

MINUTES OF THE SALES & ADVERTISING COMMITTEE  
CLEVELAND, OHIO  
March 3, 1921

No. 10

MEMBERS PRESENT:

H. D. Whittlesey, Chairman  
L. E. Kinsey, Secretary

H. D. Whittlesey  
P. W. Klingenberg  
C. W. Jaap  
C. H. Griffiths  
L. E. Kinsey

F. E. Davis  
P. F. Kinnison  
A. H. Burt  
L. F. Collister

P. L. Maury  
G. M. Minnich  
A. J. Reiss  
C. M. Lampert

MEMBERS ABSENT

A. Larkins

J. O. Hasson

W. A. Correll

UNFINISHED BUSINESS

- (94) NEW OFFICE-115 BROADWAY (Refer to item #54)
- (95) CENTRAL DISTRICT STORE & SERVICE EXPENSE REPORT (Refer to item #63)
- (96) STATISTICAL WORK DISTRICTS & DIVISIONS (Refer to item #65)
- (97) P. BRUGMAN (Refer to item #68)
- (98) FILLING PAINT IN ACETIC ACID BARRELS (Refer to item #70)  
P. L. Maury reported this procedure will be discontinued as it has been found impracticable. All expense in connection with this particular complaint will be absorbed by the Factory.
- (99) VARNISH BRUSH KEEPERS (Refer to item #72)  
P. F. Kinnison will order twenty-five of these through J. O. Ball. This quantity necessary to secure a satisfactory price.
- (100) SALES PROMOTION DEPARTMENTS (Refer to item #77)
- (101) LINSEED OIL CONTRACTS (Refer to item #82)
- (102) SPECIALTY PRODUCTS REPRESENTATIVES (Refer to item #85)
- (103) CARTAGE REPORTS (Refer to item #86)

NEW BUSINESS

- (104) GENERAL CORRESPONDENCE  
Mr. Whittlesey requested members of the Committee to simplify to the utmost extent their daily correspondence and the writing of Bulletins, and Circular

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Letters, devoting their efforts to ~~PRODUCE SALES AND~~  
and Sales Managers by personal work wherever possible

- (105) FLOORLAC  
Any Representative not selling his proportion of this product is to have his work revamped by the Sales Manager. L. F. Collister to follow this.
- (106) FAMILY PAINT  
Mr. Whittlesey emphasized the excellent quality of Family Paint as a second grade line, and urged sales effort for increased sales. E. W. Klingenberg and G. W. Jaap are to work out definite sales plans. Mr. Whittlesey also requested the phrase "Chicken Houses" be substituted for "Chicken Coops" in our literature.
- (107) OLD DUTCH ENAMEL  
Mr. Whittlesey requested increased sales effort in connection with this Enamel. P. F. Kinnison is to furnish at the next meeting comparative sales figures by Districts and Divisions to date. F. E. Davis is to make special plans for pushing its sale in Retail Stores. A. H. Burt is to personally present the merits of Old Dutch Enamel to twelve of the best prospects in Cleveland and report results. E. W. Klingenberg and P. F. Kinnison are to prepare Enamel Films for demonstration purposes.
- (108) INSIDE FLOOR PAINT  
A. J. Reiss to supervise window trims on Inside Floor Paint for our Retail Stores.
- (109) DIG DEPT WEEKLY CHART  
This chart is to be used as much as possible as a medium for disseminating information of interest to the field force. The blank space on the back of this chart can be utilized for this purpose.
- (110) TERRITORIAL WORK OF REPRESENTATIVES  
L. F. Collister is to ask District Managers whether we can consistently discontinue this report.
- (111) S & A CHART  
It was suggested this feature be discontinued.
- (112) O.D.P. WHITE LEAD REPORTS  
Mr. Whittlesey requested that O.D.P. White Lead Reports be handled through J. G. Weber's office instead of through L. F. Collister's office as heretofore. The most important information to be shown on these reports, is-- how much stock on hand, and total sales. L. F. Collister and J. G. Weber to work together on this.
- (113) NEW AGENTS AND DEALERS REPORTS  
The Weekly Report showing new Agents and Dealers is to be discontinued.
- (114) DECORATIVE DEPT. RESULTS  
The Decorative Dept. Report showing results obtained from their work is to be discontinued.