OFFICIAL NEWS FROM HEADQUARTERS

Com'r Ex. 649.

Bulletin
#MS-23

July 17, 1939

EUSTON WHITE LEAD IN OIL CONSIGNMENT PROPOSITION

We are pleased to announce that the executives of our Company have decided to offer to the trade a new consignment sales agency proposition for the sale of Euston White Lead in Oil, similar to the plan now being used by the other Lead corroders. We must increase our sale of Euston White Lead in Oil and this new plan will make it possible for each Division and Retail Store to approximately double its sale of Euston White Lead.

CONSIGNMENT PLAN

Attached to this bulletin is a copy of our Euston Distributor Agreement. Read it carefully so that you thoroughly understand all of the conditions of the Agreement. Note carefully, we do not consign sizes smaller than 12½ lb. kegs. Under this Agreement we control the resale price of Euston White Lead in Oil. Should any distributor seriously affect the market by cutting prices we can take up his stock at any time. Be sure the dealer understands he must pay all taxes, insurance, and assume all charges for storage, cartage, handling, etc. We call these conditions to your special attention as we will not approve any changes in our regular sales contract. All contracts must be approved by an executive at Cleveland Headquarters.

CONSIGNMENT PRICES

To the distributors or dealers that we sell on our new consignment plan our prices will be the same as that of the other corroders. Until further notice these prices will be as follows:

100 lb.	kegs	$9.25 per C.
50 lb.	"	9.50 "
25 lb.	"	9.75 "
12½ lb.	"	10.00 "

FEDERAL TRADE COMMISSION
Docket No. 3253 Commission's Exhibit No. 649-A
IN THE MATTER OF Nat'l Lead Co. et al
DATE 6/19/46 WITNESS
ELECTREPORTER, INC. Official Reporte
By. Walker

OUTRIGHT SALE PRICES

Some of our present dealers, as well as new accounts, may want to continue to buy their Euston White Lead in Oil outright. We will continue to sell those dealers at a lower price, or on the same price schedule we use at the present time. These prices are as follows:

100 lb.	kegs	$9.05 per C.
50 lb.	"	9.30 "
25 lb.	"	9.55 "
12½ lb.	"	9.80 "

All of the above prices apply in par territory. In those territories where differentials exist the same differential that has applied to your sales in the past will be applicable at this time.

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FEDERAL TRADE COMMISSION
Docket No. 5115 Commission's Exhibit No. 647-B
IN THE MATTER OF Mat'l Lead Co. et al
DATE 6/9/46 WITNESS -2-
ELECTRIWRITER INC Official Reporter

For orders of full carloads, in one shipment to one destination, we will continue to allow a reduction of 25¢ per 100 pounds less than the foregoing schedule of prices. These two methods make our proposition very flexible and we should very easily and quickly increase our sales of Euston White Lead.

EXCLUSIVE SALES ARRANGEMENT

One of the best reasons we offer to the dealer to sell Euston White Lead is because we will give him exclusive sale in markets where it is practical to do so. There are many places where several dealers have consignment stocks of the other corroders and we should make a special drive and go after some of these bigger and better accounts with our Exclusive Sales Contract. Managers and salesmen alike should carefully select the accounts with whom exclusive arrangements are made. It isn't practical or sufficiently productive to offer exclusive sale in the large metropolitan cities but even here the city can be zoned by trading areas and exclusive arrangements can be made accordingly.

DEMONSTRATE EUSTON WHITE LEAD SUPERIOR QUALITIES

We have more strong selling advantages to offer the dealer because Euston White Lead in Oil is a much whiter product, it is much finer than other white lead, will take more oil, and as a result will make 15 to 20% more finishing paint per hundred pounds. Euston White Lead in Oil is a better tinting base as cleaner toned colors can be made when adding tinting colors. These are distinct advantages over your competition but you must demonstrate to prove these superior qualities and make the dealer see how he can increase his sales with Euston White Lead, and what is still more important, build this business on an exclusive basis. Carry your demonstration outfit with you at all times. Be ready!

OTHER EUSTON LEAD PRODUCTS

The consignment arrangement applies only to Euston White Lead in Oil and does not include our other Euston Lead Products. Painters who use Euston White Lead will also want to use Euston Thinning or Flatting Oil as well as Euston Colors in Oil. Be sure to sell every distributor a complete stock of House Paint Primer, Wall Primer, Colors in Oil and all the other Euston Products. Your Euston Lead Product Portfolio gives you full information, including prices.

PAINTERS MEETINGS

We will continue our plan of using a special representative to hold Painters Meetings for important distributors and dealers. Our experience proved that this method is by far the most productive and will create a greater acceptance and usage of Euston White Lead in Oil. We expect, with our new plan, to sell many of the large Lead Distributors and we want to do everything possible to hold and increase their Lead in Oil business. When you offer to hold a Painters Meeting be sure the volume from each account will justify this additional advertising and sales expense. Arrangements for these meetings must be made in advance, so send your requests for dates to Mr. L.A. Radloff at Cleveland. He will give you complete instructions about how to make preparations for these meetings.

Com. Ex. 649-C

PERSONAL WORK

The special representative, as well as the territory salesman, must make personal calls on printers and large users of White Lead in Oil. Calls should be made in advance of the meetings on the most important contractors to make personal demonstrations and also to extend personal invitations to the meetings. The attendance of the better contractors will add to the importance and merit of these meetings. This personal work must be continued immediately following the meetings. Every prospect developed at the meeting should be called on the next day since he will be more receptive and can then be sold. The quick follow-up is the one activity that will really get the business.

INVENTORIES

With this new plan we will have many inventories. It will be the duty of all representatives to check these inventories regularly and work in close cooperation with the Accounting Department. Mr. H.W. Caton will issue instructions thru your Credit Manager on just what you are to do in looking after these inventories.

METALS REFINING DIVISION SALESMEN

The salesmen of the Metals Refining Division will also sell Euston White Lead in Oil to distributors and dealers in Ohio, Michigan, Indiana, Kentucky, Illinois, Missouri and Iowa. We have supplied them with a list of our established accounts in these territories with instructions that they will not be permitted to sell to our old customers. In a like manner, each Glidden salesman has been supplied with a list of towns in which the Metals Refining men work. As new accounts are established the representative in the territory will immediately be informed so as to avoid any confliction or misunderstanding and the account thereafter will be reserved for the salesman who makes the first sale.

CONCLUSION

Many of our salesmen and managers have repeatedly stated that if we would give them a Consignment Sales Arrangement the same as offered by other Lead corroders, that they could more than double their business. Well, here it is now and we are certainly expecting each and every one of our men to do just that. This new plan should make it possible to place a stock of Euston White Lead in Oil with every old and established White Lead account, full line agent, and many of our dealers. Go after them now and sign them up quick!

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P.L. LOTZ

Sent to Reg. Dir.
Sales & Store Mgrs.
Representatives &
Headquarters.

FEDERAL TRADE COMMISSION
Docket No. 5253 Commission's Exhibit No. 649-C
IN THE MATTER OF
DATE.....WITNESS.....
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