

INTER-OFFICE LETTER

FROM

Cleveland

OFFICE

Comptroller's

DEPT.

FOR Cleveland

OFFICE

DATE July 29, 1926

MR. J. C. Beardslee

SUBJECT Sales Training Course Texts 1, 2, 3, 4

ANSWERING LETTER OF

DICTATED BY

Dear Mr. Beardslee:

We have had a man working, as you probably know, for nearly a year writing a lot of matter for a sales training course. The course is designed to give a salesman (also the inside staff) some fundamental knowledge of the paint and varnish industry.

Text No. 1 cites the outstanding features in the origin and development of the Company.* No. 2 is the simplest form of good paint - Lead and Oil, in which we try to tell a man why it is good paint and what place Lead and Oil have in the scheme of things. No. 3 takes up Zilo and dwells particularly on the use of Sulfate of Lead and Zinc. No. 4, dealing with S W P, of course brings in the reinforcer.

A number of people have already reviewed these texts and given us a lot of corrections and suggestions for improvement, but I would like to have your thoughts on them. You can make notes on the left-hand page opposite any statement or expression to which you take exception and we can then use it as a guide when correcting these texts for reprinting. We have had only a limited number made so that we shall have to reprint before we make any extended use of them.

Yours very truly,

Comptroller.

HJD.B

* Later text will deal at some length with the Personnel - the human element

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