



[Alvin W. Boese Papers.](#)

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Mission Supplies ~~1947~~ on hand
carded for last half 1946

	on Order	On hand	New $\frac{1}{2}$ yr order
Stock box $\frac{1}{2} \times 15$ ft —		73,500	No
Stock box $\frac{3}{4} \times 36$ ft		10,250	No
Stock			
Cards			
$\frac{1}{2} \times 15$ ft Xmas	335,000	200,000	No
$\frac{1}{2} \times 15$ ft F.D.	136,000		No
$\frac{3}{4} \times 36$ ft Xmas	27,500		No
$\frac{3}{4} \times 36$ ft F.D.	14,000		No

$\frac{1}{2} \times 15$ ft
96,000

$\frac{1}{2}$ Use 2800
 $\frac{3}{4} \times 1$ 2,355

ON Hand

2770

15 ft
1994,
13680

15674
1250

427
2641

3068,000

Minnesota Mining & Manufacturing Company

INTER - OFFICE CORRESPONDENCE
ST. PAUL, MINNESOTA

July 18, 1946 Subject:

Estimated Requirements Year 1947
"SCOTCH" Gift-Wrap and Mistlon
Displays and Carded Items for
Chains

MR. L. J. McNEIL

Attached to this letter are estimated requirements on "SCOTCH" Gift-Wrap Tape in displays and Carded Items for the year 1947 as well as Mistlon displays and Carded Items for the same period.

GIFT-WRAP ITEMS

These estimates are based on production over an approximate nine month period from January 1st, thru September 30th, rather than the six month period in which this material is generally produced. We plan on having printed film on hand to start production of samples during the first week in December in order that both our Christmas and Everyday lines will be in the hands of the salesman on January 1, 1947. This will enable us to increase our sales considerably due to the fact that the best Everyday gift wrap season of the year runs from Valentine's Day thru Graduation. Heretofore, we have not been able to take advantage of this early everyday market.

The total number of rolls involved in the gift wrap program are 46,900,000 and we estimate that this production should be scheduled as follows:

20% during the first quarter of 1947
40% during the second quarter
40% during the third quarter

MISTLON

Mistlon estimates for the year 1947 have been made up based on three premises:

- (1) That we will have no printed patterns in the 1947 line.
- (2) That we will have printed patterns in the Christmas line only.
- (3) That we will have printed patterns in both the Everyday and Christmas lines.

The maximum estimate involves 22,000,000 rolls, while the minimum involves 11,500,000 rolls. In our opinion, we will probably have printed patterns in the Christmas line only and this estimate involves 20,000,000 rolls. These estimates also are based on the premise that we will have the full line ready for presentation to our Sales Force in December to take advantage of the nine months' selling period just as we are doing on Gift-Wrap.

Production on Mistlon should be scheduled as follows:

20% during the first quarter of 1947
40% during the second quarter
40% during the third quarter

Our purpose in giving you these estimates at this date is that you might be able to discuss with the necessary parties our ability to produce this amount of material. We feel sure that from a raw material standpoint, we will be able to get the yardages involved both on Gift-Wrap and Mistlon.

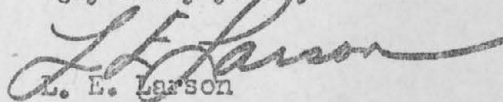
July 18, 1946

However, we felt that a 70,000,000 roll Gift-Wrap and Mistlon short roll program, in addition to an approximate 120,000,000 short roll program on Transparent might prove to be a problem productionwise, especially as relates to slitting and packing.

Would you please let us know at the earliest opportunity whether or not you feel these estimates can be met and if not, just what would be involved from a standpoint of equipment etc. to enable us to meet these figures.

Thank you very much.

Very truly yours,


L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

LEL:ku

cc: Mr. J. A. Borden
Mr. W. P. Erickson
Mr. T. Joyce
Mr. W. Horton
Mr. C. A. Parsons
Mr. A. H. Redpath
Mr. L. Runyan
Mr. C. B. Sempair
Mr. W. Seigworth
Mr. C. C. Smith

7/18/46

ESTIMATED SALES MISTLOW PLASTIC RIBBON - RESALE ROLLS YEAR 1947

	1946 SALES	DISPLAYS	1. ESTIMATED 1947 SALES (NO PRINTED PATTERNS) NET \$ VOLUME	TOTAL ROLLS
#200 - 1/2" x 15 ft. (36 rls) Everyday Displays	10,000 displays	55,400 displays	\$ 97,504.00	1,994,400 rolls
#201 - 3/4" x 36 ft. (24 rls) Everyday Displays	4,000 "	17,800 "	52,332.00	427,200 "
#202 - 1/2" x 15 ft. (36 rls) Christmas Displays	102,500 "	190,000 "	334,400.00	6,840,000 "
#203 - 3/4" x 36 ft. (36 rls) Christmas Displays	31,700 "	55,000 "	161,700.00	1,320,000 "
TOTAL DISPLAYS	148,000 Displays	318,200 Displays		10,581,600 Rolls
NET DOLLAR VOLUME - DISPLAYS	\$296,726.00		\$845,936.00	

CARDERD ITEMS

#220 - 1/2" x 15 ft. (dozens) Everyday	8,575 Dozens	15,000 Dozens	\$ 9,900.00	185,000 rolls
Christmas	34,000 "	50,000 "	3,300.00	600,000 "
#221 - 3/4" x 36 ft. (dozens) Everyday	-----	1,500 "	2,475.00	18,000 "
Christmas	3,500 "	6,000 "	9,900.00	72,000 "
TOTAL DOZENS	46,075 Dozens	72,500 Dozens		
NET DOLLAR VOLUME - CARDERD ITEMS	\$ 33,864.00		\$ 55,275.00	
TOTAL ROLLS NEEDED				11,456,600 Rolls
TOTAL DOLLAR VOLUME	\$330,590.00		\$701,211.00	

2. ESTIMATED 1947 SALES
PRINTED PATTERNS ON
CHRISTMAS DISPLAYS ONLY

Ordered 1/2 of the figures 7/22

Order	DISPLAYS	NET \$ VOLUME	Estimated TOTAL ROLLS
27,700	55,400 Displays	\$ 97,504.00	1,994,400 Rolls
9,000	17,800 "	52,332.00	427,200 "
190,000	380,000 "	668,800.00	13,680,000 "
55,000	110,000 "	323,400.00	2,640,000 "
	563,200 Displays	\$1,142,036.00	18,741,600 Rolls

8,000,000 1/2
1,600,000 3/4
9,600,000 Universals

3. ESTIMATED 1947 SALES
PRINTED PATTERNS ON
EVERYDAY & CHRISTMAS DISPLAYS

DISPLAYS	NET \$ VOLUME	TOTAL ROLLS
90,000 Displays	\$158,400.00	3,240,000 rls
25,000 "	75,500.00	900,000 "
380,000 "	668,800.00	13,680,000 "
110,000 "	323,400.00	2,640,000 "
605,000 Displays	\$1,224,100.00	20,460,000 Rls
50,000 Dozen	\$ 19,800.00	360,000 Rls
100,000 "	66,000.00	1,200,000 "
3,000 "	4,950.00	36,000 "
12,000 "	19,800.00	144,000 "
145,000 Dozen		
	\$110,550.00	
		22,200,000 Rls
	\$1,334,650.00	

*Ordered 1/2 of the figure
- 1/2 of present order
7/22*

\$ 98,175.00

\$1,240,211.00

20,288,600 Rolls

7/11/46

ESTIMATED SALES "SCOTCH" GIFT-WRAP AND CHRISTMAS SEALS - YEAR 1947

DISPLAYS

	<u>1941 Sales</u>	<u>1941 Plus %</u>	<u>1946 Sales</u>	<u>1946 Plus %</u>	<u>1947 1947 Est. Sales</u>		<u>TOTAL NUMBER OF ROLLS NEEDED FOR 1947</u>
#132	53,432 displays	88	63,000 dis.	100%	126,000 dis.	#132	4,536,000
#132½	12,929 "	93	25,000 "	100%	50,000 dis.	#132½	1,800,000
#133	111,333 "	89	210,000 "	75%	367,500 dis.	#133	13,220,000
#133½	52,011 "	92	100,000 "	75%	175,000 dis.	#133½	6,300,000
#150	68,596 "	150	172,000 "	50%	258,000 dis.	#150	3,096,000
TOTAL	278,206 displays		570,000 dis.		976,500 dis.	TOTAL	28,962,000
NET DOLLAR VOLUME	\$469,349.00		\$953,520.00		\$1,643,820		

CARDED ITEMS (Dozens)

	<u>1941 Sales</u>	<u>1941 Plus %</u>	<u>1946 Sales</u>	<u>1946 Plus %</u>	<u>1947 Est. Sales</u>		
#139	12,618 dozen	1,222	166,800 doz.	75%	291,900 doz.	#139	3,502,800
#139½	6,942 "	1,240	93,000 "	75%	162,750 "	#139½	1,953,000
#140	160,200 "	177	444,000 "	50%	666,000 "	#140	7,992,000
#140½	75,672 "	177	210,000 "	50%	315,000 "	#140½	3,780,000
#151	19,440 "	109	40,800 "	50%	61,200 "	#151	734,400
TOTAL	274,872 dozen		954,600 doz.		1,496,850 "	TOTAL	17,944,200
NET DOLLAR VOLUME	\$200,861.00		\$670,428.00		\$1,048,519.00	GRAND TOTAL ROLLS	66,906,200
TOTAL NET DOLLAR VOLUME CARDED ITEMS & DISPLAYS	\$670,010.00		\$1,623,798.00		\$2,692,339.00		

Comparison of Present Wholly Ribbon Prices
72 yd rolls vs 25¢ roll - $3/4 \times 36$ ft (12 yds)

3-8-46

Consumer Comparison	$1/2$ "	$3/4$ "	1"
List Prices - 72 yd Rolls Present (Col)	1.550	1.780	2.000
Net Price - 72 " " to Consumer @ 34%	1.023	1.175	1.320
List Prices - 12 yd Roll (36 ft) Present (Col)	—	.250	—
Multiply by 6 for 72 yd basis	—	1.500	—
Net Price - 12 yd Roll to Consumer @ 34%	—	.165	—
Multiply by 6 for 72 yd basis	—	.990	—
72 yd Roll higher per 72 yds (18.6%)	—	.185	—
Net Price 72 yd Roll to Jrs @ 34-10% Dis	.921	1.058	1.188
Net Price 12 yd Roll to Jrs @ 51% Dis	—	.1225	—
Multiply by 6 for 72 yd basis	—	.735	—
72 yd Roll higher per 72 yds (44.0%)	—	.323	—

CONCLUSION

We must therefore reduce our price on 72 yd Ribbon wholly to partly take up this gap.

Assuming we reduce our list prices by 20%, then would be:

	$1/2$ "	$3/4$ "	1"
List Prices - 72 yd Rolls (Recommended)	1.24	1.42	1.60
Net Price @ 34-10%	.737	.843	.950
72 yd Roll higher per 72 yds (14.7%)	—	.108	—
Net Price to Consumer - 72 yd roll @ 34%	—	.9312	—

4/12/46

ESTIMATED COSTS WHITE MISTLON PLASTIC TISSUE
1 PLY - 24" x 6 YARDS - 1" CORE

	24" x 6 Yd. 36 Sq. Ft.
List Price per 24" x 6 yard roll 1 Ply White - 1" core	1.9800
Less Jobber Discount - 51%	1.0098
<u>Net Selling Price</u>	<u>.9702</u>

COSTS

1 Ply White Mistlon @ .00339 sq. ft.	.1221
Core 1" diameter (\$30.00 per M)	.0300
Slitting including space burden	.0800
Labor and space burden in packing	.0300
Cellophane wrapper and tape seal	.0150
Label (2 color)	.0070
12 roll chipboard box (.12¢ ea.)	.0120
Shipping carton for 4-12 roll boxes (.130¢ ea.)	.0083
Label for 12 roll box	.0004
Label for shipping carton	.0001
Labor in shipping	.0070
Warehousing	.0020
Trucking	.0020
<u>Total Factory Costs</u>	<u>.2859</u>
Laboratory - 2% of net selling price	.0195
Height est. @ \$3.00 cwt.	.0250
<u>Selling and administrative and cash discount - 25%</u>	<u>.2426</u>
<u>TOTAL COSTS</u>	<u>.5730</u>
<u>NET PROFIT</u>	<u>.3972</u>
<u>PROFIT % TO SALES</u>	<u>40.9%</u>

Minnesota Mining & Manufacturing Company

INTER-OFFICE CORRESPONDENCE

ST. PAUL, MINNESOTA

July 24, 1946

Subject: Orders for Mistlon
Packaging Supplies

LARRY LARSON

Dear Larry:

Since the meeting attended yesterday by yourself, Adolph Miller and myself, at which ordering quantities were determined for Mistlon key packaging items, the ordering quantities for related packaging items have been determined.

These items will be ordered, in the quantities listed, by Mr. Miller, and delivery will be requested by November 15th of this year.

1. No carded supplies are to be ordered at this time.

2. Mistlon Plastic Ribbon Displays:

For 1/2" X 15' E.D. Display Only

Quantity Ordered

Display	610-2001A	27,700 (New Art Work)
Label	TB15-2002	28,000
Label	TB15-2003	3,000

For 1/2" X 15' Xmas Display Only

Quantity Ordered

Display	610-2021B	190,000 (New Art Work)
Label	TB15-2022	190,000
Label	TB15-2023	16,000

For 1/2" X 15' E.D. & Xmas(Combined)

Quantity Ordered

Corroflex	610-2002	218,000
Carton	610-2003A	18,500

For 3/4" X 36' E.D. Display Only

Quantity Ordered

Display	610-2011A	9,000 (New Art Work)
Label	TB15-2012	9,000
Label	TB15-2013	1,000

For 3/4" X 36' Xmas Display Only

Quantity Ordered

Display	610-2031B	55,000 (New Art Work)
Label	TB15-2032	55,000
Label	TB15-2033	5,000

For 3/4" X 36' E.D. & Xmas (Combined)

Quantity Ordered

Corroflex	610-2012	65,000
Carton	610-2013A	5,500

Side Shields

Quantity Ordered

1/2" X 15' E.D. & Xmas #601	8,000,000
-----------------------------	-----------

Side Shields (Continued)

Quantity Ordered

3/4" X 36' E.D. & Xmas #602	1,600,000
Universal	9,600,000

Cores will be ordered as per schedules.
The above quantities are considered to be for the
first 6 months of 1947.

3. *72 Yd. Mistlon Plastic Ribbon

Quantity Ordered

1/2", 3/4" & 1" X 72 Yd. Individ. Box	#610-5	96,000
1/2" X 72 Yd. Unit Carton	#610-6	5,500
3/4" & 1" X 72 Yd. Unit Carton	#610-10	5,500
1/2" X 72 Yd. Master Carton	#610-8A	1,400
3/4" & 1" X 72 Yd. Master Carton	#610-12A	1,400
2" X 72 Yd. Individual Box	#610-17	6,000
2" X 72 Yd. Master Carton	#610-18	500
3" X 72 Yd. Individual Box	#610-21	3,000
3" X 72 Yd. Master Carton	#610-22	250

No mention was made of ordering end labels for
72 Yd. Mistlon Plastic Ribbon.

4. *72 Yd. Mistlon Plastic Tissue -
Rolls - On 3" Core

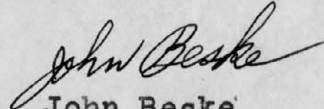
Quantity Ordered

4" X 72 Yd. Individual Box	#620-1	12,000
4" X 72 Yd. Master Carton	#620-2	1,000

* These supplies have been ordered for an estimated 3 months
production, so it was agreed that these items will be
reviewed by yourself and Mr. Miller in 3 months (Approximately
October 24th) to determine re-order quantities.

Unless either Mr. Miller or myself are notified, it will
be assumed that these quantities, the items listed, are correct.

Yours very truly,



John Beske
Packaging Engineering

JB:bco

cc: S. C. High
Adolph Miller

ESTIMATED COST OF COLORED MISTLON ROLLS

JUMBO COST:

	ONE PLY		TWO PLY		TWO AND ONE HALF PLY		
	4" x 72 yds. 24" x 72 yds		4" x 72 yds. 24" x 72 yds.		1/2" x 72 yds. 3/4" x 72 yds. 1" x 72 yds.		
Pigment	.0023		.0031		.0087		
Viscost	.0036		.0059		.0101		
Acetate Fibra	.0215		.0360		.0392		
Garnet Labor	.0133		.0125		.0129		
Garnet Overhead	.0106		.0100		.0103		
Dyeing Labor	.0076		.0118		.0143		
Dyeing Overhead	.0011		.0018		.0022		
Total Jumbo Cost Per Square Yard	.0600	.0600	.0811	.0811	.0977	.0977	.0977
Total Jumbo Cost Per Roll	.3700	.4800	.56	.6488	.0977	.1466	.14
Slitting Cost	(.0705)	.4137	.05	.2390	.0519	.0654	.03
Cost Incl. Slitting	.8937	5.0310	.8878	5.0880	.1496	.2120	.2784
Cost Incl. 62.6% Waste	2.3895	13.4518	2.3737	13.6042	.4000	.5668	.7443
Packing Cost	.03	.1073	.03	.1073	.0358	.0447	.0447
Packing Supplies	.06	.0432	.06	.0432	.0167	.0274	.0277
Shipping Cost	.009	.0105		.0105	.0027	.0027	.0027
Warehousing Cost	.007	.0107		.0142	.0026	.0043	.0046
Total Factory Cost	2.5612	14.0443	2.5489	14.3495	.4578	.6459	.8240
Freight	.0170	.0624	.0227	.1476	.0041	.0069	.0073
Lab. & Eng. 28.0%	.3459	2.0757	.6919	4.1513	.2062	.2362	.2661
Selling 16.3%	.2014	1.2083	.4028	2.4167	.1201	.1375	.1549
Administrative 5.8%	.0469	.2817	.0939	.5634	.0280	.0321	.0361
Cash Discount 2.0%	.0247	.1483	.0494	.2965	.0147	.0169	.0190
Total Cost	3.1971	17.8207	3.8096	21.9250	.8309	1.0755	1.3074
Profit or Loss	1.9616	10.4076	1.3386	7.0988	.0943	.2320	.3570
Net Selling Price	1.2355	7.4131	2.4710	14.8262	.7366	.9435	.9504
Discount 34% - 10%	.8445	5.0669	1.6890	10.1338	.5034	.5765	.6496
List Price	2.0800	12.4800	4.1600	24.9600	1.2400	1.4200	1.6000
% of Loss	159%	140%	54%	48%	13%	28%	38%

* Actual Waste for Second Quarter of 1946.

