A. J. Reiss, G. M. Minnich, and E. W. Klingenberg are to work up at once a definite Special Sales Plan to dispose of this stock within thirty days.

(54) NEW YORK OFFICE - 115 BROADWAY (Refer to item #26)
J. O. Hasson has the matter of a new lease in hand, and reports good sized space can be obtained for less rent per sq. ft.

(55) FLORIDA SITUATION (Refer to item #33)
Minute No. 33 should be revised to read:

It was recommended if conditions warrant next fall, that a combined Store and Warehouse be considered at Jacksonville and possibly giving up the Savannah Warehouse in favor of Jacksonville's greater opportunities. Nothing definite to be done this year.

(56) RETURNED FREIGHT EXPENSES (Refer to item #37)
W. A. Gorrell has taken care of this item.

(57) ALABASTINE DEAL (Refer to item #40)
F. E. Davis reported the Alabastine Company having lost a large jobber in New York. sold the Retail Store a carload of their products at list price less 50% discount, 3% cash ten days. A special price in ten case lots of list less 15% discount has also been given us by the Alabastine Company. Mr. F. E. Davis will write F. L. Collister giving him further details for use in connection with the Trade Sales work.

(58) KOPAL (Refer to item #40)
P. F. Kinnison reported 2,000 gallons of this Varnish in tankage. This is not an excessive supply but represents practically our stock limit and its sale is being pushed. Costs and Selling price to be referred to Mr. Whittlesey.

(59) EXPRESS AND DEMURRAGE PAYMENTS OF RETAIL STORES (Refer to item #48)
This statement furnished by Gen. Accounting to be discontinued as the Retail Stores take into account this expense in fixing selling price and check will be made in regular way.

(60) NEW BUSINESS

(60) G. A. MARTIN AT LOS ANGELES
L. F. Collister to write S. R. Frazes suggesting G. A. Martin handle the present jobbing accounts in Los Angeles in addition to his other duties, under conditions.

(61) F. B. SPANGLER AT CINCINNATI
L. F. Collister to check F. B. Spangler's work at Cincinnati, as to how carefully and efficiently the Salesmens' work is followed.

(62) WEEKLY SALES REPORT
Mr. Whittlesey requested the Executive Managers to study this report carefully and deal with the figures promptly and make the most of each Division and District weekly showing.

(63) CENTRAL DISTRICT'S STORES &
SERVICE EXPENSE REPORT
W. A. Gorrell, G. H. Griffiths, and L. F. Collister requested to make up at once analysis of number of Employees by Departments at each office in past four years and compare increases with sales to date., and work up at once further definite places for more uniform assignments each Dept.

(64) DEPARTMENTAL ANALYSIS @ OFFICE & WAREHOUSE
Mr. Whittlesey requested Executive Manggers of the MSD, Trade Sales, and Promoting Departments to analyze their Dept. as a whole with a view to redistributing the work and reorganizing the personnel so as to secure the greatest personal efficiency. Suggested they confer with W. J. Douglas in this connection at once.

(65) STATISTICAL WORK (DISTRICTS & DIVISIONS).
W. A. Gorrell reported expense of classifying every slip ranged from 5¢ to 15¢. He is to analyze the situation and determine the number of comptometers, operators, etc., with a view to reducing this expense at once to a firm basis.

(66) C & A REPORTS
Mr. Whittlesey requested each Executive Manager to carefully study these reports giving them preference over miscellaneous correspondence and get definite action on all expense items and pass report quickly to the next Dept. head.

(67) PAST DUE ACCOUNTS
Mr. Whittlesey urged Sales Managers to request salesmen's help in cleaning up past due accounts when making towns where important past dues handicap salesmen getting repeat orders.

(68) P. BRUGMAN
Reported P. Brugman taken off territory #159 and transferred to Factory. L. F. Collister to write L. B. Quinn suggesting his appointment either as Sales Promotion Manager at Minneapolis, Superseding E. M. Rooney, to be dropped, or transferring him to the Mfrs. Sales Dept., replacing H. Hoffman to be released.

(69) SELLING PRICES TO RETAIL STORES
Mr. Whittlesey instructed that our own stores are to receive as good prices on MSD products as other customers making prices consistent.

(70) FILLING PAINT IN ACETIC ACID BARRELS
P. L. Maury reported complaint by Railroad caused by filling Standard Freight Car Paint in Acetic Acid barrels, the paint congealing. P. L. Maury to submit his findings when investigation is completed

(71) RAILROAD RECIPROCITY BUSINESS
J. B. Sanford furnished P. L. Maury with a statement indicating the tonnage we give Railroads approximates 50,000 cars per year. P. L. Maury using this information to secure increased orders from all the Railroads with good results.

(72) VARNISH BRUSH KEEPERS
P. F. Kinnison announced stock of this feature entirely exhausted. Cost in lots of 25, $1.85; selling price $2.50. Purchase approved for resale of one dozen lot.

(73) INSECTICIDE SALES
G. M. Minnich reported 15 carloads sold in the last seven days and outlook good.

