

APR 23 1920

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**SALES AND ADVERTISING COMMITTEE**

April 23, 1920.

**MINUTES**

No. 10

Mr H B Whittlesey, Chairman.

L.F. Goldsbagen, Secretary.

Present H B Whittlesey P F Kinnison F E Davis G H Lampark A H Hart  
G H Griffiths L F Collister A J Reiss J S Hanson  
L F Goldsbagen J S Weber F A Lovenhagen G H Kinnish  
A Larkins P L Henry

(1)

**REPORT**  
Mr Davis informed the committee that the sales were very favorable at the stores - the new store at Little Rock having an opening week of \$5,000.00 worth of business.

(2)

**NEW YORK DISTRICT**  
The matter of making New England a separate district was announced, as well as consideration to be given the Greater New York District possibility.

(3)

**INquiry**  
Mr F A Lovenhagen is to investigate the discrepancy in cost as figured by Chicago and Cleveland factories on this enamel, which has been supplied to Elmo Bird.

(4)

**ATLANTA WAREHOUSE**  
The Atlanta warehouse has been leased - it has 10,000 square feet of space.

(5)

**MANUFACTURING RECOMMENDATIONS**  
Mr Hart informed the committee that he was asking the factory to produce four new products for the Architectural requirements - they are Rust-proofing Steel, Enamel, Paint, and Wood Backing.

(6)

**REPORT**  
The committee is to entirely investigate at this Convention, as provided - Our executive heads were asked to see to it that whenever they come in contact with a situation such as observed at this meeting, and make adjustments and revisions.

(7)

(a) **Labels**  
A poor type used at some warehouses - this and the large number of special names now being assigned regular products is to be checked up immediately by a committee, consisting of Messrs Larkins, Collister, Henry, Kinnison and Ryd. Committee also to get an inventory of blank labels. This committee to line up this proposition for presentation at the Managers meeting.

(b) \$1 Floor Varnish being sold at one of the warehouses, caused Mr. Kinnison to ask the above committee to get a list of the special labels that are being used.

- ✓ (7) (c) Mr. Maury is to check up on an AA label presented by Mr. Weber, and which was filled on a recent Newark stock order.
- (4) Mr. Weber is to turn over orders for a week to the hands of the Executive Sales Departments, to have them check up all specials that are being ordered.
- ✓ (8) PRICE LISTS
  - (a) The committee referred to above are to also check up on new price lists, and have some ready for presentation at the Managers meeting.
  - (b) Mr. Collister presented a new Dealers descriptive book showing descriptions on all regularly listed products, with color chips and packages displayed therein. This was tentatively approved to be further brought before the Managers at their Spring meeting next month.
- ✓ (9) INSECTICIDE CONTRACTS  
The insecticide contract blanks are to be recalled, and the clause therein to the effect that we will meet competitive prices is to be crossed or blocked out, as next year we intend to make our Insecticide prices and hold to them.
- ✓ (10) SPECIALTY MEN  
The committee recommended a reward for any special merit exhibited by the Specialty men, as they do not have any Top Notcher competition. Mr. Minnich is to line up a Top Notcher for these specialty men to be put into effect next year.
- ✓ (11) WASHABLE DISTEMPER  
Mr. Collister is to follow the factory on this line, which has been developed by Lewis Berger & Sons.
- ✓ (12) ENTOMOLOGIST RESEARCH  
Committee recommended refraining from actively entering into this Research and development, but are willing to contribute a little toward the work being done by Association formed by the above.
- ✓ (13) SOAPS  
Committee were asked to have plans formulated in the Trade, WGB, and Railway department to develop our Soap business.
- ✓ (14) ADVERTISING PROGRAM  
Owing to the conditions existing today, it was deemed advisable by Mr. Cottingham to hold our advertising appropriation within the bounds represented by this years figures - this committee were asked to spend their efforts toward curtailing unnecessary requests to assist in this curtailment.
- ✓ (15) GLIMMER DRY LIME SULFUR  
Five samples of the above have been secured from different parts of the country and will be held for reference by the Linseed Oil Mill.