Requested by: Larry Larson
Prepared by: W. R. Chamberlain
August 12, 1946

copy for Baese

ESTIMATED COST OF MISTLON DISPLAYS
With Actual Commercial Costs
2 1/2 Ply

(2.)

001

Display # 202 Display # 203
36 rolls - 1/2"x15' 24 rolls - 3/4"x36'

.0181 per roll

Jumbo Cost

32 colored rolls @ .06944 = 2.22208
2.22208 @ .08491 =
4 white rolls @ .06944 = .27776
.27776 @ .05737 =

22 colored rolls @ 25000 = 5.50000
5.50000 @ .08491 =
2 white rolls @ 2.25000 = .50000
.50000 @ .05737 =

Total Jumbo Cost Per Display

Slitting Cost

Cost Including Slitting
Cost Including 29.2% Waste

Packing Cost *

Packing Supplies

Shipping Cost

Warehousing Cost

Total Factory Cost

Freight
Lab. & Engineering 30.6%
Selling 36.0%
Administrative 4.1%
Cash Discount 2 %

Total Cost

Profit pr Loss

Net Selling Price

Discount 51 %

List Price

% of Profit or Loss

.2046	.4957
.2561	.2855
.4607	.7812
.6507	1.1034
.1964	.1854
.2082	.1943
.0122	.0122
.0178	.0213
1.0853	1.5166
.0284	.0341
.5398	.3996
.6350	1.0584
.0723	.1205
.0353	.0588
2.3961	3.6880
.6321	.7480
1.7640	2.9400
1.8360	3.0600
3.6000	6.0000
35.8%	25.4%

The Burden Rates for the Dyeing and Garnet machines are both estimated because they are both in the same department.

* The packing cost is high due to small volume and variations in the diameter of the rolls.

Requested by: Mr. Larry Larson
Prepared by: W. R. Chamberlain
Cost Accounting Department
November 11, 1946

7/31/46

Comparison of Present 2 1/2 ply 3/4" Ribbon Prices
72 yd rolls vs 25 1/2 rolls 36 x 36 ft.

	3/4 x 36 ft		3/4 x 72 yd		Price advantage
	Per roll	Per yd	Per roll	per yd	72 yd vs 36 ft
List Price	.25	.0210	1.42	.0197	1.10%
Dealers Price @ 45% disc.	.1375	.0115	—	—	—
Consumer Price @ 34% disc.	—	—	.9372	.0130	13.7%
Jobber Price @ 51% disc.	.1225	.0102	—	—	—
Jobber Price @ 34% disc.	—	—	.9372	.0130	27.40%

Conclusion:

We are marketing 3/4 x 36 ft roll at lowest possible price as a wedge to introduce mistlon generally using it as we used 10¢ transparent cellulose rolls as an opening wedge at no profit.

On 72 yd rolls we must make a profit - therefore the evident price inequality 36 ft vs 72 yd rolls

L.F.L.

11/1/45

Estimated Cost Mistlon Plastic Ribbon on 3x4 Cards.
Roll Form 1" cores - 2 1/2 ply stock.

	1/2 x 12 ft 5/8 oz ft	1/2 x 15 ft 6/25 oz ft	1/2 x 18 ft 3/4 oz ft	3/4 x 33 ft 2 oz ft	3/4 x 36 ft 2 1/4 oz ft	3/4 x 39 ft 2 1/2 oz ft	1" x 24 ft 2 oz ft	1" x 27 ft 2 1/4 oz ft	1" x 30 ft 2 1/2 oz ft
List Price - plain white + 2 solid colors 2 1/2 ply	.1000	.1000	.1000	.2500	.2500	.2500	.2500	.2500	.2500
Less Chain Store discount - 45%	.0450	.0450	.0450	.1125	.1125	.1125	.1125	.1125	.1125
Net Selling Price	.0550	.0550	.0550	.1375	.1375	.1375	.1375	.1375	.1375
Chain Stores: 1 day rolls 33 1/3 % 6 " " 40 % 48 " 45 %									
Costs									
Plain White Mistlon 2 1/2 ply 0078 oz ft.	.0039	.0049	.0059	.0156	.0176	.0195	.0156	.0176	.0195
Dyeing .001 oz ft.	.0005	.0007	.0008	.0020	.0023	.0025	.0029	.0023	.0025
1" diameter cores	.0022	.0022	.0022	.0027	.0027	.0027	.0028	.0028	.0028
Metal side labels.	.0018	.0018	.0018	.0018	.0018	.0018	.0018	.0018	.0018
3 x 4 cards - 2 color printing 894 per M	.0009	.0009	.0009	.0009	.0009	.0009	.0009	.0009	.0009
Labor in slitting + winding + machine burden	.0076	.0078	.0080	.0104	.0107	.0109	.0104	.0107	.0109
Labor in packing - including card assembly & space burden - including shipping	.0075	.0075	.0075	.0075	.0075	.0075	.0075	.0075	.0075
Warehousing	.0009	.0009	.0009	.0012	.0012	.0012	.0012	.0012	.0012
Freight in shipping									
12 roll box - chipboard	.0016	.0016	.0016	.0028	.0028	.0028	.0029	.0029	.0029
Shipping carton - 72 roll	.0005	.0005	.0005	.0007	.0007	.0007	.0007	.0007	.0007
Laboratory - 2% of selling price.	.0011	.0011	.0011	.0025	.0028	.0028	.0028	.0028	.0028
Total Factory Costs	.0880	.0899	.0912	.1464	.1510	.1538	.1494	.1512	.1535
Freight out at 30¢ cut	.0018	.0019	.0020	.0033	.0034	.0035	.0033	.0034	.0035
Selling, admin. & cash disc - 25%	.0137	.0137	.0137	.0344	.0344	.0344	.0344	.0344	.0344
Total Costs	.0440	.0465	.0469	.0861	.0888	.0912	.0871	.0890	.0914
Net Profit.	.0110	.0095	.0081	.0514	.0487	.0463	.0504	.0485	.0461
Profit % to Sales.	20.0%	17.5%	14.7%	37.3%	35.4%	33.6%	36.7%	34.5%	33.5%

Estimated Cost Mistlon Plastic Ribbon - Printed - on 3 x 4 cards
2 color printing on white & tinted ribbon.

	1/2 x 12 ft 5/8 oz ft	1/2 x 15 ft 6/25 oz ft	1/2 x 18 ft 3/4 oz ft	3/4 x 33 ft 2 oz ft	3/4 x 36 ft 2 1/4 oz ft	3/4 x 39 ft 2 1/2 oz ft	1" x 24 ft 2 oz ft	1" x 27 ft 2 1/4 oz ft	1" x 30 ft 2 1/2 oz ft
List Price per roll	.1000	.1000	.1000	.2500	.2500	.2500	.2500	.2500	.2500
Less Chain disc - 45%	.0450	.0450	.0450	.1125	.1125	.1125	.1125	.1125	.1125
Net Selling Price	.0550	.0550	.0550	.1375	.1375	.1375	.1375	.1375	.1375
Total Costs same as unprinted	.0440	.0455	.0469	.0861	.0888	.0912	.0871	.0890	.0914
2 color printing @ .0023 oz ft.	.0012	.0015	.0018	.0046	.0052	.0058	.0046	.0052	.0058
Total Costs including printing	.0452	.0470	.0487	.0907	.0940	.0970	.0917	.0942	.0972
Net Profit	.0098	.0080	.0063	.0468	.0435	.0405	.0458	.0433	.0403
Profit % to Sales.	17.8%	14.5%	11.4%	34.0%	31.6%	29.4%	33.3%	31.4%	29.3%

<u>BRANCH</u>	<u>% OF 1941 SALES</u> <u>GIFT-WRAP TAPE</u>
BOSTON	4.9%
NEW YORK	13.5%
BUFFALO	4.2%
PHILADELPHIA	10.0%
HIGH POINT	3.7%
CINCINNATI	6.3%
CHICAGO (14.3%) (Pittsburgh) (2.6%)	16.9%
DETROIT	5.9%
ST. LOUIS	16.5%
ST. PAUL	10.6%
LOS ANGELES	3.5%
SAN FRANCISCO	4.5%
SEATTLE	3.5%
DALLAS	6.0%
TOTAL	100.0%

<u>Dennison</u>	<u>% of 1941 Sales</u> <u>GIFT-WRAP TAPE</u>
E. D. G. W.	1.6
Xmas G. W.	4.2
Seals	1.8

Mission Ribbon Sales by Salesmen Indicated

1946 - U.S. - 1947

SEP 29 1947

			January	February	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
10-27-9	St Louis	Parle	1947	126554	179415	191450	86982	95493	126306	40644	373549				1220383
			1946	588	46488	655602	274134	237664	218177	700426	261684	151166	348929	674030	3787239
10-21-9	St Louis	Richardson	1947	2757	84758	132748	91601	169872	33936	70567	161686				747925
			1946	-	241	31752	33868	8553	187390	77671	117841	118278	930241	586960	2118364
	St Louis	May	10-59	1947					2231	105814					103583
			1946												
11-15-9	St Paul	Fagen with Jan 1, 1947	1947	1308	4618	1823	13297	1704	12958	-	71186				106894
			1946	11582	6018	62829	38740	18045	8477	15724	6630	31510	37304	132721	392738
5-6-5	Buffalo	Kingsley	1947	17081	2383	7214	50869	26135	64746	7451	1012				161989
			1946				68020	110039	1200	3885	5942	45981	62030	350060	665251
		Total	1947	147700	271174	333235	242749	293194	237946	101529	713247				2340774
			1946	10994	52265	750183	414762	338211	412844	797706	392097	346935	1378504	1743771	6963592

Sales Mistlon Ribbon

1947 vs 1946

	1947				1946		
	<u>Displays</u>	<u>all others</u>	<u>Total</u>		<u>Displays</u>	<u>all others</u>	<u>Total</u>
Jan.	124421	760303	635884.		221600	44837	266437
Feb.	123533	1066817	943784.		1250151	149618	1397769.
Mar	58781	1884230	1815449.		2248403	654193	1901596.
Apr.	45700	1062004	1016304		1418026	550728	1968754.
May	43923	969721	915798		1054329	995996	1150325.
June	26776	588997	615773.		845329	1350457	2195786.
July	9478	870962	880440.		259783	2567041	2826824.
Aug.	413743	3255058	3668801.		83726	3291352	3375078.
Sept.					256938	2732417	1989355.
Oct.					186204	5341146	5527350.
Nov.					14838568	4116577	18955145.
Dec.					1401830	1474546	2876376.
Total 7 mos }	53639	10458097	10511731.	Total	24064881	23166917	47331799.

Estimated costs on 1 x 2 1/2 Ply
 Westlon Plastic Tissue
 24 x 12 yard rolls - 1" Conv.

	all colors & flicks 24 x 12 yd 1 ply	all colors & flicks 24 x 12 yd 2 ply
<u>Total Jumbo cost per sq yard</u>	.0581	.0849
Material cost (8 sq yds)	.4648	.6792
Slitting cost (include wrapping + labelling)	.1000	.1000
Waste (25%)	.1424	.1948
Packing costs	.0700	.0700
Packing supplies	.0642	.0695
Shipping cost	.0200	.0200
Warehousing	.0150	.0150
Total Factory Cost	.9345	1.2334
Freight	.0800	.1200
Laboratory 5% of selling price	.1203	.2406
Engineering 5%	.1203	.2406
Selling, Adm & cash 25%	.6013	1.2026
Total Cost	1.8564	3.0372
Profit	.5486	1.1128
Net Selling price (Less 35 + 7 1/2%)	2.4050	4.8100
Discount Less 35 + 7 1/2%		
List Price	\$4.00	\$8.00
70% Profit to Sales	22.8%	36.8%

~~*~~

3/21/47

ESTIMATED COSTS ON 1 AND 2-1/2 PLY
Mistlon Plastic Tissue
24" x 12 Yard Rolls - 1" Core

	All Colors & Flecks 24" x 12 yd. 1 Ply	All Colors & Flecks 24" x 12 yd. 2-1/2 Ply
Total Jumbo Cost per Sq. Yard	.0581	.0849
Material Cost (8 sq. yds.)	.4648	.6792
Slitting Cost (include wrapping & Labeling)	.1000	.1000
Waste (25%)	.1424	.1948
Packing Costs <i>labor & Overhead</i>	.0700	.0700
* Packing Supplies	.0642	.0695
Shipping Cost <i>labor & Overhead</i>	.0200	.0200
Warehousing	.0150	.0150
Total Factory Cost	.9345	1.2334
Freight	.0800	.1200
Laboratory 5% of Selling Price	.1203	.2406
Engineering 5% of Selling Price	.1203	.2406
Selling, Adm. & Cash 25%	.6013	1.2026
Total Cost	1.8564	3.0372
Profit	.5486	1.7728
Net Selling Price (Less 35 & 7-1/2%)	2.4050	4.8100
List Price	\$4.00	\$8.00
% Profit to Sales	22.8%	36.8%

Charge to
5.00

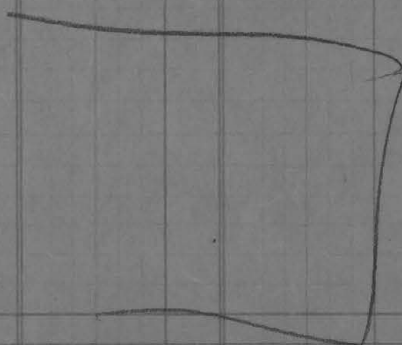
3
10.00

PACKING: Each roll wrapped in m/p Cellophane with
a lithographed paper label, 12 ~~rolls~~ rolls to
a shipping carton.

✓ Estimated Cost ^{Plastic Tissue} Whistler ~~Less~~ Tissue - 1 ply
(On Dispenser Box.)

8/3/45

	6" x 6"
	50 sheets
	12.5 sq. ft.
	1.4 sq. yds.
List Price - 1 ply 50 sheet package	.3900
Less Jobber disc 51%	.1989
Net Selling price	.1911
Retailers 1 display (12 boxes) 33.5%	
6 " (72 boxes) 40%	
48 " (576 ") 45%	
Jobbers - 1 displays (12 boxes) 43%	
24 " (288 ") 51%	
<u>Costs</u>	
6 x 6 sheets - single ply - white at 60339 sq ft.	.0424
Cutting + Packing .00076 sq ft.	.0093
Box (like plaid box) tear out center	.0200
Carton for 12 boxes (4500 M assembled)	.0038
Shipping carton for 12 inner boxes . 12400 M.	.0009
Warehousing	.0011
Shipping room costs	.0035
Trucking	.0010
	.0020
Total Factory costs	
Freight ext @ 300 cwt.	.0048
Selling, admin. + cash disc 25%	.0478
Total Costs	.1346
Net Profit	.1565
Profit % to Sales	.29.5%



Conversion

7/13

Estimated Cost on Whiston Plastic tissue
500 yd Rolls - 1 ply White, Colored + Flecked.

	20x500yd White	24"x500yd White	Colored + Flecked 20x500yd	Colored + Flecked 24x500yd
	277.77 sq yd	333.33 sq yd	277.77 sq yd	333.33 sq yd
List Price per roll	44.45	53.34	55.56	66.67
Less Max conversion disc 34-10+10%				
Net Selling Price	23.76	28.71	29.70	35.64
Total Factory Cost	9.6520	11.4708	15.4851	18.4707
Lab 2% of Net Selling price	.4752	.5742	.5940	.7128
Freight est @ 300 est	.2400	.3000	.2400	.3000
Selling admin + cash - 25%	5.9400	7.1775	7.4250	8.9100
Total cost	16.3072	19.5225	23.7441	29.3935
Net Profit	7.4528	9.1875	5.9559	7.2465
Profit % to Sales	31.8%	32.0%	20.0%	20.3%
List Price - sq yd	.1600	.1600	.2000	.2000
Net Selling price sq yd	.0855	.0855	.10692	.10692

Discount Schedule

500	sq yds	Less 10+10+10%
2000	" "	20+10+10%
5000	" "	30+10+10%
10,000	" "	32+10+10%
25,000	" "	34+10+10%

Converters

8/13

Estimated Cost on Mistlon Plastic Tissue
500 yd Rolls - 2 ply White colored + Flecked

	White	White	Colored + Flecked	Colored + Flecked
	20" x 500 yd	24" x 500 yd	20" x 500 yd	20" x 500 yd
	277.77 sq yd	333.33 sq yd	(277.77 sq yd)	(333.33 sq yd)
List Price per roll	88.90	106.67	111.12	133.34
Less max. com. disc 34-10-10%				
Net Selling price	\$47.52	57.02	59.40	\$71.28
Total Factory Cost	14.5402	17.3258	22.3455	26.6923
Lab - 2% of Net Selling price	.9504	1.1404	1.1880	1.4256
Freight est @ 300 cwt	.4800	.6000	.4800	.6000
Selling, adm., & cash - 25%	11.8800	14.2550	14.8500	17.8200
Total Cost	27.8506	33.3212	38.8635	46.5379
Net Profit	19.6694	23.6988	20.5365	24.7421
Profit % to Sales.	41.3%	41.5%	34.5%	34.7%

List Price sq yd	3200	3200	4000	4000
Net Selling price sq yd.	.1710	.1710	.21384	.21384

Discount Schedule

500 sq yds	Less 10 + 10 + 10%
2000 " "	20 + 10 + 10%
5000 " "	30 + 10 + 10%
10000 " "	32 + 10 + 10%
25,000 " "	34 + 10 + 10%

Converters

Estimated Cost on Mission Plastic Tissue
500 yd rolls - 24 ply - White Colors & Flecks.

	White	White	Colors & Flecks	
	20" X 500 yd	24" X 500 yd	20" X 500 yd	24" X 500 yd
	277.77 sq yd	333.33 sq yd	277.77 sq yd	333.33 sq yd
List Price Per roll	110.00	133.33	138.89	166.67
Less max. converter disc. 34-10-10%				
Net Selling Price	58.80	71.28	74.25	89.10
Total Factory cost	21.2207	25.3384	32.4426	38.8049
Lab - 2% of net selling price	1.1760	1.4256	1.4850	1.7820
Freight est @ 300 cwt	6.000	.7500	.6000	.7500
Selling, adm & cash disc 5%	14.7000	17.8200	18.5625	22.2750
Total Cost	37.6967	45.3340	53.0901	63.4119
Net Profit	21.1033	25.9460	21.1599	25.6881
Profit % to Sales	35.87%	36.5%	28.4%	28.8%

List Price - sq yd	.4000	.4000	.5000	.5000
Net Selling price sq yd.	.21384	.21384	.2673	.2673

Discount Schedule

500 sq yds	Less 10 + 10 + 10%
2000 "	Less 20 - 10 + 10%
5000 "	Less 30 + 10 + 10%
10,000 "	Less 32 + 10 + 10%
25,000 "	Less 34 + 10 + 10%

13

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON ITEMS - 1947

1946 Sq. Yds. Net	Displays	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL SQ. YDS.
	3" x 4" Cards 2-1/2 Ply	Colored	White	Flecked	Colored	White	Flecked	
June Actual	6,840	6,277	1,196	6,659	16,168	2,887	0	40,036
July "	36,135	10,885	2,073	5,812	23,210	6,619	0	84,734
Aug. "	4,429	9,467	1,723	15,688	23,153	14,915	0	69,375
Sept. "	45,572	9,397	3,260	7,406	32,329	6,980	0	104,964
Oct. "	192,966	8,214	2,279	7,818	46,365	9,016	0	266,657
Nov. "	28,030	3,863	1,071	7,433	23,826	4,302	0	68,525
Dec. "	193	5,627	2,446	10,419	15,698	2,118	0	36,501
TOTAL 7 MONTHS 1946	314,174	53,730	14,048	61,235	180,749	46,836	0	670,802

1947 Sq. Yds. Net								
Jan. Actual	348	1,566	11,159	8,064	21,434	3,321	0	45,892
Feb. "	1,360	3,480	160	4,599	4,778	2,583	2,887	19,847
Mar. "	1,110	13,512	1,776	2,887	18,120	3,559	4,566	45,530
Apr. "	1,140	1,946	260	1,255	11,458	1,897	9,461	27,417
May "	654	532	372	920	5,184	916	3,972	12,550
June "	551	160	504	332	4,467	1,865	3,644	11,523
July "	66,800	732	624	59,252	20,600	5,123	23,310	176,441
Aug. "	3,142	504	0	530	15,426	5,019	11,158	35,779
Sept. "	8,429	682	96	912	5,479	1,303	9,137	26,038
Oct. Estimated	51,436	1,500	500	2,000	25,000	9,000	15,000	104,436
Nov. "	51,352	1,000	250	1,500	15,000	5,000	10,000	84,102
Dec. "	84	1,000	500	2,000	10,000	3,000	5,000	21,584
TOTAL 12 MONTHS EST.	186,406	26,614	16,201	84,251	156,946	42,586	98,135	611,139

TOTAL ESTIMATED DOLLAR VOLUME	Displays	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL DOLLARS
	3" x 4" Cards 2-1/2 Ply	Colored	White	Flecked	Colored	White	Flecked	
	\$102,799.00	\$33,037.00			\$154,787.00			\$290,623.00

NOTE: These figures are correct insofar as they show only that portion of the Mistlon line which we intend to sell under the new program. 2 ply sales in both 1946 and 1947 are not shown.

cc: W. L. McKNIGHT G. H. HALPIN A. G. BUSH R. P. CARLTON R. G. DREW G. L. RUNYON R. ADAM
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 J. A. BORDEN L. E. LARSON A. M. HOGAN

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON DISPLAY ITEMS - 1947

1946 No. of Displays	MISTLON DISPLAYS - 2-1/2 PLY				MISTLON - 3" x 4" Cards 2 1/2 Ply	
	#200 E. D. 1/2" x 15"	#201 E. D. 3/4" x 36"	#202 Xmas 1/2" x 15"	#203 Xmas 3/4" x 15"	#220 (Dozens) 1/2" x 15"	Total Page 2 Only
June Actual	516	0	0	0	830	1,346
July "	0	0	142	64	811	1,017
Aug. "	0	0	0	12	959	971
Sept. "	0	0	3,631	105	390	4,126
Oct. "	0	0	8,309	12,817	507	21,633
Nov. "	0	0	60,754	12,370	950	74,074
Dec. "	0	0	0	0	216	216
TOTAL 7 MONTHS 1946	516	0	72,836	25,368	4,663	103,383
1947 No. of Displays						
Jan. Actual	0	0	0	0	415	415
Feb. "	0	0	0	7	226	233
Mar. "	120	103	30	5	98	356
Apr. "	120	140	0	0	0	260
May "	103	93	25	9	12	242
June "	10	10	18	18	377	433
July "	4,033	3,356	3,901	4,293	24	15,607
Aug. "	479	324	0	0	0	803
Sept. "	982	942	0	48	12	1,984
Oct. Estimated	1,000	1,000	5,000	5,000	400	12,400
Nov. "	1,000	1,000	5,000	5,000	300	12,300
Dec. "	0	0	0	0	100	100
TOTAL 12 MONTHS ESTIMATED 7,847	6,968	13,974	14,380	1,964	45,133	

NOTE: All items on this page have been converted to square yards and are included in the first column on page 1.

AMH:mab

Page 2.

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON ITEMS - 1947

TV 13 2

1946 Sq. Yds. Net	Displays 3" x 4" Cards	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL SQ. YDS.
	2-1/2 Ply	Colored	White	Flecked	Colored	White	Flecked	
June Actual	6,840	6,277	1,196	6,659	16,168	2,887	0	40,036
July "	36,135	10,885	2,073	5,812	23,210	6,619	0	84,734
Aug. "	4,429	9,467	1,723	15,688	23,153	14,915	0	69,375
Sept. "	45,572	9,397	3,260	7,406	32,329	6,980	0	104,964
Oct. "	192,966	8,214	2,279	7,818	46,365	9,016	0	266,657
Nov. "	28,030	3,863	1,071	7,433	23,826	4,302	0	68,525
Dec. "	193	5,627	2,446	10,419	15,698	2,118	0	36,501
TOTAL 7 MONTHS 1946	314,174	53,730	14,048	61,235	180,749	46,836	0	670,802

1947 Sq. Yds. Net								
Jan Actual	348	1,566	11,159	8,064	21,434	3,321	0	45,892
Feb. "	1,360	3,480	160	4,599	4,778	2,583	2,887	19,847
Mar. "	1,110	13,512	1,776	2,887	18,120	3,559	4,566	45,530
Apr. "	1,140	1,946	260	1,255	11,458	1,897	9,461	27,417
May "	654	532	372	920	5,184	916	3,972	12,550
June "	551	160	504	332	4,467	1,865	3,644	11,523
July "	66,800	732	624	59,252	20,600	5,123	23,310	176,441
Aug. "	3,142	504	0	530	15,426	5,019	11,158	35,779
Sept. Est.	127,750	1,500	500	2,000	30,000	10,000	30,000	201,750
Oct. "	42,936	1,500	500	2,000	25,000	9,000	15,000	95,936
Nov. "	42,852	1,000	250	1,500	15,000	5,000	10,000	75,602
Dec. "	84	1,000	500	2,000	10,000	3,000	5,000	21,584
TOTAL 12 MONTHS EST.	288,727	27,432	16,605	85,339	181,467	51,283	118,998	769,851

	Displays 3" x 4" Cards	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL
	2-1/2 Ply	Colored	White	Flecked	Colored	White	Flecked	DOLLARS
TOTAL ESTIMATED	\$159,589.00	\$33,638.00			\$182,909.00			\$376,136.00
DOLLAR VOLUME								

NOTE: These figures are correct insofar as they show only that portion of the Mistlon line which we intend to sell under the new program. 2 ply sales in both 1946 and 1947 are not shown.

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AMH:meb

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON DISPLAY ITEMS - 1947

1946 No. of Displays	<u>MISTLON DISPLAYS - 2-1/2 Ply</u>				<u>MISTLON - 3"x4" Cards - 2 1/2 Ply</u>	
	<u>#200 E.D.</u> <u>1/2" x 15"</u>	<u>#201 E.D.</u> <u>3/4" x 36"</u>	<u>#202 Xmas</u> <u>1/2" x 15"</u>	<u>#203 Xmas</u> <u>3/4" x 15"</u>	<u>#220 (Dozens)</u> <u>1/2" x 15"</u>	<u>Total</u> <u>Page 2 Only</u>
June Actual	516	0	0	0	830	1,346
July "	0	0	142	64	811	1,017
Aug. "	0	0	0	12	959	971
Sept. "	0	0	3,631	105	390	4,126
Oct. "	0	0	8,309	12,817	507	21,633
Nov. "	0	0	60,754	12,370	950	74,074
Dec. "	0	0	0	0	216	216
TOTAL 7 MONTHS 1946	516	0	72,836	25,368	4,663	103,383
<hr/>						
<u>1947 No. of Displays</u>						
Jan. Actual	0	0	0	0	415	415
Feb. "	0	0	0	7	226	233
Mar. "	120	103	30	5	98	356
Apr. "	120	140	0	0	0	260
May "	103	93	25	9	12	242
June "	10	10	18	18	377	433
July "	4,033	3,356	3,901	4,293	24	15,607
Aug. "	479	324	0	0	0	803
Sept. Est.	0	0	15,000	15,000	300	30,300
Oct. "	0	0	5,000	5,000	400	10,400
Nov. "	0	0	5,000	5,000	300	10,300
Dec. "	0	0	0	0	100	100
TOTAL 12 MONTHS EST.	4,865	4,026	28,974	29,332	2,252	69,449

NOTE: All items on this page have been converted to square yards and are included in the first column on page 1.

AMH:meb

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED-MISTLON ITEMS-1947 (Corrected)

IV 13 2

1946 Sq. Yds. Net	Displays 3" x 4" Cards 2-1/2 Ply	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL SQ.YDS.
		Colored	White	Fleeced	Colored	White	Fleeced	
June Actual	6,849	6,277	1,196	6,659	16,168	2,887	0	40,036
July "	36,135	10,865	2,073	5,812	23,210	6,619	0	84,734
Aug. "	4,429	9,467	1,723	15,688	23,153	14,915	0	69,375
Sept. "	45,572	9,397	3,260	7,408	32,329	6,980	0	104,964
Oct. "	192,966	8,214	2,279	7,818	46,365	9,015	0	266,657
Nov. "	28,030	3,863	1,071	7,433	23,826	4,302	0	68,525
Dec. "	193	5,627	2,446	10,419	15,698	2,118	0	36,501
TOTAL 7 MONTHS 1946	314,174	53,730	14,048	61,235	180,749	46,836	0	670,802

1947 Sq. Yds. Net								
Jan. Actual	348	1,566	11,159	8,064	21,434	3,321	0	45,892
Feb. "	1,360	3,480	160	4,599	4,778	2,583	2,887	19,847
Mar. "	1,110	13,512	1,776	2,887	18,120	3,559	4,566	45,530
Apr. "	1,140	1,946	260	1,255	11,458	1,897	9,461	27,417
May Est.	67,284	2,000	1,000	2,000	10,000	2,000	3,000	87,284
June "	45,984	2,000	1,000	2,000	10,000	3,000	5,000	68,984
July "	45,684	2,000	1,000	2,000	15,000	4,000	7,000	76,684
Aug. "	103,668	2,000	1,000	2,000	15,000	5,000	7,000	35,668
Sept. "	25,452	3,000	1,000	4,000	20,000	6,000	10,000	29,452
Oct. "	42,936	3,000	1,000	4,000	25,000	9,000	15,000	99,936
Nov. "	42,852	2,000	500	3,000	15,000	5,000	10,000	78,352
Dec. "	84	2,000	1,000	4,000	10,000	3,000	5,000	25,084
TOTAL 12 MONTHS EST.	437,902	38,504	20,855	39,805	175,790	48,360	78,914	840,130

TOTAL ESTIMATED DOLLAR VOLUME	Displays 3" x 4" Cards 2-1/2 Ply	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			Total Dollars
		Colored	White	Fleeced	Colored	White	Fleeced	
	\$248,907.00	\$25,782.00			\$157,600.00			\$432,289.00

Note: These figures are correct insofar as they show only that portion of the Mistlon line which we intend to sell under the new program. 2 ply sales in both 1946 and 1947 are not shown.

cc-W.L.McKnight G.H.Halpin A.G.Bush R.P.Carlton R.G.Drew
C.C.Smith A.W.Boese H.F.Valentine C.B.Sampair R.H.Redpath

LEL:mp
5/23/47

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED-MISTLON DISPLAY ITEMS-1947

1946 No. of Displays	MISTLON DISPLAYS - 2 $\frac{1}{2}$ PLY				MISTLON - 3"x4" Cards - 2 $\frac{1}{2}$ PLY	TOTAL
	#200 ED $\frac{1}{2}$ " x 15"	#201 ED $\frac{3}{4}$ " x 36"	#202 Xmas $\frac{1}{2}$ " x 15"	#203 Xmas $\frac{3}{4}$ " x 15"	#220 (Dozens) $\frac{1}{2}$ " x 15"	Page 2 Only
June Actual	516	0	0	0	830	1,346
July "	0	0	142	64	811	1,017
Aug. "	0	0	0	12	959	971
Sept. "	0	0	3,631	105	390	4,126
Oct. "	0	0	8,309	12,317	507	21,635
Nov. "	0	0	60,754	12,370	950	74,074
Dec. "	0	0	0	0	216	216
TOTAL 7 MONTHS 1946:	516	0	72,836	25,368	4,663	103,383
1947 No. of Displays						
Jan. Actual	0	0	0	0	415	415
Feb. "	0	0	0	7	226	233
Mar. "	120	103	30	5	98	356
Apr. "	120	140	0	0	0	260
May Est.	10,000	7,000	0	0	100	17,100
June "	5,000	2,000	2,500	2,500	100	12,100
July "	2,500	3,000	2,500	2,500	100	10,500
Aug. "	2,500	2,000	10,000	10,000	200	24,700
Sept. "	0	0	10,000	10,000	300	20,300
Oct. "	0	0	5,000	5,000	400	10,400
Nov. "	0	0	5,000	5,000	300	10,300
Dec. "	0	0	0	0	100	100
TOTAL 12 MONTHS ESTIMATED:	20,240	14,243	36,030	35,012	2,339	106,864

WPE:lb

NOTE: All items on this page have been converted to square yards and are included in the first column on page 1.

V B 2

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED-MISTLON ITEMS-1947 (Corrected).

1946 Sq.Yds. Net	Displays	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL SQ. YDS.
	3"x4" Cards 2-1/2 Ply	Colored	White	Flecked	Colored	White	Flecked	
June Actual	6,840	6,277	1,196	6,659	16,168	2,887	0	40,036
July "	36,135	10,885	2,073	5,812	23,210	6,619	0	84,734
Aug. "	4,429	9,467	1,723	15,688	23,153	14,915	0	69,375
Sept. "	45,572	9,397	3,260	7,406	32,329	6,950	0	104,964
Oct. "	192,966	8,214	2,279	7,818	46,365	9,016	0	266,657
Nov. "	28,030	3,863	1,071	7,433	23,826	4,302	0	68,525
Dec. "	193	5,627	2,446	10,419	15,698	2,118	0	36,501
TOTAL 7 MONTHS 1936	314,174	53,730	14,048	61,235	180,749	46,836	0	670,802

1947 Sq.Yds. Net								
Jan. Actual	348	1,566	11,159	8,064	21,434	3,321	0	45,892
Feb. "	1,360	3,480	160	4,599	4,778	2,583	2,887	19,847
Mar. "	1,110	13,512	1,776	2,887	18,120	3,559	4,566	45,530
April "	1,140	1,946	260	1,255	11,458	1,897	9,461	27,417
May "	654	532	372	920	5,184	916	3,972	12,550
June "	551	160	504	332	4,467	1,865	3,644	11,523
July "	66,800	732	624	59,252	20,600	5,123	23,310	176,441
Aug. Est.	73,167	1,000	1,000	2,000	20,000	5,000	25,000	127,167
Sept. "	127,750	3,000	1,000	4,000	30,000	10,000	30,000	205,750
Oct. "	42,936	3,000	1,000	4,000	25,000	9,000	15,000	99,936
Nov. "	42,852	2,000	500	3,000	15,000	5,000	10,000	78,352
Dec. "	84	2,000	1,000	4,000	10,000	3,000	5,000	25,084
TOTAL 12 MONTHS EST.	358,752	32,928	19,355	94,309	186,041	51,264	132,840	875,489

TOTAL ESTIMATED DOLLAR VOLUME	Displays	72 Yard Rolls - 1 Ply			72 Yard Rolls - 2-1/2 Ply			TOTAL
	3"x4" Cards 2-1/2 Ply	Colored	White	Flecked	Colored	White	Flecked	DOLLARS
	\$199,153.00	\$38,114.00			\$192,475.00			\$429,742.00

Note: These figures are correct insofar as they show only that portion of the Mistlon line which we intend to sell under the new program. 2 ply sales in both 1946 and 1947 are not shown.

cc-W.L.McKnight	G.H.Hel pin	A.G.Bush	R.P.Carlton	R.G.Drew	G.L.Runyon	R.Adam	J.A.Borden
C.C.Smith	A.W.Boese	H.F.Valentine	C.B.Sampair	A.H.Redpath	A.A.Henseler	R.Oace	L.E.Larson
							A.M.Hogan

AMH:mp
8/22/47

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED-MISTLON DISPLAY ITEMS-1947

1946 No. of Displays	MISTLON DISPLAYS - 2-1/2 PLY				MISTLON - 3"x4" Cards - 2 1/2 PLY	
	#200 E.D. 1/2"x 15'	#201 E.D. 3/4"x 36'	#202 Xmas 1/2"x 15'	#203 Xmas 3/4"x 15'	#220 (Dozens) 1/2" x 15'	Total Page 2 Only
June Actual	516	0	0	0	830	1,346
July "	0	0	142	64	811	1,017
Aug. "	0	0	0	12	959	971
Sept. "	0	0	3,631	105	390	4,126
Oct. "	0	0	8,309	12,817	507	21,633
Nov. "	0	0	60,754	12,370	950	74,074
Dec. "	0	0	0	0	216	216
TOTAL 7 MONTHS 1946	516	0	72,836	25,368	4,663	103,383

1947 No. of Displays						
Jan. Actual	0	0	0	0	415	415
Feb. "	0	0	0	7	226	233
Mar. "	120	103	50	5	98	356
Apr. "	120	140	0	0	0	260
May "	103	93	25	9	12	242
June "	10	10	18	18	377	433
July "	4,033	3,356	3,901	4,293	24	15,607
Aug. Est.	5,000	3,000	5,000	5,000	200	18,200
Sept. "	0	0	15,000	15,000	300	30,300
Oct. "	0	0	5,000	5,000	400	10,400
Nov. "	0	0	5,000	5,000	300	10,300
Dec. "	0	0	0	0	100	100
TOTAL 12 MONTHS EST.	9,386	6,702	33,974	34,332	2,452	86,846

Note: All items on this page have been converted to square yards and are included in the first column on page 1.

AMH:mp

Page 2.

IV

MISTION PLASTIC RIBBON (DEPARTMENT STORE PACKING IN CHIPBOARD BOXES) EVERYDAY AND CHRISTMAS COLORS

LIST PRICES

Cat. No. 210 - 36 - 10¢ Rolls (all one color or flecked pattern) 1/2" x 15 ft. \$3.60
 Cat. No. 211 - 24 - 25¢ Rolls (all one color or flecked pattern) 3/4" x 36 ft. 6.00

DISCOUNTS

CONSULERS: (Incl. U. S. Gov't)

1 roll	Net
12 rolls	10%
144 rolls	20%

JOBBERS:

1 box	45%
24 boxes or more	51%

RETAIL STATIONERS, DEPARTMENT STORES, PHOTO & ART SUPPLY HOUSES, CHAINS AND OTHER RETAILERS:

1 box	33-1/3%
6 boxes	40%
48 boxes or more	45%

STANDARD COLORS

White	Pastel Pink
Red	Pastel Blue
Green	Pastel Green
Blue	Pastel Yellow
	Orchid

FLECKS ON WHITE

Silver Flecks on White

FLECKS ON COLORS

Silver Flecks on Red
 Silver Flecks on Green
 Silver Flecks on Blue

NO STANDARD COLOR ASSORTMENTS: We will pack as follows:

Cat. No. 210 - 1/2" x 15 ft. - 36 rolls of a color or flecked pattern to a box.
 Cat. No. 211 - 3/4" x 36 ft. - 24 rolls of a color or flecked pattern to a box.

GENERAL PROCEDURE

ALL QUANTITY PRICES: Apply on single shipment only.

PACKING: 36 - 10¢ rolls or 24 - 25¢ rolls packed to a plain chipboard box, 12 boxes to a shipping case.

ASSORTING PRIVILEGE: The above items can be assorted to make quantity. No assorting with any other items.

POST DATING PRIVILEGE: None.

NO CONSIGNMENT SALES: All orders are final and not returnable in whole or part.

TRANSPORTATION CHARGES: F.O.B. shipping point, transportation charges prepaid via cheapest route.

Please return
previous copy

#7vi

A. W. Boese

Page 1.

ORDERS ENTERED & ESTIMATED ORDERS TO BE RECEIVED - MISTLON ITEMS - 1947
SQUARE YARDS

1946 Sales	TOTAL CUT TO SIZE SHEETS*	72 YARD RIBBON 2-1/2 PLY			MISTLON DISPLAYS AND 3" x 4" CARDS	PHOTO PACK	TOTAL SQ. YD. PAGE NO. 1
		Colored	White	Flecked			
June Actual	3,266	16,168	2,887	0	3,583	500	26,404
July "	1,850	23,210	6,619	0	34,285	2,000	67,964
Aug. "	4,256	23,153	14,915	0	143	5,428	47,895
Sept. "	6,007	32,329	6,980	0	39,565	2,198	87,077
Oct. "	9,634	46,365	9,015	0	183,332	2,660	251,006
Nov. "	112	23,826	4,302	0	27,918	468	56,626
Dec. "	183	15,698	2,118	0	8	684	18,691
TOTAL 7 MONTHS							
1946	25,308	180,749	46,836	0	288,834	13,936	555,663
1947 Sales							
Jan. Actual		21,434	3,321	0	0	954	25,709
Feb. Estimated		35,000	5,000	2,000	0	700	42,700
Mar. "		40,000	7,000	5,000	25,000	1,000	53,000
Apr. "		40,000	8,000	8,000	25,000	500	56,500
May "		45,000	8,000	10,000	50,000	500	63,500
June "		50,000	10,000	15,000	0	1,000	76,000
July "		50,000	12,000	20,000	0	1,000	83,000
Aug. "		50,000	15,000	25,000	0	1,000	91,000
Sept. "		60,000	20,000	30,000	0	1,000	111,000
Oct. "		60,000	20,000	35,000	0	500	115,500
Nov. "		50,000	15,000	20,000	0	500	85,500
Dec. "		20,000	5,000	10,000	0	500	35,500
TOTAL 12 MONTHS							
ESTIMATED		521,434	128,321	180,000	100,000	9,154	838,909

HFV;meh
2-20-47

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON ITEMS
SQUARE YARDS

1946 Sales	MISTLON RIBBON 1 PLY			MISTLON RIBBON 2 PLY			TOTAL SQUARE YARDS	GRAND TOTAL SQUARE YARDS
	Colored	White	Flecked	Colored	White	Flecked	PAGE NO. 2	PAGES 1 & 2
June Actual	6,277	1,196	6,559	5,516	899	5,631	26,178	52,582
July "	10,885	2,073	5,812	9,865	1,606	5,678	35,919	103,883
Aug. "	9,467	1,723	15,688	9,155	1,503	7,075	44,611	92,506
Sept. "	9,397	3,260	7,406	11,580	1,397	11,367	44,407	131,484
Oct. "	8,214	2,272	7,818	8,229	2,105	5,996	34,641	285,647
Nov. "	3,863	1,071	7,433	6,377	1,669	2,745	23,158	79,784
Dec. "	5,627	2,446	10,419	2,595	216	868	22,171	40,862
TOTAL 7 MONTHS								
1946	53,730	14,048	61,235	53,317	9,395	39,360	231,085	786,748
1947 Sales								
Jan. Actual	1,566	11,159	8,064	2,136	5,003	280	28,198	53,907
Feb. Estimated	6,000	2,000	8,000	0	0	0	16,000	58,700
Mar. "	8,000	3,000	10,000	0	0	0	21,000	74,000
Apr. "	6,000	2,000	8,000	0	0	0	16,000	72,500
May "	6,000	2,000	8,000	0	0	0	16,000	79,500
June "	5,000	2,000	6,000	0	0	0	13,000	89,000
July "	5,000	2,000	6,000	0	0	0	13,000	96,000
Aug. "	5,000	2,000	6,000	0	0	0	13,000	104,000
Sept. "	6,000	2,000	8,000	0	0	0	16,000	127,000
Oct. "	8,000	3,000	10,000	0	0	0	21,000	136,500
Nov. "	8,000	2,000	8,000	0	0	0	18,000	103,500
Dec. "	6,000	2,000	8,000	0	0	0	16,000	51,500
TOTAL 12 MONTHS								
ESTIMATED	70,566	35,159	94,064	2,136	5,003	280	207,198	1,046,107

*No short roll yardage included except 3 months (March, April, May) total 100,000 sq. yds. to produce fleck patterns for Christmas Displays. We have on hand necessary drum stock to complete balance of 1947 requirements. (533,000 sq. yds.)

HFV:mb 2-20-47

Copies to: Mr. J. A. Borden
Mr. A. W. Boese
Mr. W. P. Erickson

Mr. Tom Joyce
Mr. L. E. Larson
Mr. L. J. McNeil

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Mr. A. H. Redpath
Mr. G. L. Runyon

Mr. C. B. Sampair
Mr. C. C. Smith
Mr. H. F. Valentine

A. W. Balse

Page 1.

ORDERS RECEIVED & ESTIMATED ORDERS TO BE RECEIVED - MISTON ITEMS - 1947

1946 Sales Sq. Yards	TOTAL CUT TO	72 YARD RIBBON 2-1/2 PLY			*MISTON DISPLAYS AND 3" x 4" Cards 2-1/2 PLY	PHOTO PACK 1 PLY	TOTAL SQ. YD PAGE NO.1
	SIZE SHEETS	Colored	White	Flecked			
June Actual	3,266	16,168	2,887	0	3,583	500	26,404
July "	1,850	23,210	6,619	0	34,235	2,000	67,964
Aug. "	4,256	23,153	14,915	0	143	5,428	47,595
Sept. "	8,007	32,329	6,950	0	39,565	2,196	97,077
Oct. "	9,634	46,365	9,015	0	133,332	2,660	251,006
Nov. "	112	23,826	4,302	0	27,918	400	56,626
Dec. "	100	15,098	2,110	0	8	604	18,691
TOTAL 7 MONTHS							
1946	25,308	180,749	46,836	0	268,834	13,936	555,663

1947 Sales
Sq. Yards

Jan. Actual	0	21,434	3,321	0	0	954	25,709
Feb. "	0	4,778	2,585	2,887	1,360	196	11,804
Mar. Estimated	0	40,000	7,000	5,000	25,000	1,000	78,000
Apr. "	0	40,000	8,000	3,000	25,000	500	81,500
May "	0	45,000	8,000	10,000	50,000	500	113,500
June "	0	50,000	10,000	15,000	0	1,000	76,000
July "	0	50,000	12,000	20,000	0	1,000	83,000
Aug. "	0	50,000	15,000	25,000	0	1,000	91,000
Sept. "	0	60,000	20,000	30,000	0	1,000	111,000
Oct. "	0	60,000	20,000	35,000	0	500	115,500
Nov. "	0	50,000	15,000	20,000	0	500	85,500
Dec. "	0	20,000	5,000	10,000	0	500	35,500
TOTAL 12 MONTHS							
ESTIMATED	0	491,212	125,304	180,887	101,360	3,650	808,013

HV:mp
3-17-47

SALES ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON PAPER

1946 Sales Sq. Yards	MISTLON RIBBON 1 PLY			MISTLON RIBBON 2 PLY			TOTAL SQUARE YARDS	GRAND TOTAL SQUARE YARDS
	Colored	White	Flecked	Colored	White	Flecked	PAGE NO. 2	PAGES 1 & 2
June Actual	6,277	1,199	8,669	5,516	899	5,631	26,178	52,582
July "	10,885	2,073	5,812	8,865	1,606	5,678	36,919	103,883
Aug. "	9,467	1,723	15,688	9,155	1,503	7,075	44,611	92,506
Sept. "	9,397	3,260	7,406	11,580	1,397	11,367	44,407	131,484
Oct. "	8,214	2,279	7,818	8,229	2,105	5,996	34,641	285,647
Nov. "	3,863	1,071	7,433	6,377	1,669	2,745	23,158	79,784
Dec. "	5,627	2,446	10,419	2,595	216	868	22,171	40,862
TOTAL 7 MONTHS 1946	53,730	14,048	61,235	53,317	9,395	39,360	231,086	786,748
1947 Sales								
Sq. Yards								
Jan. Actual	1,566	11,159	8,064	2,126	5,003	280	28,198	53,907
Feb. "	3,480	160	4,599	1,038	479	551	10,307	22,111
Mar. Estimated	8,000	3,000	10,000	0	0	0	21,000	99,000
Apr. "	6,000	2,000	8,000	0	0	0	16,000	97,500
May "	6,000	2,000	8,000	0	0	0	16,000	129,500
June "	5,000	2,000	6,000	0	0	0	13,000	89,000
July "	5,000	2,000	6,000	0	0	0	13,000	96,000
Aug. "	5,000	2,000	6,000	0	0	0	13,000	104,000
Sept. "	6,000	2,000	8,000	0	0	0	16,000	127,000
Oct. "	8,000	3,000	10,000	0	0	0	21,000	136,500
Nov. "	6,000	2,000	8,000	0	0	0	16,000	103,500
Dec. "	6,000	2,000	8,000	0	0	0	16,000	61,500
TOTAL 12 MONTHS ESTIMATED	68,046	33,319	90,663	3,164	5,482	831	201,505	1,109,518

* No short roll yardage included except 3 months (March, April, May) total 100,000 sq. yds. to produce fleck patterns for Christmas Displays. We have on hand necessary drum stock to complete balance of 1947 requirements. (533,000 sq. yds.)

MFV:mp 3/17/47

Copies to:

Mr. J. A. Borden
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Mr. Tom Joyce
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Mr. C. A. Parsons
Mr. A. H. Redpath
Mr. G. L. Runyon

Mr. C. B. Sanpair
Mr. C. C. Smith
Mr. H. F. Valentine

April 2, 1947

Page 1.

ORDERS ENTERED & ESTIMATED ORDERS TO BE RECEIVED - MISTLON ITEMS - 1947

1946 Sales Sq. Yds.	TOTAL CUT TO SIZE SHEETS*	72 YARD RIBBON 2-1/2 PLY		*MISTLON DISPLAYS AND 3" x 4" Cards		PHOTO PACK 1 PLY	TOTAL SQ. YD PAGE NO. 1
		Colored	White	Flocked	2-1/2 PLY		
June Actual	3,266	16,168	2,387	0	3,583	500	26,404
July "	1,850	23,210	6,619	0	34,285	2,000	67,964
Aug. "	4,256	23,153	14,915	0	143	5,428	47,895
Sept. "	6,007	32,329	6,980	0	39,565	2,196	87,077
Oct. "	9,634	46,365	9,015	0	183,332	2,660	251,006
Nov. "	112	23,826	4,302	0	27,918	468	56,626
Dec. "	183	15,698	2,118	0	8	684	18,691
TOTAL 7 MONTHS 1946	25,308	180,749	46,836	0	288,834	13,936	556,603

1947 Sales
Sq. Yds.

Jan. Actual	0	21,434	3,321	0	0	954	25,709
Feb. "	0	4,776	2,683	2,887	1,360	196	11,804
Mar. "	0	18,120	3,559	4,566	33	576	26,854
Apr. Est.	0	40,000	8,000	8,000	25,000	500	81,500
May "	0	45,000	8,000	10,000	50,000	500	113,500
June "	0	50,000	10,000	15,000	0	1,000	76,000
July "	0	50,000	12,000	20,000	0	1,000	83,000
Aug. "	0	50,000	15,000	25,000	0	1,000	91,000
Sept. "	0	60,000	20,000	30,000	0	1,000	111,000
Oct. "	0	60,000	20,000	35,000	0	500	115,500
Nov. "	0	50,000	15,000	20,000	0	500	85,500
Dec. "	0	20,000	5,000	10,000	0	500	35,500
TOTAL 12 MONTHS ESTIMATED:	0	469,332	122,463	180,453	76,393	8,226	856,867

WPE:lb 4-2-47

Copies to Messrs: R. W. ADAM W. P. ERICKSON C. A. PARSONS C. B. SAMPAIR
J. A. BORDEN TOM JOYCE A. H. REDPATH C. C. SMITH
A. W. BOESE L. E. LARSON G. L. RWHYON H. F. VALENTINE

* Sheet goods discontinued.

ORDERS ENTERED AND ESTIMATED ORDERS TO BE RECEIVED - MISTLON ITEMS

1946 Sales Sq. Yards	MISTLON RIBBON 1 PLY			MISTLON RIBBON 2 PLY			TOTAL SQUARE YARDS	GRAND TOTAL SQUARE YARDS
	Colored	White	Flecked	Colored	White	Flecked	PAGE NO. 2	PAGES 1 & 2
June Actual	6,277	1,196	6,659	5,518	899	5,631	26,178	52,582
July "	10,885	2,973	5,812	8,865	1,606	5,678	35,919	103,883
Aug. "	9,467	1,723	15,688	9,155	1,503	7,075	44,611	92,506
Sept. "	9,397	3,260	7,406	11,580	1,397	11,367	44,407	131,484
Oct. "	8,214	2,279	7,818	8,229	2,105	5,996	34,641	285,647
Nov. "	3,863	1,071	7,433	6,377	1,669	2,745	23,158	79,784
Dec. "	5,627	2,446	10,419	2,595	216	868	22,171	40,862
TOTAL 7 MONTHS 1946	53,730	14,048	61,235	53,317	9,396	39,360	231,085	786,748

1947 Sales								
Sq. Yards								
Jan. Actual	1,566	11,159	8,064	2,126	5,003	280	28,198	53,907
Feb. "	3,480	160	4,599	1,038	479	551	10,307	22,111
Mar. "	13,512	1,776	2,987	1,682	560	390	20,807	47,661
Apr. Est.	6,000	2,000	8,000	0	0	0	16,000	97,500
May "	6,000	2,000	8,000	0	0	0	16,000	129,500
June "	5,000	2,000	6,000	0	0	0	13,000	89,000
July "	5,000	2,000	6,000	0	0	0	13,000	96,000
Aug. "	5,000	2,000	6,000	0	0	0	13,000	104,000
Sept. "	6,000	2,000	8,000	0	0	0	16,000	127,000
Oct. "	8,000	3,000	10,000	0	0	0	21,000	136,500
Nov. "	8,000	2,000	8,000	0	0	0	18,000	103,500
Dec. "	6,000	2,000	8,000	0	0	0	16,000	51,500
TOTAL 12 MONTHS ESTIMATED:	73,558	32,095	83,550	4,846	6,042	1,221	201,312	1,058,179

WPE:1b 4-3-47

* No short roll yardage included except 2 months (April and May) total 75,000 sq. yds. to produce flock patterns for Christmas Displays. We have on hand necessary drum stock to complete balance of 1947 requirements. (533,000 sq. yds.)

Minnesota Mining & Manufacturing Company

INTER - OFFICE CORRESPONDENCE
ST. PAUL, MINNESOTA

June 5, 1947

Subject:

Revised selling program
on Mistlon products.

ALL CELLULOSE SALES MANAGERS
ALL BRANCH OFFICE MANAGERS

Effective June 15th an entire new sales program is being set up on all Mistlon products. A new sales division is being organized which will devote 100% of its time to the sale of Mistlon products. This program will be started in the following 4 branches:

- | | | |
|----------------|---|--------------|
| 1. St. Paul | - | Mr. Fagen |
| 2. Dallas | - | Mr. May |
| 3. Los Angeles | - | Mr. Jones |
| 4. Buffalo | - | Mr. Kingsley |

This new sales program is necessary because of changed market conditions including lower prices on satin and rayon ribbons, and widespread competition of other plastic type ribbons at lower prices. We now find it impossible to successfully compete on a national scale under our present arrangement due to the very limited time our Cellulose Salesmen can give to Mistlon products.

SALES ACTIVITY BY CELLULOSE GROUP

The Cellulose Division will be asked to continue selling Mistlon resale displays, both Everyday and Christmas. The allocations already made on resale items will not be changed.

All sales effort by the Cellulose Division in all branches on all other Mistlon products are to be discontinued as of June 15th. It will be necessary that you handle inquiries from present customers in your area in order that we will continue to service their requirements. Branches now stocking Mistlon may continue to do so. St. Paul will service orders for those branches who do not carry stocks.

MISTLON ITEMS TO BE DISCONTINUED

Effective immediately we are discontinuing our #260 Photographic Tissue.

We are limiting our 1 ply line to 24" x 72 yard rolls only. This size will be standard in all colors and flecked patterns. We will slit no narrow rolls in 1 ply.

There will be no change in price on any Mistlon item.

No announcement is being made to the trade as to any of these changes in our program, nor are we changing our price book sheets or catalog pages because of the discontinued items. Please inform your customers of the discontinuance of the above items, but in this discussion be very careful not to leave the impression that we are curtailing our efforts on Mistlon products. Make sure that they understand that we are able to take care of their requirements for Mistlon products and that they can expect service on their orders as heretofore, thru both their usual sales contacts and the branch offices.

This new program will entail a very aggressive sales campaign in the four areas mentioned, and will gradually be expanded to cover other markets as the occasion demands.

Mistlon problems which cannot be handled in the branch should be forwarded to the attention of the writer at St. Paul.

We request cooperation with the Mistlon representative working in above territories, and sincerely appreciate the effort the Cellulose Salesmen have devoted to Mistlon products.

Very truly yours,

H. F. Valentine

H. F. Valentine
General Sales Department
"SCOTCH" TAPE Division

HFV:mp

cc-Mr. W. L. McKnight
Mr. A. G. Bush
Mr. G. H. Halpin
Mr. R. P. Carlton
Mr. C. B. Sampair
Mr. R. G. Drew
Mr. L. E. Larson
Mr. A. W. Boese
✓ Mr. R. Oace
Mr. J. A. Borden
Mr. C. C. Smith
Mr. A. H. Redpath
Mr. E. F. Kindler

April 2, 1947

IV Sales
Estimates on sale of various
colors in Mistlon Line Year 1947

MR. HERB WALDEN:

Dear Herb -

Following is a percentage estimate of the way in which the Sales Department feels our color breakdown will fall during the year 1947. Because of the fact that we have very little background in Mistlon, this estimate is of necessity rather sketchy, and may not be too accurate. However, based on past experience on Colored Cellulose Tape, and our small Mistlon history, we feel it can be used as a guide in ordering pigments.

We estimate that the total sale of colored materials for the year will be broken down as follows:

Red	35%
Green	8%
Blue	5%
Purple	3%
Brown	4%
Pastel Yellow	6%
Pastel Green	6%
Pastel Pink	15%
Pastel Blue	15%
Orchid	3%
	<hr/> 100%

We cannot estimate the number of square yards of any of these items as we have no history to base that on. We hope the above will be helpful to you.

Very truly yours,

LEL:mp

L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

cc-Mr. A. W. Boese ✓
Mr. Ralph Oace
Mr. Bert Frank
Mr. John Pearson
Mr. Lee Runyon

INTER-DEPARTMENT COMMUNICATION

DATE

11-5 1947

To:

DEPT. OR
BRANCH

SUBJECT:

Al -

This is a recap of orders
entered as taken from salesmen's
daily reports -

Total of all 3 mos for the
3 month period - \$16,590.13

Harry.

SIGNED BY

DEPT. OR
BRANCH

MISTION SALES - DOLLAR VOLUME BY MONTH

<u>SALESMAN</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>
N. F. Kingsley	\$ 1,884.31	\$ 3,431.69	\$ 2,764.51	
R. W. Fagen	1,081.67	1,292.90	1,814.49	
R. J. May	394.52	1,809.32	2,116.72	

HV:mb

Minnesota Mining & Manufacturing Company

INTER - OFFICE CORRESPONDENCE

ST. PAUL, MINNESOTA

March 14, 1947

Subject: *IV Sales*
Mistlon Sales.

MR. J. A. BORDEN
MR. H. P. VALENTINE
MR. A. L. REDPATH
MR. A. W. BOESE ✓

Mistlon sales for the month of February were \$9,432.86. No square yardage figure is available as yet.

Very truly yours,

LEL:mp

L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

1 V B

<u>MISTLON (\$) VOLUME</u>		<u>1947</u>
	(code) 10-27-9 <u>Poole</u>	(code) 10/21/9 <u>Richardson</u>
<u>1947</u>		
Jan.	\$1,265.54	\$ 27.57
Feb.	1,794.15	847.58
Mar.	1,914.50	1,327.48
Apr.	869.82	916.01
May	954.83	1,698.72
June	1,263.06	339.36
July	406.44	705.67
Aug.	3,735.49	1,616.86
Sept.		
Oct.		
Nov.		
Dec.		
<u>TOTAL (8 months)</u>	<u>\$12,203.83</u>	<u>\$7,479.25</u>

cc-A. W. Boese ✓
R. P. Carlton
R. G. Drew

48
W. H. B. L. C.
Minnesota Mining & Manufacturing Company

INTER-OFFICE CORRESPONDENCE

SAINT PAUL, MINNESOTA

November 9, 1948

IV B
Increased Mistlon
Subject: Sales Activity.

MR. S. J. FARLEY - BUFFALO
MR. H. F. GROTH - ST. PAUL
MR. P. W. ROUSE - ST. LOUIS

Because of the success experienced in our experimental sales territories recently, we are immediately setting up additional sales territories on Mistlon Ribbon 100 yard lengths. This time we are setting up entire divisions as follows:

Buffalo, St. Louis, St. Paul.

We will continue the Mistlon program in the original test cities, and continue to service business elsewhere, wherever we have been enjoying some volume.

The present standard Mistlon in the 35 pound high tensile strength type is now being shipped against all orders for Mistlon Ribbon in all divisions.

We are forwarding complete sets of samples, color cards, and colored photographs to each salesman in the above divisions with the exception of those men who are already working on the Mistlon program. The samples left St. Paul November 5th and 8th; the color cards will follow on November 11th and 12th.

SALESMEN'S TIME

No special allocation of salesmen's time should be made to Mistlon. Rather, each man should be instructed to sell Mistlon right along with our other products on his regular calls, including jobbing and all types of retail calls, where there is any possibility of the account doing some gift wrapping, either on a gratis basis, or as a "charge for" service.

SALES TRAINING

In the Buffalo Division, Mr. Kingsley is already well versed on the proper Mistlon sales approach, and he will work, beginning the week of November 8th with the various men in the Buffalo Division, spending whatever length of time is necessary with each to get them properly grounded on Mistlon Ribbon.

In the St. Paul and St. Louis Divisions, Mr. Sullwold will contact the Managers a little later, regarding special training by some one of our men well versed in Mistlon techniques. However, in the meantime these men should begin to actively solicit Mistlon business. In order to give them the proper background, we are attaching to this letter 20 copies of a complete resume of Mistlon Sales information, including a Mistlon presentation which we ask that you pass on to all salesmen with your announcement of this program. It might be well to mention to the men that in the case of certain important "hard-to-get accounts" that they hold off calling on them until the time when someone who is well grounded in Mistlon works with them. However, make sure that they do not understand that this would mean reduction of the Mistlon effort on all calls. We believe that they can properly present Mistlon to small retailers, gift shops, and smaller department stores, without additional sales training, and that it might be well to hold off only on extremely important accounts.

MISTLON SALES PROCEDURE

We call particular attention to the following items in the Mistlon general procedure set up on Price Page #152:

Note - PACKING: 12 rolls of a width and color to a shipping case. Broken carton shipments will be made from jobber's stock only.

We wish to emphasize that there are only 4 widths of Mistlon available and in 100 yards only. If, however, men receive inquiries for something other than standard, make no commitments, but refer the matter to St. Paul.

SALES PROMOTION MATERIAL

Each salesman will be provided with full 100 yard sample rolls of each color in a variety of widths. Color Cards of Mistlon Ribbon will be made up for jobbers salesmen's use, with a sample of each color and width on the card.

Printed Price Sheets showing jobber and consumer prices are being prepared, and a quantity will be sent to each. A few are attached to this letter.

Glossy photographs of packages decorated with Mistlon are being furnished to each salesman.

JOBBER OUTLETS

Paper Jobbers, principally.

DELIVERY DATES

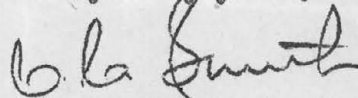
We will accept orders for 15-day shipment from St. Paul, and attempt to ship earlier whenever possible. Advance orders may be taken for later shipment at customer's request.

NO BRANCH STOCKS

We will ship direct to jobbers and/or consumers from St. Paul and charge jobbers. We do not plan any branch stocks until further notice.

We are attaching a few price book pages and a small supply of catalog pages, both consumer and jobber types, to this letter. We ask that you forward these to the men in your division as you announce the initiation of this program. Larger supplies of all these items are being sent to your branch marked to your attention and more can be obtained from St. Paul upon your request.

Very truly yours,



C. C. Smith
Sales Manager
"SCOTCH" TAPE Division

CCS:mp

cc-Mr. J. A. Borden
Mr. P. W. Mereness
Mr. R. C. Sullwold
Mr. R. G. Drew
Mr. L. E. Larson
Mr. A. H. Redpath
Mr. A. W. Boese
Mr. R. W. Coughlin

MISTLON PRESENTATION

We believe that all salesmen concerned with the promotion of Mistlon will benefit by studying the selling aids sent in to us by Messrs. Curley in Minneapolis, Poole in Fort worth, and May in Dallas. These men have enjoyed considerable success in the sale of Mistlon. We believe that the following material answers the question - "How do they do it?"

We would like to break this selling ammunition down into four phases - and review them singly:

- I. Markets.
- II. Demonstration Techniques.
- III. Price Comparisons.
- IV. Suggested Presentation.
 1. When working alone.
 2. When working with jobbers' salesmen.

I. MARKETS

We think it would be of interest to all concerned to know what type of accounts use the greatest percentage of all types of Ribbons for Gift Wrapping. The following is a break-down percentagewise:

Gift Stores	25%
Dept. Stores	20%
Independent Jewelers	15%
Men's Stores	10%
Chain Jewelers	10%
Ladies' Stores	15%
Drug Stores	5%
<u>TOTAL</u>	<u>100%</u>

II. DEMONSTRATION TECHNIQUES

In order to present Mistlon properly, you must be able to tie a bow, and at the same time demonstrate, in the way of service, new gift wrap techniques which can be picked up from any good gift-wrap department - for example:

- (a) Learn how to make roses out of Mistlon Ribbon.
- (b) Learn how to make some of the following bows before making a call with Mistlon Ribbon:

The figure eight, criss-cross rosette, the floral bow, the pom-pom bow, the pin wheel bow, and the tailored bow.

II. DEMONSTRATION TECHNIQUES (Cont'd.)

We recommend using the pom-pom bow because it is the easiest to tie and shows Mistlon to the greatest advantage.

We suggest you carry a box already wrapped with ribbons that apply to the season, for example: Silver Flecked Ribbon for Christmas season, Pastel colors for Everyday, Brown for men's stores, etc.

III. PRICE COMPARISONS

The following table shows a comparison from the standpoint of using Mistlon versus the ribbons mentioned below in tying gift packages of various standard sizes. The width of the ribbon used, the number of yards used per package, and the cost of the ribbon involved in each case was carefully worked out with a leading St. Paul Department Store; and as far as the width and quantities used are concerned, these figures are from their standard table which guides each of their girls at the wrapping desk.

You will notice that Mistlon Ribbon compares extremely favorably as against Satin, and that on boxes up to and including 13 x 9 x 1-1/8, it is actually somewhat cheaper to use Mistlon than Ribbonzene or Ribbonette for fancy wrapping due to the shorter yardage of Mistlon necessary to create a pleasing package.

We believe that the following table is self-explanatory, and that it can be used to a great advantage in presenting Mistlon Ribbon in department stores, ladies' ready-to-wear shops, etc.

BOX SIZE	USE FOR THIS BOX SIZE	RIBBON USED		NO. YDS. RIBBON NEEDED		MISTLON COST PER PKG.	SATIN COST PER PKG.	RIBBONZENE COST PER PACKAGE
		MIST. and SATIN	Ribbon-Zene	MIST. and SATIN	RIBBONZENE			
2x1 1/2 x 1	Ring Box	1/2	1/4	2-1/2	14	\$.02135	\$.0575	\$.0266
5 1/4 x 4 1/2	Bill Folds	1/2	1/4	3-1/2	20	.0299	.0805	.0380
8 1/2 x 2 1/2 x 1	Necklace	1/2	1/4	4	20	.0342	.092	.0380
10x10x3/4	Handkerchief	1/2	1/4	4-1/2	22	.0385	.1035	.0418
13x9x1-1/8	Slips, Gowns	1/2	1/4	5	22	.0427	.115	.0418
15x10x3	Skirts, Sheets	1/2	1/4	5-1/2	23	.0647	.165	.0437
14 1/2 x 14 1/2 x 8	Glassware, China	1/2	1/4	6	24	.0706	.18	.0456
23x18 1/2 x 4 1/2	Blankets, etc.	1/2	1/4	7	26	.0824	.21	.0494

TYPE OF WRAP:

8 loops Satin & Mistlon in the Bow; 60 loops of Ribbonzene in the Bow.

AVERAGE PRICES used in above comparison:

Ribbonzene	1/4"	95¢ per 500 yds.	-	\$.0019 per running yd.
Satin	1/2"	\$ 2.30 per 100 yds.	-	.023 per running yd.
Satin	3/4"	\$ 3.00 per 100 yds.	-	.03 per running yd.
Mistlon	1/2"	\$0.854 per 100 yds.	-	.00854 per running yd.
Mistlon	3/4"	\$1.176 per 100 yds.	-	.1176 per running yd.

*Prices figured at 30% discount from list.

INTRODUCTION:

"My name is John Smith - we sell "SCOTCH" TAPE to you folks. We have a brand new idea for your gift wrapping department that we believe will save you time and money and bring more customers into your store. We want to show it to you.

"This is our new product, MISTLON - isn't it beautiful! It's a non-woven textile, made from cellulose-acetate fibre and viscose rayon. The fibres are very similar to those used in the manufacture of Nylon hose."

I. TELL THEM ABOUT IT

"This material is made especially for gift-wrapping.

"Before marketing it on a nation-wide basis, we tested customer acceptance in five areas - New York, Dallas, Los Angeles, Buffalo, and Chicago - in such stores as Bonwit Teller, Altmans, Mandel Bros., and many others; and these tests proved to us without question that there is a definite need in the gift-wrapping field for a moderately priced ribbon. We sincerely believe that we have such a ribbon in our MISTLON."

"These stores all told us - and, incidentally, they are using MISTLON today -

(ACCEPTANCE) 1. - that Gift Wrap customers prefer our ribbon because of its misty, new, different appearance.

(WORKABILITY) 2. - that the girls in their gift wrapping departments find it much easier to work with than other ribbons.

(PRICE) 3. - that MISTLON substantially reduces their gift wrapping costs.

"I'm not much of a gift-wrapper myself - as a matter of fact, (I still can't tie, or I couldn't tie a Windsor Knot in my tie until about a year ago, as the case may be) -- but I would like to pass on to the girls in your gift wrapping department a couple of ideas that we've picked up around the country in other gift-wrapping departments like your own. At the same time, I would like to have them work with MISTLON themselves - I mean tie a couple bows, etc. -- FAIR ENOUGH?"

II. DEMONSTRATE TO THE GIRLS

Show them the bows - and ask them to try it themselves - show them the "Stork Idea" with a safety pin, and how to make a carnation out of a piece of Kleenex. Point out during the demonstration that:

1. MISTLON will conform to any given place on a bow.
2. MISTLON has no spring, such as satin ribbon has - MISTLON is soft and flexible.
3. MISTLON makes up into full rounded bows or tailored bows.
4. MISTLON is moisture-resistant - MISTLON will not wilt.

III. DISCUSS PRICE

1. MISTLON is a moderately priced gift wrapping medium - $1/3$ the cost of Satin; slightly higher than comparable widths of the Chicago Printed String type.
2. MISTLON prices are stable, where other prices fluctuate.
3. #9 Satin Ribbon, which is approximately the same width as our $1-1/4"$ MISTLON, runs around \$45.00 per thousand yards. MISTLON sells for \$16.50 per thousand yards.
4. Because of the price differential between MISTLON and Satin, three times more MISTLON can be used on bows, giving a fuller, more glamorous look to the packages.
5. Use Price Comparison under Heading III.

.IV THEN ASK HIM TO TRY IT!

"We didn't expect to come in here and in five minutes completely revolutionize your gift wrap department. We can tell you that MISTLON has been accepted by customers in leading department stores as the "New Look" in glamorous gift wrapping. We can tell you that it's easier and faster to work with than other ribbons - thus saving the girl's time. We can also tell you that it will cut your gift wrapping costs - we can tell you all these things - but you want PROOF. So, I'd like to make a suggestion: Order - as the others did - only 12 boxes of MISTLON Ribbon, assorted in the different colors and widths - give it a try - watch customer reactions; and at the end of 60 days, if it isn't everything we say it is - well, we'll talk "SCOTCH" TAPE, and I'll shut up about MISTLON. In other words, if it's as good as I say it is, you want it; on the other hand, if you try it and don't like it - what have you lost? Will you give it a try?"

WIDTH COMPARISON

$1/2"$ MISTLON	-	approximately	same	width	as	#3	ribbon.
$3/4"$ MISTLON	-	"	"	"	"	#5	ribbon.
$1-1/4"$ MISTLON	-	"	"	"	"	#9	ribbon.
$2"$ MISTLON	-	"	"	"	"	#16	ribbon.

We hope the above material will be helpful.

Mistlon Ribbon

Reg. U.S. Pat. Off.

100 YARD ROLLS (1" CORE)

FOR STORE USE

A new type Non Woven Fabric ribbon in a variety of widths for store gift packaging, decorative effects and many display applications. Pastels, deep shades and flecked patterns provide a complete range of color combinations of such texture that handling and tying are surprisingly easy.



MISTLON RIBBON	SIZE	PACKING* Per Shipping Carton	LIST PRICE	NET PRICES TO CONSUMERS			
				1 Roll — Net	12 Rolls @ 10% Disc.	36 Rolls @ 20% Disc.	144 Rolls @ 30% Disc.
Colors and Flecked Patterns	1/2" x 100 yds.	12 rolls	1.22	1.22	1.10	.98	.86
Colors and Flecked Patterns	3/4" x 100 yds.	12 rolls	1.68	1.68	1.52	1.35	1.18
Colors and Flecked Patterns	1 1/4" x 100 yds.	12 rolls	2.35	2.35	2.12	1.88	1.65
Colors and Flecked Patterns	2" x 100 yds.	12 rolls	3.76	3.76	3.39	3.01	2.64

STANDARD COLORS: White, Red, Dark Green, Dark Blue, Pastel Pink, Pastel Blue, Pastel Yellow, Pastel Green, Brown.

STANDARD FLECKED PATTERNS: Silver Flecks on White, Silver Flecks on Red, Silver Flecks on Dark Green, Silver Flecks on Dark Blue.

*NOTE—PACKING: 12 rolls of a width and color to a shipping carton. Each roll protected by full cardboard side shields.

INTERMEDIATE WIDTHS: NONE AVAILABLE AT PRESENT.

ASSORTING PRIVILEGE: 100 yard rolls in full carton quantities (12 rolls) of a color and size may be assorted in any color or width to make quantity. No other assorting privilege.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

ANOTHER



PRODUCT

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY

Branches in Principal Cities.

SEE OTHER SIDE

M-RCP2
(78.5)B



Mistlon Plastic Ribbon

COUNTER DISPLAYS—FOR RESALE

A new type of gift ribbon with a frosty, delicate sheen. Pastels, deep shades and flecked patterns provide a complete range of color combinations. In $\frac{1}{2}$ " and $\frac{3}{4}$ " rolls, packed in colorful new display boxes that use a minimum of space to produce maximum impulse sales.

CATALOG NUMBER	COUNTER DISPLAYS	SIZE	PACKING		LIST PRICE	NET PRICE TO RETAILERS		
			Rolls Per Display	Displays Per Carton		1 Display @ 33 1/3% Discount	6 Displays @ 40% Discount	48 Displays @ 45% Discount
200	Mistlon Ribbon—Everyday Asst.—10c rolls..	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	2.40	2.16	1.98
201	Mistlon Ribbon—Everyday Asst.—25c rolls..	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	4.00	3.60	3.30
202	Mistlon Ribbon—Christmas Asst.—10c rolls..	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	2.40	2.16	1.98
203	Mistlon Ribbon—Christmas Asst.—25c rolls..	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	4.00	3.60	3.30

NUMBER OF ROLLS IN EACH ASSORTMENT	EVERYDAY ASSORTMENTS		CHRISTMAS ASSORTMENTS	
	Catalog No. 200 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 201 $\frac{3}{4}$ " x 36 Ft.	Catalog No. 202 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 203 $\frac{3}{4}$ " x 36 Ft.
Pastel Pink	8	4	—	—
Pastel Blue	8	6	—	—
Pastel Green	6	4	—	—
Pastel Yellow	4	2	2	2
Orchid	2	2	—	—
White	4	2	4	2
Red	4	4	8	4
Green	—	—	2	2
Blue	—	—	2	2
Silver Flecks on White	—	—	4	2
Silver Flecks on Red	—	—	8	6
Silver Flecks on Green	—	—	4	2
Silver Flecks on Blue	—	—	2	2
TOTALS	36	24	36	24

ASSORTING PRIVILEGE: Displays of Mistlon Plastic Ribbon may be assorted to make quantity. No assorting with any other items.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

ANOTHER



PRODUCT

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

ATLANTA, GA. 131 CARNEGIE WAY
BOSTON 10, MASS. 51 SLEEPER ST.
NEW YORK 13, N. Y. 155 AVE. OF AMERICAS
PHILADELPHIA 8, PA. 401 N. BROAD ST.
BUFFALO 3, N. Y. 210 ELLICOTT ST.
PITTSBURGH 19, PA. 911-12-13 PLAZA BLDG.

HIGH POINT, N. C. 1501 SO. MAIN ST.
CINCINNATI 2, OHIO 49 CENTRAL AVE.
CLEVELAND 13, OHIO 1200-20 W. NINTH ST.
DETROIT 2, MICH. 411 PIQUETTE AVE.
CHICAGO 8, ILL. 1500 SO. WESTERN AVE.

DALLAS 1, TEXAS. 212 SO. ST. PAUL ST.
ST. LOUIS 1, MO. 710 NO. 12TH BLVD.
LOS ANGELES 22, CAL. 6411 RANDOLPH ST.
SAN FRANCISCO 10, CAL. 450 ALABAMA ST.
SEATTLE 4, WASH. 1242 SIXTH AVE. SO.

SAINT PAUL 1, MINN. (District Sales Office only) 367 GROVE ST.

Mistlon Ribbon

Reg. U.S. Pat. Off.

100 YARD ROLLS (1" CORE)

A new type Non Woven Fabric ribbon in a variety of widths for store gift packaging, decorative effects, and many display applications. Pastels, deep shades and flecked patterns provide a complete range of color combinations of such texture that handling and tying are surprisingly easy.



MISTLON RIBBON	SIZE	PACKING*	LIST PRICE	NET PRICE TO JOBBERS		NET PRICE TO CONSUMERS			
		Per Shipping Carton		1 Roll @ 30% Disc.	36 or More @ 38% Disc.	1 Roll — Net	12 Rolls @ 10% Disc.	36 Rolls @ 20% Disc.	144 Rolls @ 30% Disc.
Colored and Flecked Patterns	1/2" x 100 yds.	12 rolls	1.22	.86	.76	1.22	1.10	.98	.86
Colored and Flecked Patterns	3/4" x 100 yds.	12 rolls	1.68	1.18	1.05	1.68	1.52	1.35	1.18
Colored and Flecked Patterns	1 1/4" x 100 yds.	12 rolls	2.35	1.65	1.46	2.35	2.12	1.88	1.65
Colored and Flecked Patterns	2" x 100 yds.	12 rolls	3.76	2.64	2.34	3.76	3.39	3.01	2.64

STANDARD COLORS: White, Red, Dark Green, Dark Blue, Pastel Pink, Pastel Blue, Pastel Yellow, Pastel Green, Brown.

STANDARD FLECKED PATTERNS: Silver Flecks on White, Silver Flecks on Red, Silver Flecks on Dark Green, Silver Flecks on Dark Blue.

*NOTE—PACKING: 12 rolls of a width and color to a shipping carton. Each roll protected by full cardboard side shields. NO BROKEN CARTONS WILL BE SHIPPED.

INTERMEDIATE WIDTHS: NONE AVAILABLE AT PRESENT.

ASSORTING PRIVILEGE: 100 yard rolls in full carton quantities (12 rolls) of a color and size may be assorted in any color or width to make quantity. No other assorting privilege.

DIRECT TO CONSUMER SHIPMENTS THROUGH JOBBERS: 100 yard rolls in full carton quantities (12 rolls) of a color and size will be shipped direct and billed to jobbers at standard discounts on written orders from Jobbers.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice. We suggest you quote list prices less discounts shown above.

TRANSPORTATION CHARGES PREPAID: Prices F.O.B. point of shipment with transportation charges allowed and prepaid via cheapest route to destination.

ANOTHER



PRODUCT

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY



Mistlon Plastic Ribbon

COUNTER DISPLAYS—FOR RESALE

A new type of gift ribbon with a frosty, delicate sheen. Pastels, deep shades and flecked patterns provide a complete range of color combinations, in $\frac{1}{2}$ " and $\frac{3}{4}$ " rolls, packed in colorful new display boxes that use a minimum of space to produce maximum impulse sales.

CAT. NO.	COUNTER DISPLAYS	SIZE	PACKING		LIST PRICE	NET PRICE TO JOBBERS		NET PRICE TO RETAILERS		
			Rolls Per Display	Displays Per Cart.		1 Display @ 45% Discount	24 or More @ 51% Discount	1 Display @ 33 1/3% Discount	6 Displays @ 40% Discount	48 or More @ 45% Discount
200	Mistlon Ribbon—Everyday Asst.—10c rolls.....	$\frac{1}{2}$ " x 15 ft.	36	12	\$3.60	\$1.98	\$1.77	\$2.40	\$2.16	\$1.98
201	Mistlon Ribbon—Everyday Asst.—25c rolls.....	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	3.30	2.94	4.00	3.60	3.30
202	Mistlon Ribbon—Christmas Asst.—10c rolls.....	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	1.98	1.77	2.40	2.16	1.98
203	Mistlon Ribbon—Christmas Asst.—25c rolls.....	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	3.30	2.94	4.00	3.60	3.30

NUMBER OF ROLLS IN EACH ASSORTMENT	EVERYDAY ASSORTMENTS		CHRISTMAS ASSORTMENTS	
	Catalog No. 200 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 201 $\frac{3}{4}$ " x 36 Ft.	Catalog No. 202 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 203 $\frac{3}{4}$ " x 36 Ft.
Pastel Pink.....	8	4	—	—
Pastel Blue.....	8	6	—	—
Pastel Green.....	6	4	—	—
Pastel Yellow.....	4	2	2	2
Orchid.....	2	2	—	—
White.....	4	2	4	2
Red.....	4	4	8	4
Green.....	—	—	2	2
Blue.....	—	—	2	2
Silver Flecks on White.....	—	—	4	2
Silver Flecks on Red.....	—	—	8	6
Silver Flecks on Green.....	—	—	4	2
Silver Flecks on Blue.....	—	—	2	2
TOTALS.....	36	24	36	24

ASSORTING PRIVILEGE: Displays of Mistlon Plastic Ribbon may be assorted to make quantity. No assorting with any other items.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

ANOTHER



PRODUCT

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

ATLANTA, GA.....131 CARNEGIE WAY
BOSTON 10, MASS.....51 SLEEPER ST.
NEW YORK 13, N. Y.....155 AVE. OF AMERICAS
PHILADELPHIA 8, PA.....401 N. BROAD ST.
BUFFALO 3, N. Y.....210 ELLICOTT ST.
PITTSBURGH 19, PA.....911-12-13 PLAZA BLDG.

HIGH POINT, N. C.....1501 SO. MAIN ST.
CINCINNATI 2, OHIO.....49 CENTRAL AVE.
CLEVELAND 13, OHIO.....1200-20 W. NINTH ST.
DETROIT 2, MICH.....411 PIQUETTE AVE.
CHICAGO 8, ILL.....1500 SO. WESTERN AVE.

DALLAS 1, TEXAS.....212 SO. ST. PAUL ST.
SAINT LOUIS 1, MO.....710 NO. 12th ST.
LOS ANGELES 22, CAL.....6411 RANDOLPH ST.
SAN FRANCISCO 10, CAL.....450 ALABAMA ST.
SEATTLE 4, WASH.....1242 SIXTH AVE. SO.

SAINT PAUL 1, MINN. (District Sales Office only) 367 GROVE ST.

MISTLON RIBBON - 100 YARD ROLLS ON 1" DIAMETER CORES

		<u>LIST PRICES</u>		<u>*PACKING</u>	
		<u>WHITE, COLORS & FLECKED PATTERNS</u>		<u>PER SHIPPING</u>	<u>NO. SQ. YARDS</u>
		<u>PER ROLL</u>	<u>(PER SQ. YD.)</u>	<u>CARTON</u>	<u>PER ROLL</u>
1/2"	x 100 yards	\$1.22	\$0.878	12 rolls	1.39 sq. yds.
3/4"	x 100 yards	1.68	.806	12 rolls	2.08 sq. yds.
1-1/4"	x 100 yards	2.35	.677	12 rolls	3.47 sq. yds.
2"	x 100 yards	3.76	.677	12 rolls	5.55 sq. yds.

DISCOUNTJOBBER MARGIN

CONSUMERS: (Incl. U. S. Gov't.)

1 roll	Net	38.0%
12 rolls	10%	31.1%
36 rolls	20%	22.5%
144 rolls	30%	11.4%

JOBBER - FOR STOCK OR DROP SHIPMENT:

Less than 36 rolls	-	30%	-
36 rolls or more	-	38%	-

STANDARD COLORS

White	Pastel Pink
Red	Pastel Blue
Dark Green	Pastel Yellow
Dark Blue	Pastel Green
Brown	

FLECKED PATTERNS

Silver Flecks on White
Silver Flecks on Red
Silver Flecks on Dark Green
Silver Flecks on Dark Blue

*NOTE: Packing: 12 rolls of a width and color to a shipping case. Each roll protected by full cardboard side shields.

No broken cartons will be shipped from St. Paul. Broken carton shipments may be made from Jobbers stocks.

GENERAL PROCEDURE

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

INTERMEDIATE WIDTHS: None available at present.

SPECIAL COLORS OR FLECKED PATTERNS: Write St. Paul on each request.

ASSORTING PRIVILEGE: 100 yard rolls in full carton quantities (12 rolls) of a color and size may be assorted in any color or width to make quantity. No other assorting privileges.

EQUIVALENT PRIVILEGE: None.

POST DATING PRIVILEGE: None.

NO CONSIGNMENT SALES: All orders are final and not returnable in whole or part.

TRANSPORTATION CHARGES: F.O.B. shipping point, transportation charges prepaid via cheapest route.

Minnesota Mining & Manufacturing Company

INTER - OFFICE CORRESPONDENCE
SAINT PAUL, MINNESOTA

July 2, 1948

Subject:

TVB

MR. L. E. LARSON - TAPE SALES DEPARTMENT

TOTAL DOLLAR VALUE ON SHORT ROLL MISTLON DISPLAYS SOLD

JUNE 1ST THRU JUNE 30TH

<u>Branch</u>	<u>Amount</u>
Boston	\$ 21.12
New York	52.56
High Point	6.40
Buffalo	477.33
Detroit	120.12
Cincinnati	195.98
Chicago	556.94
St. Louis	126.96
St. Paul	463.17
Seattle	57.58
San Francisco	15.84
Philadelphia	126.72
Dallas	243.86
Los Angeles	<u>0</u>
TOTAL	\$2,464.58

cc-Mr. J. A. Borden
Mr. C. C. Smith
Mr. A. H. Redpath
Mr. A. S. Drew
Mr. A. W. Boese

R. W. Coughlin

R. W. Coughlin

Minnesota Mining & Manufacturing Company

INTER - OFFICE CORRESPONDENCE

ST. PAUL, MINNESOTA

February 26, 1947

Subject: Changes in Mistlon Price sheets
and Catalog Pages

ALL CELLULOSE TAPE SALESMEN & BRANCHES:

Attached to this letter are new price book pages, new jobber cost sheets, new stationer cost sheets and new consumer and retail catalog pages on all Mistlon Products. These new sheets are made necessary because

(1) We are increasing our prices on Mistlon as follows:

A. 72 Yard - 1 Ply Mistlon Ribbon

- (1) White 1 ply is being increased 66-2/3%.
- (2) Colored and flecked 1 ply is being increased 33-1/3%.

B. 72 Yard - 2 1/2 ply Mistlon Ribbon

- (1) White is being increased 8%.
- (2) No increase in colored and flecked pattern prices.

C. Photographic Roll, Catalog #260 is being increased 20%.

D. 1 Ply 504 yard roll net prices are being increased by

- (1) White - 70%
- (2) Colored & flecked patterns - 36%

(2) We are discontinuing our 2 ply line entirely.

(3) We are greatly simplifying our list prices, discount schedules, equivalent privilege etc. and correcting many inequities which will be explained further on.

All of the price increases were necessary because of increased cost of labor and production. There will be no increase in prices of Mistlon display items for resale. New flecked patterns are being added to the line. They are those for which we have had continued demand both from our salesmen and customers.

PRICE INCREASE EFFECTIVE MONDAY MORNING, MARCH 3

The effective date of this price increase is March 3. All orders in the house shipped on or after March 3, will be billed at the new prices.

2 ply orders dated March 3 or before will be shipped and billed at our present 2 ply prices. No new orders for 2 ply material will be accepted dated later than March 3.

BRANCHES TO NOTIFY THE TRADE OF THE PRICE CHANGE

We do not as yet have an accurate list of Mistlon jobbers and dealers in St. Paul. Therefore, we are asking each branch to notify those accounts who are active on Mistlon Products of this price change and to also distribute new cost sheets and catalog pages to them. This can be accomplished either by letter from the branch or by direct salesman contacts. Attached is a sample letter which we suggest the branches send to the trade should the branch management decide to write this announcement rather than having each salesman call personally on the accounts.

February 26, 1947

An ample supply of the new cost sheets and catalog pages have been sent to the branches for immediate distribution.

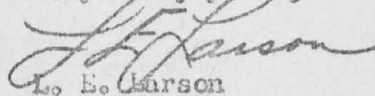
It is extremely important that all accounts handling Mistlon are notified of this change immediately. On our last change, we found that many accounts, as long as 45 days afterwards, were not aware of any change. Please take the necessary steps to avoid a repetition of this oversight.

Because of the numerous changes in the line, attached to this letter you will find a detailed resume of all changes involved. This resume is listed page by page in order to make it easier to check the changes in list price, discounts, additions of new items etc. against our old line.

Please destroy all price pages on Mistlon not in your General Line Book replacing them with the new pages attached to this letter.

If there are any questions on the above, please refer them to the writer.

Very truly yours,



L. E. Larson

General Sales Department
"SCOTCH" TAPE Division

LEL:ku

cc: All Cellulose Tape Sales Managers
All Branch Office Managers

February 26, 1947

TO JOBBERS, STATIONERS, PHOTO AND ART SUPPLY HOUSES:

Gentlemen:

Prices on Mistlon Plastic Ribbon items are revised effective March 3, 1947. A new cost and suggested resale price sheet is enclosed.

We are also discontinuing our 2 ply line as we find that customer acceptance runs so strongly toward 1 ply and 2 $\frac{1}{2}$ ply that the 2 ply material is no longer necessary.

In announcing these changes in prices, may we also take the opportunity to cordially thank you for your continued support.

Very truly yours,

MINNESOTA MINING & MANUFACTURING COMPANY

Minnesota Mining & Manufacturing Company

INTER - OFFICE CORRESPONDENCE
ST. PAUL, MINNESOTA

Subject:

EXPLANATION OF CHANGES IN MISTLON PRICES

PRICE BOOK PAGE #150 - MISTLON PLASTIC RIBBON IN DISPLAY BOXES EVERYDAY AND CHRISTMAS ASSORTMENTS -

Mistlon displays, both Everyday and Christmas assortments, will be offered in 1947 on an allocation basis. The allocation for each branch will be announced on both Christmas and Everyday displays within the next 30 days.

Everyday Displays #200 and #201 will be available approximately April 15.

Christmas Displays #202 and #203 will be available approximately May 15.

The Christmas assortment has been changed to include silver flecked patterns on white and colored backgrounds as we found them to be highly desirable in test displays last year.

Our Christmas display boxes will carry the same artwork as last year but the colors will be toned up to give a much brighter and more colorful effect.

Carded items for the Chains will not be available at present either in Everyday or Christmas patterns.

There is no change in price nor in discount schedules on the above display items.

PRICE BOOK PAGE #151 - CAT. #260 - MISTLON PHOTOGRAPHIC TISSUE -

The price on Mistlon Photographic Tissue (24" x 6 yard roll white only) has been increased from \$1.98 to \$2.50 - an increase of 26%.

Discount schedules have been revised as follows:

OLD DISCOUNT SCHEDULE

ALL CONSUMERS:

1 roll	-	Net
6 rolls	-	10%
48 rolls	-	20%
144 rolls	-	30%

ALL JOBBERS:

1 roll	-	45%
48 rolls	-	51%

ALL RETAIL STATIONERS, PHOTO & ART SUPPLY HOUSES:

1 roll	-	33-1/3%
12 rolls	-	40%
72 rolls	-	45%

NEW DISCOUNT SCHEDULE

ALL CONSUMERS:

1 roll	-	Net
6 rolls	-	10%
36 rolls	-	20%
144 rolls	-	30%

ALL JOBBERS:

1 roll	-	45%
36 rolls	-	51%

ALL RETAIL STATIONERS, PHOTO & ART SUPPLY HOUSES:

1 roll	-	33-1/3%
12 rolls	-	40%
48 rolls	-	45%

PRICE BOOK PAGES #152 AND #153 - MISTLON PLASTIC RIBBON - 72 YARD ROLLS ON 1" DIAMETER CORES - 1 PLY AND 2-1/2 PLY -

White, colored and flecked patterns now carry the same list price.

The 1 ply White prices are increased by 66-2/3%.

The 1 ply Colored prices are increased by 33-1/3%.

The 2-1/2 ply White prices have been increased by 8%.

2-1/2 ply colors and flecked patterns remain at the same prices as listed previously.

2-1/2 ply material is now available up to and including 24" in width.

2 ply material has been discontinued. We have found that most customers ordering 2 ply have not found this type too satisfactory either from a strength or body standpoint.

When shown a comparison between 2 $\frac{1}{2}$ ply and 2 ply qualitywise and pricewise, most customers have expressed a preference for 2 $\frac{1}{2}$ ply material. Therefore, the 2 ply has been discontinued.

IMPORTANT - SIMPLIFICATION IN DISCOUNT SCHEDULES

A very simple five step discount schedule for all consumers has been worked out as follows:

OLD DISCOUNT SCHEDULE

ALL CONSUMERS: (Incl. all Dept. U.S. Gov't)		
1 roll	-	Net
6 rolls	-	10%
48 rolls	-	20%
144 rolls	-	30%
576 rolls	-	32%
1152 rolls	-	34%

ALL JOBBERS: (for stock)

1 roll	-	25%
48 rolls or more	-	34%

ALL RETAIL STATIONERS, PHOTO & ART SUPPLY HOUSES:

1 roll	-	25%
48 rolls or more	-	34%

NEW DISCOUNT SCHEDULE

ALL CONSUMERS: (Incl. all Dept. U.S. Gov't)		
1 roll	-	Net
6 rolls	-	10%
36 rolls	-	20%
144 rolls	-	30%
576 rolls	-	35%

ALL JOBBERS: (for stock)

1 roll	-	25%
72 rolls or more	-	35%

ALL RETAIL STATIONERS, PHOTO & ART SUPPLY HOUSES:

1 roll	-	25%
72 rolls or more	-	35%

We would like to emphasize the following changes in the above:

- (1) 576 rolls will entitle the customer to the maximum 35% discount. This should greatly increase the number of customers qualifying for maximum discounts.
- (2) Jobbers now receive 35% discount instead of 34% on orders for stock.
- (3) Jobber discounts on direct to consumer shipments have been changed as follows:
 144 rolls or more (1" equivalent) to be shipped direct and billed to Jobbers on written orders from Jobbers at the following discounts:
 144 rolls - 50-12%
 576 rolls or more - 35-7 $\frac{1}{2}$ %

The greatest number of drop shipped orders to date have fallen in the 144 roll discount bracket. Now we are offering the jobbers an additional 2%. On 576 roll orders for 2 $\frac{1}{2}$ ply ribbon, 1" x 72 yard or equivalent, the invoice value is \$599.04. On this invoice, the jobber margin is 7.5%, a reduction from our former 10% discount. However, the jobber's profit margin on the above invoice value is \$44.92 which we believe our jobbers will agree is an equitable profit margin when they are not handling material out of stock and are merely performing an ordering and billing service for their customer.

Stationer and jobber discounts are identical, yet the jobber can sell the stationer small quantities of Histlon in 72 yard rolls at a profit of 13.3%.

IMPORTANT - CHANGE IN EQUIVALENT AND ASSORTING PRIVILEGE

1" EQUIVALENT PRIVILEGE: Applies to all trade classes. Rolls wider than 1" may be converted to the 1" equivalent to make quantity. Example: 18 rolls 2" x 72 yards takes the 36 roll discount. 6 rolls 24" x 72 yards takes the 144 roll discount.

This equivalent privilege does away with the inequities with which we formerly penalized customers who purchased wide width material. Under this equivalent privilege, which applies to all trade classes, an invoice value of a certain number of dollars takes the same quantity discount whether the customer buys 24" or 1/2" material or a combination of many widths. We believe that this particular change will be warmly welcomed by the trade.

Page 3
ASSORTING MATERIAL: 72 yard rolls may be assorted to make quantity in any ply, width, color or flecked pattern. No assorting with any other items.

This privilege allows those customers who are interested in both 1 and 2 $\frac{1}{2}$ ply to combine both plys for quantity in any assortment of colors and widths. By combining the two types, the customer is able to make maximum quantity at a lower invoice value than heretofore was possible. This change also should be well received by the trade.

ADDITIONAL PATTERNS

We have added five silver flecked patterns on colored backgrounds to the line. In tests, these have been extremely well received both in the dark and pastel backgrounds.

MINIMUM QUANTITY IN MATCHING SPECIAL COLORS & FLECKS

We have found it necessary to increase the minimum quantity when matching special colors and flecked patterns from 1,000 square yards to 5,000 square yards as it is impossible to set up dyeing equipment for smaller runs without producing such runs at a loss.

Please discuss the new discount schedules, new equivalent privilege, the new assorting privilege and the general simplification on the line very thoroughly with the trade so that they fully understand the many advantages that are theirs under this arrangement.

PRICE BOOK PAGE #154 - MISLON PLASTIC RIBBON - 504 YARD ROLLS ON 3" DIAMETER CORE - 1 AND 2 $\frac{1}{2}$ PLY -

We have increased the net price per square yard on 504 yard rolls as follows:

1 Ply White	- 70%
1 Ply Colored	- 36%

We have discontinued 2 ply entirely and in its place have added 2 $\frac{1}{2}$ ply. We have increased the length of our roll from 500 yards to 504 yards in order to price our material by the roll rather than by the square yard.

You will note our price book page also shows the list price per square yard for quick reference in discussing prices on a yardage basis when necessary.

Prices on 504 yard rolls apply both to consumers and converters with no differential between them.

We are using one discount from the list price (55%) so that all consumers and converters, large or small, will be able to buy at the same net price per square yard without penalty for quantity.

The new price per yard on 504 yard rolls falls roughly 30% under our 72 yard roll price. The 4" equivalent privilege applies on all orders and allows the consumer or converter equal square yardage quantities to qualify for the 55% discount when buying either wide or narrow material.

Jobber participation may be granted on either consumer or converter orders and is to be 5% beyond the consumer discount.

504 yard rolls are not intended for jobbers' stock.

Please note the minimum quantity of 504 yard rolls is 36 rolls 4" x 504 yards or equivalent and only in the same ply, color or flecked patterns. However, various widths in the same ply, color or flecked pattern may be assorted to make quantity.

PRICE BOOK PAGE #156 - TABLE OF RUNNING YARD PRICES ON MISLON PLASTIC RIBBON - 72 YD ROLLS 1 PLY AND 2 $\frac{1}{2}$ PLY -

We are continually being asked for our running yard prices in comparison to other ribbons or for purposes of figuring the net cost of our material when used in the manufacture of some item. For your convenience, we have prepared a table of running yard prices to consumers in all quantity brackets on both 1 ply and 2 $\frac{1}{2}$ ply ribbon in 72 yard rolls.

We believe this table will be very helpful in discussing competitive prices and in other discussions where you might find it necessary to refer to running yard prices.

DELIVERY SCHEDULES

72 YARD ROLLS - 1 PLY & 2 $\frac{1}{8}$ PLY - Most branches are now stocking some of the popular sizes and colors in 72 yard lengths. On items not in branch stocks, we can make shipment from St. Paul 20 days after receipt of order in St. Paul.

504 YARD ROLLS - This size is not a stock item. St. Paul will make to order, shipping 30 days after receipt of order in St. Paul.

#260 PHOTOGRAPHIC TISSUE - Shipment 5 days after receipt of order in St. Paul.

DISPLAY ITEMS- These items are on allocation. Shipping schedules will be announced at a later date.

CUT TO SIZE SHEETS

We are still not in a position to offer cut to size sheets of any type due primarily to our inability to secure cutting equipment at this time.

LENS TISSUE

#250 Miston Lens Tissue has been entirely discontinued and no more is available.

A great deal of time and effort have gone into the working out of the new prices, discount schedules, simplified assorting and equivalent privileges and other changes involved in this Miston price change. We have followed as closely as possible suggestions of our salesmen and managers in setting up these changes and many of the new procedures are a result of actual suggestions from our customers. We feel that Miston now is on a very equitable, easily understood and simple price schedule all the way thru and as a result, our sales should steadily increase because our entire line will be more readily understood. We will be very interested in your comments as to the reaction of the trade to this change.

If you have any further questions regarding the changes listed above, please contact the writer immediately.

Very truly yours,



L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

LEL:ku

Mistlon Plastic Ribbon

72 YARD ROLLS (1" CORE) 1 Ply and 2½ Ply

A new type plastic ribbon in a variety of widths for store gift packaging, window trimming, floral decorating, photographic effects and many industrial applications. Pastels, deep shades and flecked patterns provide a complete range of color combinations.

Available in 1 ply and 2½ ply, widths to 24 inches.



MISTLON PLASTIC RIBBON—1 PLY	SIZE	PACKING		LIST PRICE	NET PRICE TO JOBBERS		NET PRICE TO CONSUMERS				
		Per Box	Per Car-ton		1 Roll @ 25% Disc.	72 or More @ 35% Disc.	1 Roll — Net	6 Rolls @ 10% Disc.	36 Rolls @ 20% Disc.	144 Rolls @ 30% Disc.	576 Rolls @ 35% Disc.
Colors and Flecked Patterns—1 Ply..	★1" x 72 yds.	—	—	.80	—	—	—	—	—	—	—
Colors and Flecked Patterns—1 Ply..	4" x 72 yds.	1	12	3.20	2.40	2.08	3.20	2.88	2.56	2.24	2.08
Colors and Flecked Patterns—1 Ply..	6" x 72 yds.	1	1	4.80	3.60	3.12	4.80	4.32	3.84	3.36	3.12
Colors and Flecked Patterns—1 Ply..	8" x 72 yds.	1	1	6.40	4.80	4.16	6.40	5.76	5.12	4.48	4.16
Colors and Flecked Patterns—1 Ply..	12" x 72 yds.	1	1	9.60	7.20	6.24	9.60	8.64	7.68	6.72	6.24
Colors and Flecked Patterns—1 Ply..	24" x 72 yds.	1	1	19.20	14.40	12.48	19.20	17.28	15.36	13.44	12.48

MISTLON PLASTIC RIBBON—2½ PLY	SIZE	PACKING		LIST PRICE	NET PRICE TO JOBBERS		NET PRICE TO CONSUMERS				
		Per Box	Per Car-ton		1 Roll @ 25% Disc.	72 or More @ 35% Disc.	1 Roll — Net	6 Rolls @ 10% Disc.	36 Rolls @ 20% Disc.	144 Rolls @ 30% Disc.	576 Rolls @ 35% Disc.
Colors and Flecked Patterns—2½ Ply	½" x 72 yds.	2	12	1.24	.93	.81	1.24	1.12	1.00	.87	.81
Colors and Flecked Patterns—2½ Ply	¾" x 72 yds.	1	12	1.42	1.07	.93	1.42	1.28	1.14	1.00	.93
Colors and Flecked Patterns—2½ Ply	1" x 72 yds.	1	12	1.60	1.20	1.04	1.60	1.44	1.28	1.12	1.04
Colors and Flecked Patterns—2½ Ply	2" x 72 yds.	1	12	3.20	2.40	2.08	3.20	2.88	2.56	2.24	2.08
Colors and Flecked Patterns—2½ Ply	3" x 72 yds.	1	12	4.80	3.60	3.12	4.80	4.32	3.84	3.36	3.12
Colors and Flecked Patterns—2½ Ply	4" x 72 yds.	1	12	6.40	4.80	4.16	6.40	5.76	5.12	4.48	4.16
Colors and Flecked Patterns—2½ Ply	6" x 72 yds.	1	1	9.60	7.20	6.24	9.60	8.64	7.68	6.72	6.24
Colors and Flecked Patterns—2½ Ply	12" x 72 yds.	1	1	19.20	14.40	12.48	19.20	17.28	15.36	13.44	12.48
Colors and Flecked Patterns—2½ Ply	24" x 72 yds.	1	1	38.40	28.80	24.96	38.40	34.56	30.72	26.88	24.96

STANDARD COLORS: (1 Ply or 2½ Ply) White, Red, Green, Blue, Purple, Brown, Pastel Pink, Pastel Blue, Pastel Green, Pastel Yellow, Orchid.