(74) SUBSIDIARIES ADVERTISING STOCK
G. M. Minnich reported 300,000 circular stickers in stock at Hemingway Plant and that it would be necessary to destroy a portion due to non-use. C. M. Lemperly requested to cooperate to the fullest possible extent with our subsidiaries in controlling printing of advertising stocks, conferring with G. H. Griffiths.

(75) SPRING MANAGERS MEETING
No definite plans made. It is the consensus of opinion in respect to advertising features, that nothing new be planned for now, but that we work out a plan to use with great care our regular features and make no new commitments.

(76) TERRITORY WORK OF REPRESENTATIVES
A. J. Reiss reported three days time only required to make up this report. Requested to have March 1st report completed as usual as this is important information and is to be used and made the most of in our resale and other special work.

(77) SALES PROMOTION DEPARTMENTS
C.M. Lemperly, L. F. Collister, and A.J. Reiss are to give serious consideration to improving the standard of Sales Promotion Executives with particular reference to the following:

C. H. Oedamer, Dallas
E. M. Rooney, Minneapolis
S. A. Differt, Cleveland
P. I. Denning, Boston.

(78) MISSING SLIP REPORT
South Atlantic's Missing Slip Report, as well as all other Missing Slip Reports, referred to G. H. Griffiths to investigate and deal with.

(79) TRANSFERRING ACCOUNTS FROM ONE DISTRICT TO ANOTHER

Mr. Whittlesey strongly urged Executives to first sell the District Manager the advisability of transferring accounts from one District to another, and then work through him so as to obtain his utmost cooperation.

(80) DIG DEEP CHART

On weekly charts giving Sales Managers standing (by Divisions), it was suggested the photographs of the Sales Managers in first and second place be shown. It was also suggested on the monthly Dig Deep Chart, the name of the representative winning the entire Company first place prize of $45.00 be shown thereon. This matter was referred to Mr. Lemperly who will prepare copy for approval at the next meeting.

(81) BARRELS ON PLATFORM AT CLEVELAND

J. G. Weber supervises this stock and keeps a detailed report covering shipments.

(82) LINSEED OIL CONTRACTS

L. F. Collister reported some unfavorable contracts were cancelled. Divisions should buy only as their requirements demand. L. F. Collister to submit a consolidated statement by Districts giving this information, and also how loss in value is being absorbed at the present time. Mr. Whittlesey requested statement and correspondence with J. B. Kurtz regarding his contract for 14 carloads of Oil.

(83) EXPENSE HANDLING EXPORT BUSINESS AT NEWARK

W. A. Gorrell and J. G. Weber to investigate this expense and make a proper charge to cover.

(84) PINTURAS PREPARADAS

Mr. Whittlesey stated that 25% on some colors over Factory cost for this grade of paint is as high as we can quote at this time against English Competition. L. F. Collister handling this matter.

(85) SPECIALTY PRODUCTS REPRESENTATIVES

G. M. Minnig reported briefly sales of some of these men. W. A. Gorrell is to furnish report showing sales, expenses, etc., covering Specialty Products men.

(86) CARTAGE REPORTS

J. G. Weber, W. A. Gorrell, and J. B. Sanford to submit recommendations for checking this year's expense in comparison with last year's and checking rates by Divisions.

(87) √ SALES DEDUCTIONS & EXPENSE REPORT

G. H. Griffiths is to send out a letter commenting on this report, regarding tightening up on all allowances, returned goods, etc.

(88) ~~CLASSIFICATION OF FINISH~~

(88) CLASSIFICATION OF VARNISH
In the future, sales under captions #2, #5, and #61 in addition to #1 are to be included in the sales under the Varnish caption on weekly Sales Report.

(89) SPECIAL ALLOWANCES BY W. P. HAMBAUGH
G. H. Griffiths called attention to certain large allowances made by W. P. Hambaugh, Atlanta, and reported that he had written Mr. Hambaugh relative thereto.

(90) INSPECTION OF WAREHOUSES
This report is to be sent through to G. H. Griffiths once each month by H. C. Schofield and J. G. Weber to arrange for regular inspection at all warehouses.

(91) REFUND ON STOCK ORDERS
It was reported by G. H. Griffiths that the total refund on stock orders would be approximately $100,000.00.

(92) REPRESENTATIVES DAILY
TRAVELING EXPENSE REPORT
Sample in pad form, submitted by G. H. Griffiths, approved. The White page to be used daily by representative in submitting reports to Sales Managers who will check with the representatives daily town report. The carbon copies on the yellow sheets are to be retained in the pad by representatives until the end of the month when they will be sent by him to the Manager of Credits & Accounting who will handle in the same manner as with the Monthly Report.

(93) SPECIAL RULING - CENTRAL DISTRICT ORDERS
It was decided no refund should be made on requests for price adjustment on SWP by Hazelton-Fitch Co., Pontiac, Mich., and Fink & Haunesser, Wauseon, Ohio, important agents.

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