

LETTER

FROM

Cleveland

OFFICE

Gen. Mfg.

DEPT.

OFFICE

DATE

October 25, 1963

VR

SUBJECT

Drum Labels

ANSWERING LETTER OF

DICTATED BY

NICK GUS

OCT 25 1963

LABEL DEPT.

As an experiment, we have been using for some time at Chicago, Newark and Oakland a special pressure-sensitive label on drums filled for Industrial products. This is a large label approximately 9" x 19", applied between the rolling hoops of the drum, primarily to dress up the appearance of the drum.

These are individual labels with a backing sheet which must be removed and the label carefully positioned and applied to the drum without wrinkling to provide an attractive appearance. When used it replaces the small 20X84 and 20X85 label previously applied to the top of the drum.

The Industrial Sales Department has requested that the usage of this label be extended to all factories, but limited to specific requests as indicated by the Sales Department on each order.

This is a costly label, the cost of which was previously absorbed by the factory, but the Sales Department has now agreed to accept the charges for this label when applied. Detailed instructions regarding the accounting charges, etc., are covered in General Accounting Department Bulletin 2063.

These labels are to be applied only when specified on the order by the Sales Department, and only for Industrial, Transportation and Automotive Sales. Labels are to be applied at the time of filling and not in the warehouse prior to shipment. It appears from recent usage the quantity involved will be small, as a result of the cost plus the fact they must be specified on the order as submitted by the Sales Department.

If you have not already arranged for a stock of these labels, we suggest you do so immediately. There are two types of labels which differ only in the caution which is printed on the label: