

SALES AND ADVERTISING COMMITTEE

January 21, 1921.

MINUTES.

No. 7

Mr. H D Whittlesey, Chairman

L F Goldenbogen, Secretary.

Present

H D Whittlesey A J Reiss C M Lemperly G W Jaap A Lorrins
G M Minnich P F Kinnison J O Hasson A H Burt L F Co. Inter
E W Klingenberg L F Goldenbogen G H Griffiths

Absent

P L Maury A J Oanderson P E Davis

(1)

MANUFACTURING ACTIVITIES

Mr. Lemperly is to arrange with newspapers, etc, to announce that full manufacturing schedule will again go into force on February 1st.

(2)

DEO DEEP LITERATURE

Immediate effort is to be made to get out the standings on this campaign - to be handled by C M Lemperly and G W Jaap

(3)

CONSOLIDATED C & A REPORT

Mr. Correll is to arrange to send copies to the various Executive Managers, to have them deal with the items coming under their supervision, and arrange for closer supervision on all the larger items.

(4)

POSTAGE

The committee discussed the increased cost of postage, and it was recommended that a check be made on incoming mail from our various offices, one day a week, at the local post office. This to refer particularly to Parcel Post. Mr. Reiss is to follow this proposition thru the Promoting Departments, and Mr. Correll thru the Accounting Departments.

(5)

EXPRESS

The committee discussed the greatly increased cost of Express, because of the change in rates - rates to the Coast being practically double today. Members of the committee were urged to do all in their power to keep Express shipments down to a minimum.

(6)

INSECTICIDE BUSINESS

A discussion on the general Insecticide business brought out that one or two districts are in the best of shape to show good sales figures this year, and special effort is to be made with them. Mr. Minnich is also to look into the matter of the extra expenses incurred for warehousing in South Atlantic District, to see that this expense is being disposed of in the proper manner.

(7)

KIL-TIK

Mr. Minnich was asked to check up in the past due accounts in New Orleans Division - these accounts representing county purchases.

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- (8) O. B. P. LEAD
(a) Mr. Collister is to check up immediately with Mr. Dox and arrange for a meeting in Mr. Whittlesby's office with the interested parties, to see that enough Lead is set up to take care of the business that Mr. Kydd is arranging for, in addition to the other business that we have.
- (b) Acme - Mr. Collister is also to check up to see that we secure all of the Acme business from their various branches, as well as headquarters on White Lead.
- (9) STAFF
Mr. Griffiths has departmental record and the various Managers were asked to check up with him on their staffs.
- (10) PURCHASING
(a) The committee discussed the Stationery and Advertising stocks, and in this discussion, reference was made to our buying of certain materials. Some of the buyers have purchased stocks thru Jobbers, of large lots, rather than from Manufacturers, and the committee was advised that Mr. Hall was shaping up his department, to handle in a more satisfactory manner, this important end of the business, and we were asked to cooperate with him, and offer suggestions wherever possible.
- (b) Mr. Lamprey is to check up on stock details, in so far as his inventory is concerned, and see if any improvement is possible.
- (11) CHICAGO
Mr. Griffiths is to check up on the distribution of expenses at Chicago relative to the Shipping Department on Shipments to and for other Divisions and Districts, from their own.
- (12) MERCHANDISING FOLDERS
Mr. Lamprey is to write District Managers to mail the new folders, and get the maximum amount of good from them, and have those returned to stock by Specialty men who cannot consistently use them.
- (13) EXECUTIVE SALES
(a) A new industrial sales committee was formed, consisting of J O Haseen, Chairman P R Kimmison, A Larkins and P L Maury.
- (b) A letter head with the proper return address noted thereon for outside correspondence was referred to Mr. Lamprey to line up with suggestions. Messrs Haseen and Kimmison to assist.
- (14) STANDARD OIL COMPANY
Committee were informed of sales amounting to \$15,000 last year to the above. Referred to Mr. Haseen to line up a campaign to secure more business on a reciprocal basis, considering our large purchases from them.
- (15) DEPARTMENTAL
The District Managers and Executive heads are to watch closely the productive efforts of all of their staff, and to deal with the situation in the necessary way, to get the best line up possible under the existing conditions.