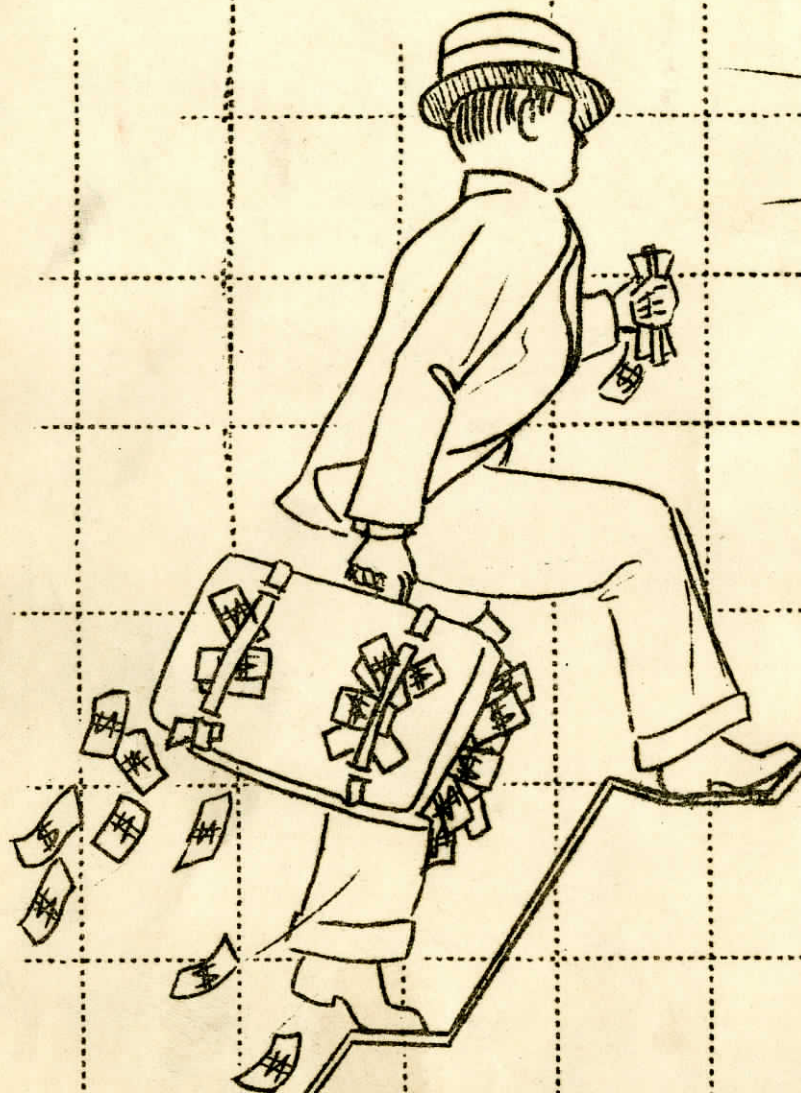


SALESMEN'S BULLETIN

EDLIS INC.

5¹ST
ANNIVERSARY
SALE



SEND YOUR SALES CHART

UP!

#1 On October 29th in Sunday newspapers Revlon will introduce to Milady of America the New Revlon Fashion Lipstick. They will come in nine different shades which will be the same name and shades as nine of their best selling polish shades. Revlon Lipsticks will be extensively advertised like Revlon Nail Polish. They will be introduced by an attractive display card containing 12 lipsticks, one each of the nine shades and the remaining three will be those shades considered best sellers.

PRICES - \$7.20 per card of 12 Lipsticks
1.00 each retail

Deliveries will be made in time for national advertising. Make up separate orders on Revlon Lipsticks.

#2 Salesmen will receive a bonus of 25¢ on each deal of Lustron sold and 10¢ for each unit Lustron only.

#3 Unless street addresses are filled in on your orders they will not be shipped or delivered. We will hold them up until you come in to the office. Therefore, if you want your customers to get their orders promptly, please comply with this request which has been made several times. Please remember that we have a new young lady who lists the transactions of each customer on a record card and in order to bring those cards up-to-date, which may some day prove very valuable in helping you make additional sales, it is necessary that the FULL NAME OF THE SHOP AS WELL AS THE BEAUTY SHOP NAME AND ADDRESS appear on every report sheet as well as your orders.

#4 In selling equipment, salesmen are promising delivery before the lease is signed and received in our office. Please remember that the lease, properly signed, must be received in our office before any equipment will be released to the customer. When an order on equipment is received, we immediately make up the lease and forward it to the customer along with a letter thanking them for the order, also enumerating the exact articles, color, etc. so that there will be no possible chance of any errors. It is important, therefore, that you do not promise your customers any release on equipment until we receive the return of the lease in our office, properly signed. Some salesmen have been careless in listing payments made to them and payments are not included in their daily collection sheets. The customer does not receive credit and is usually contacted by the credit department either by phone or letter. This leaves a very bad impression on the customer and it makes it necessary for Mr. Thomas to offer all kinds of excuses. There is no reason why the salesmen should make any errors in listing their collections. It is one of the most important duties that he has to perform.

#5 It was quite interesting for us to compile actual facts on the introductory sales of the new shades of Revlon Nail Polish. The figures listed below give us a splendid idea of the efforts made by our own salesmen to sell merchandise. These facts plainly indicate our continual pounding that our salesmen are mere "order-takers" and are not offering merchandise for sale. Just look at the number of customers that you call on approximately, the number of sales that you made on the new shades of Revlon, and the percentage.

#7 We have given you claim sheets to send in when a customer makes a complaint. Be sure to use those sheets so that we can follow your complaints through properly.

#8 I am at loss to understand why it is necessary at sales meetings to point out that you are not properly listing the numbers, colors, etc. of merchandise. This week we had one salesman who did not list the price of a retail jar of Vita Fluff, a 2 ounce size Revlon Hand Cream and a 2 oz. Revlon Massage Cream. Now either that salesman was too lazy to look up his prices or he doesn't know what he is selling. In most cases that is what we are finding out. It is again suggested that instead of wasting your time in the office or on the third floor that you go down to the store, use your price book and learn your merchandise. If salesmen are going to continue sending in orders without prices being carried out on the order sheets, we will likewise have to hold those orders up until the salesmen come in to the office. It seems as though the only way to teach you men something is to make you do it yourself and see that you do it right.

#9 I am quite disappointed in the sale of Parker Herbox Units as shown in the new Parker Herbox catalogue. It is apparent that you salesmen are not going into the shops and showing them. Also on the Revlon Tray Deals and Sales Affiliates Units. These are items that we carry and sell exclusively and which we hope to build up part of our business on. We expect more sales on them.

#10 ANNIVERSARY SALES SHEET -- It is very surprising to note the few sales that are coming through with \$25.00 orders. We are not anxious to give away the water sets just because we want to spend that extra money. Our idea is to get your customers to purchase \$25.00 worth of merchandise and that is why we are offering this set. In the next two weeks I expect to see at least double the amount of \$25.00 orders that have been coming in to the office during the past two weeks.

#11 I also notice that we are lacking greatly on the sales of our own merchandise such as our shampoo, creams, permanent wave solutions and other merchandise that we make. There is no trick in giving hairpins to your customers at 19¢, water wave nets and shampoo base at the prices we are offering. It is the sales on our own merchandise, which we have lowered greatly in order to make it possible for you to get into a shop and not permit your competitor to sell the same type of merchandise. Will you kindly bear this in mind during the next two weeks of the anniversary sale and sell our own manufactured merchandise.

#13 RETURNS OF MERCHANDISE. I again call your attention to the fact that too many credits are being returned to the office. It is useless to make sales and then have merchandise returned. The following is a list of the amounts of credits and what they total for the week ending Oct. 7th.

	NUMBER OF CREDITS	AMOUNT
Adolph	9	52.86
Frank	4	9.40
Wheeler	18	47.29
McCrea	3	3.82
E. K. Schroeder	9	33.26
Haverstraw	6	84.77
Wright	2	4.50
Katon	2	27.25

In other words, when we total these transactions we have a total of 59 credits and a total amount of returned merchandise of approximately \$400.00. This is excluding trade-ins. After all, in order to handle 59 returns I wonder if you salesmen realize the cost attached to this. It takes at least a day to check the credits against the original purchases, which we must do on every credit. We again repeat that \$400.00 of returned merchandise in a week is entirely out of line in proportion to the sales and 59 transactions is entirely out of line. Some of you will say that some of the returns covered exchanged merchandise. It should not be necessary to make so many exchanges. If you write your orders up properly and make sure you mark down what your customer wants and not be afraid to ask her the style, color, number, etc., I am sure that we can reduce our credits considerably. In fact they must be reduced otherwise we will have to make a charge against the salesmen for handling such transactions. Please remember that there is no profit in handling these transactions and not only do we have to put that merchandise in stock and handle the sale without a profit whatsoever but we must take an additional loss on handling the sale without an income whatsoever. This may be very trivial to each of you men when you figure that you only return three, four or five credits but when you total the credits of ten men returning fifty credits, you can see the problem that we have on our hands. I am sure that with the proper cooperation of our men that this credit situation can be reduced and we will not have to again bring it up.

#14 Commencing this Monday evening and every Monday evening to follow, we are having a Guest Artist who will do hair styling and we no doubt will have some special type of work each Monday night. Please talk this up among your customers and see that they come in to the clinic. We sent out cards to shops in Pittsburgh and Allegheny County for this coming Monday night and we will send cards to the balance of the trade for the following Monday.

#15 Our Holiday Mart will no doubt be held the last week in the month. You may start talking up that special affair that we arrange, at which time we will show the most elaborate display of holiday merchandise ever featured by a beauty supply jobber in this country.

#16 Norcen Rinse now comes packed in CAPSULE FORM ONLY. We do, however, still have some of the tubes in stock which we want to dispose of first.

#17 Ice Glo has been discontinued and in its place we have Noxzema.