STANDARD FLECKS ON WHITE: (1 Ply or 2½ Ply) Silver Flecks on White, Pastel Blue Flecks on White, Pastel Pink Flecks on White, Silver, Red and Green Flecks on White.

STANDARD FLECKS ON COLORS: (1 Ply or 2½ Ply) Silver Flecks on Red, Silver Flecks on Green, Silver Flecks on Blue, Silver Flecks on Pastel Blue, Silver Flecks on Pastel Pink.

INTERMEDIATE WIDTHS: Add 25% of the 1" list price for each additional ¼" of width or fraction thereof. Maximum width 24 inches.

★ NOTE: 1 Ply Ribbon not available in rolls narrower than 4". The 1" list price on 1 ply is shown only for ease in computing prices on wider rolls.

ASSORTING PRIVILEGE: 72 yard rolls of may be assorted to make quantity in any ply, width, color or flecked pattern. No assorting with any other items.

1" EQUIVALENT PRIVILEGE: Applies to all trade classes. Rolls wider than 1" may be converted to the 1" equivalent to make quantity. Example: 18 rolls 2" x 72 yards takes the 36 roll discount. 6 rolls 24" x 72 yards takes the 144 roll discount.

DIRECT TO CONSUMER SHIPMENTS THRU JOBBERS: 144 rolls or more 1" equivalent to be shipped direct and billed to Jobbers on written order from Jobbers at the following discounts: 144 rolls 30-12%, 576 rolls 35-7½%.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice. We suggest you quote list prices less discounts shown above.

TRANSPORTATION CHARGES PREPAID: Prices F.O.B. point of shipment with transportation charges allowed and prepaid via cheapest route to destination.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

THE 3M COMPANY

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY



Mistlon Plastic Ribbon

COUNTER DISPLAYS—FOR RESALE

A new type of gift ribbon with a frosty, delicate sheen. Pastels, deep shades and flecked patterns provide a complete range of color combinations, in $\frac{1}{2}$ " and $\frac{3}{4}$ " rolls, packed in colorful new display boxes that use a minimum of space to produce maximum impulse sales.

CAT. NO.	COUNTER DISPLAYS	SIZE	PACKING		LIST PRICE	NET PRICE TO JOBBERS		NET PRICE TO RETAILERS		
			Rolls Per Display	Displays Per Cart.		1 Display @ 45% Discount	24 or More @ 51% Discount	1 Display @ 33 1/3% Discount	6 Displays @ 40% Discount	48 or More @ 45% Discount
200	Mistlon Ribbon—Everyday Asst.—10c rolls.....	$\frac{1}{2}$ " x 15 ft.	36	12	\$3.60	\$1.98	\$1.77	\$2.40	\$2.16	\$1.98
201	Mistlon Ribbon—Everyday Asst.—25c rolls.....	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	3.30	2.94	4.00	3.60	3.30
202	Mistlon Ribbon—Christmas Asst.—10c rolls.....	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	1.98	1.77	2.40	2.16	1.98
203	Mistlon Ribbon—Christmas Asst.—25c rolls.....	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	3.30	2.94	4.00	3.60	3.30

NUMBER OF ROLLS IN EACH ASSORTMENT	EVERYDAY ASSORTMENTS		CHRISTMAS ASSORTMENTS	
	Catalog No. 200 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 201 $\frac{3}{4}$ " x 36 Ft.	Catalog No. 202 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 203 $\frac{3}{4}$ " x 36 Ft.
Pastel Pink.....	8	4	—	—
Pastel Blue.....	8	6	—	—
Pastel Green.....	6	4	—	—
Pastel Yellow.....	4	2	2	2
Orchid.....	2	2	—	—
White.....	4	2	4	2
Red.....	4	4	8	4
Green.....	—	—	2	2
Blue.....	—	—	2	2
Silver Flecks on White.....	—	—	4	2
Silver Flecks on Red.....	—	—	8	6
Silver Flecks on Green.....	—	—	4	2
Silver Flecks on Blue.....	—	—	2	2
TOTALS.....	36	24	36	24

ASSORTING PRIVILEGE: Displays of Mistlon Plastic Ribbon may be assorted to make quantity. No assorting with any other items.
ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

Mistlon Photographic Tissue

1 PLY WHITE ONLY—1 INCH CORE

FOR RESALE

As a controllable diffusion medium in photography, Mistlon will not scorch, is low in light cut-down and easily replaceable. Useful as a texture screen, for dodging, protecting prints, cleaning lenses and for backgrounds.

CATALOG NUMBER	ITEM	SIZE	LIST PRICE	NET PRICE TO JOBBERS		NET PRICE TO RETAILERS		
				1 Roll @ 45% Discount	36 Rolls @ 51% Discount	1 Roll @ 33 1/3% Discount	12 Rolls @ 40% Discount	48 Rolls @ 45% Discount
260	MISTLON PHOTOGRAPHIC TISSUE	24" x 6 Yards	\$2.50	\$1.38	\$1.23	\$1.67	\$1.50	\$1.38

PACKING: One roll 24" x 6 yards, wrapped in cellophane with lithographed label. 12 rolls to a shipping carton.

ASSORTING PRIVILEGE: No assorting with any other items.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

THE 3M COMPANY

BOSTON 10, MASS. 51 SLEEPER ST.
NEW YORK 13, N. Y. 155 AVE. OF AMERICAS
PHILADELPHIA 8, PA. 401 N. BROAD ST.
BUFFALO 3, N. Y. 210 ELLICOTT ST.
PITTSBURGH 19, PA. 911 PLAZA BLDG.

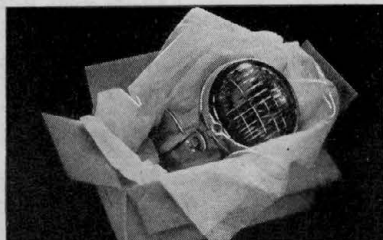
HIGH POINT, N. C. 209 SO. MAIN ST.
CINCINNATI 2, OHIO 49 CENTRAL AVE.
CLEVELAND 13, OHIO 1200-1220 WEST 9TH ST.
DETROIT 2, MICH. 411 PIQUETTE AVE.
CHICAGO 8, ILL. 1500 SO. WESTERN AVE.

ST. LOUIS 1, MO. 710 NO. 12TH BLVD.
LOS ANGELES 23, CAL. 631 S. ANDERSON ST.
SAN FRANCISCO 10, CAL. 450 ALABAMA ST.
SEATTLE 4, WASH. 1242—6TH AVE. SO.
SAINT PAUL 1, MINN. (District Sales Office only)
367 GROVE ST.

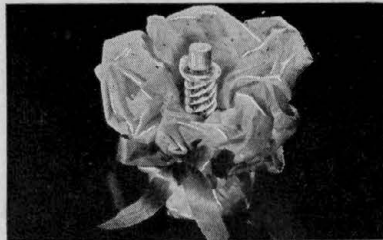
Mistlon Plastic Ribbon

504 YARD ROLLS (3" Core) 1 Ply and 2½ Ply

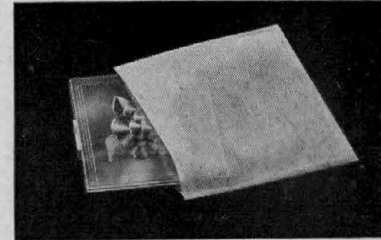
A new non-woven plastic fabric with many industrial applications and converting possibilities. Pastels, deep shades and flecked patterns provide a complete range of color combinations in delicate textures which offer manufacturers opportunity for distinctive styling in packaging and other decorative fields. Excellent also for slip-sheeting and protecting highly polished parts where softness and lint free qualities are essential.



Lint free protective wrapping for chromium parts - fog lights, door handles, etc.



Complimentary Mistlon backgrounds create high styling in packaging and display work.



Attractive lint free Mistlon envelopes protect compacts and costume jewelry.

MISTLON PLASTIC RIBBON 1 PLY	SIZE	Packing Per Carton	LIST PRICE PER ROLL	NET PRICES 36 ROLLS 4" x 504 YDS. OR EQUIVALENT @ 55% DISC.	SQ. YDS. PER ROLL
Colors and Flecked Patterns 1 Ply	★1" x 504 yards	—	5.60 (.40 sq. yd.)	—	—
Colors and Flecked Patterns 1 Ply	4" x 504 yards	1	22.40 (")	10.08 (.18 sq. yd.)	56
Colors and Flecked Patterns 1 Ply	8" x 504 yards	1	44.80 (")	20.16 (")	112
Colors and Flecked Patterns 1 Ply	12" x 504 yards	1	67.20 (")	30.24 (")	168
Colors and Flecked Patterns 1 Ply	18" x 504 yards	1	100.80 (")	45.36 (")	252
Colors and Flecked Patterns 1 Ply	20" x 504 yards	1	112.00 (")	50.40 (")	280
Colors and Flecked Patterns 1 Ply	24" x 504 yards	1	134.40 (")	60.48 (")	336

MISTLON PLASTIC RIBBON—2½ PLY	SIZE	Packing Per Carton	LIST PRICE PER ROLL	NET PRICES 36 ROLLS 4" x 504 YDS. OR EQUIVALENT @ 55% DISC.	SQ. YDS. PER ROLL
Colors and Flecked Patterns 2½ Ply ..	★1" x 504 yards	—	11.20 (.80 sq. yd.)	—	—
Colors and Flecked Patterns 2½ Ply ..	4" x 504 yards	1	44.80 (")	20.16 (.36 sq. yd.)	56
Colors and Flecked Patterns 2½ Ply ..	8" x 504 yards	1	89.60 (")	40.32 (")	112
Colors and Flecked Patterns 2½ Ply ..	12" x 504 yards	1	134.40 (")	60.48 (")	168
Colors and Flecked Patterns 2½ Ply ..	18" x 504 yards	1	201.60 (")	90.72 (")	252
Colors and Flecked Patterns 2½ Ply ..	20" x 504 yards	1	224.00 (")	100.80 (")	280
Colors and Flecked Patterns 2½ Ply ..	24" x 504 yards	1	268.80 (")	120.96 (")	336

STANDARD COLORS: (1 Ply or 2½ Ply) White, Red, Green, Blue, Purple, Brown, Pastel Pink, Pastel Blue, Pastel Green, Pastel Yellow, Orchid.

STANDARD FLECKS ON WHITE: (1 Ply or 2½ Ply) Silver Flecks on White, Pastel Pink Flecks on White, Pastel Blue Flecks on White, Silver, Red and Green Flecks on White.

STANDARD FLECKS ON COLORS: (1 Ply or 2½ Ply) Silver Flecks on Red, Silver Flecks on Green, Silver Flecks on Blue, Silver Flecks on Pastel Pink, Silver Flecks on Pastel Blue.

★NOTE: 504 yard rolls not available in widths narrower than 4". The 1" list prices are shown for ease in computing prices on intermediate widths.

PACKING: Each 504 yard roll wrapped in heavy kraft paper reinforced with corrugated end cups.

MINIMUM QUANTITY: 36 rolls 4" x 504 yards or equivalent in any one color, flecked pattern and ply.

INTERMEDIATE WIDTHS: Add 25% of 1" list price for each additional ¼" of width or fraction thereof.

ASSORTING PRIVILEGE: Various widths may be assorted to make quantity ONLY in the same ply, color and flecked pattern. No other assorting privilege.

4" EQUIVALENT PRIVILEGE: Rolls wider than 4" may be converted to the 4" equivalent to make quantity. Example: 18 rolls 8" takes the 36 roll discount.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

TRANSPORTATION CHARGES PREPAID: Prices F.O.B. point of shipment with transportation charges allowed and prepaid via cheapest route to destination.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

THE 3M COMPANY

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY

BOSTON 10, MASS.....51 SLEEPER ST.	HIGH POINT, N. C.....209 SO. MAIN ST.	ST. LOUIS 1, MO.....710 NO. 12TH BLVD.
NEW YORK 13, N. Y.....155 AVE. OF AMERICAS	CINCINNATI 2, OHIO.....49 CENTRAL AVE.	LOS ANGELES 23, CAL.....631 S. ANDERSON ST.
PHILADELPHIA 8, PA.....401 N. BROAD ST.	CLEVELAND 13, OHIO.....1200-1220 WEST 9TH ST.	SAN FRANCISCO 10, CAL.....450 ALABAMA ST.
BUFFALO 3, N. Y.....210 ELLICOTT ST.	DETROIT 2, MICH.....411 PIQUETTE AVE.	SEATTLE 4, WASH.....1242-6TH AVE. SO.
PITTSBURGH 19, PA.....911 PLAZA BLDG.	CHICAGO 8, ILL.....1500 SO. WESTERN AVE.	SAINT PAUL 1, MINN.....(District Sales Office only)
		367 GROVE ST.
		(371)b

Mistlon Plastic Ribbon

72 YARD ROLLS (1" CORE) 1 Ply and 2½ Ply
FOR STORE USE

A new type plastic ribbon in a variety of widths for store gift packaging, window trimming, floral decorating, photographic effects and many industrial applications. Pastels, deep shades and flecked patterns provide a complete range of color combinations. Available in 1 ply and 2½ ply, widths to 24 inches.



MISTLON PLASTIC RIBBON—1 PLY	SIZE	PACKING		LIST PRICE	NET PRICE TO CONSUMERS				
		Per Box	Per Carton		1 Roll — Net	6 Rolls @ 10% Disc.	36 Rolls @ 20% Disc.	144 Rolls @ 30% Disc.	576 Rolls @ 35% Disc.
Colors and Flecked Patterns—1 Ply	*1" x 72 yds.	—	—	.80	—	—	—	—	—
Colors and Flecked Patterns—1 Ply	4" x 72 yds.	1	12	3.20	3.20	2.88	2.56	2.24	2.08
Colors and Flecked Patterns—1 Ply	6" x 72 yds.	1	1	4.80	4.80	4.32	3.84	3.36	3.12
Colors and Flecked Patterns—1 Ply	8" x 72 yds.	1	1	6.40	6.40	5.76	5.12	4.48	4.16
Colors and Flecked Patterns—1 Ply	12" x 72 yds.	1	1	9.60	9.60	8.64	7.68	6.72	6.24
Colors and Flecked Patterns—1 Ply	24" x 72 yds.	1	1	19.20	19.20	17.28	15.36	13.44	12.48

MISTLON PLASTIC RIBBON—2½ PLY	SIZE	PACKING		LIST PRICE	NET PRICE TO CONSUMERS				
		Per Box	Per Carton		1 Roll — Net	6 Rolls @ 10% Disc.	36 Rolls @ 20% Disc.	144 Rolls @ 30% Disc.	576 Rolls @ 35% Disc.
Colors and Flecked Patterns—2½ Ply	1½" x 72 yds.	2	12	1.24	1.24	1.12	1.00	.87	.81
Colors and Flecked Patterns—2½ Ply	3¼" x 72 yds.	1	12	1.42	1.42	1.28	1.14	1.00	.93
Colors and Flecked Patterns—2½ Ply	1" x 72 yds.	1	12	1.60	1.60	1.44	1.28	1.12	1.04
Colors and Flecked Patterns—2½ Ply	2" x 72 yds.	1	12	3.20	3.20	2.88	2.56	2.24	2.08
Colors and Flecked Patterns—2½ Ply	3" x 72 yds.	1	12	4.80	4.80	4.32	3.84	3.36	3.12
Colors and Flecked Patterns—2½ Ply	4" x 72 yds.	1	12	6.40	6.40	5.76	5.12	4.48	4.16
Colors and Flecked Patterns—2½ Ply	6" x 72 yds.	1	1	9.60	9.60	8.64	7.68	6.72	6.24
Colors and Flecked Patterns—2½ Ply	12" x 72 yds.	1	1	19.20	19.20	17.28	15.36	13.44	12.48
Colors and Flecked Patterns—2½ Ply	24" x 72 yds.	1	1	38.40	38.40	34.56	30.72	26.88	24.96

STANDARD COLORS: (1 Ply or 2½ Ply) White, Red, Green, Blue, Purple, Brown, Pastel Pink, Pastel Blue, Pastel Green, Pastel Yellow, Orchid.

STANDARD FLECKS ON WHITE: (1 Ply or 2½ Ply) Silver Flecks on White, Pastel Blue Flecks on White, Pastel Pink Flecks on White, Silver, Red and Green Flecks on White.

STANDARD FLECKS ON COLORS: (1 Ply or 2½ Ply) Silver Flecks on Red, Silver Flecks on Green, Silver Flecks on Blue, Silver Flecks on Pastel Blue, Silver Flecks on Pastel Pink.

INTERMEDIATE WIDTHS: Add 25% of the 1" list price for each additional ¼" of width or fraction thereof. Maximum width 24 inches.

* NOTE: 1 Ply Ribbon not available in rolls narrower than 4". The 1" list price on 1 ply is shown only for ease in computing prices on wider rolls.

ASSORTING PRIVILEGE: 72 yard rolls may be assorted to make quantity in any ply, width, color or flecked pattern. No assorting with any other items.

1" EQUIVALENT PRIVILEGE: Applies to all trade classes. Rolls wider than 1" may be converted to the 1" equivalent to make quantity. Example: 18 rolls 2" x 72 yards takes the 36 roll discount. 6 rolls 24" x 72 yards takes the 144 roll discount.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.
THE 3M COMPANY

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY

Branches in Principal Cities.

SEE OTHER SIDE



Mistlon Plastic Ribbon

COUNTER DISPLAYS—FOR RESALE

A new type of gift ribbon with a frosty, delicate sheen. Pastels, deep shades and flecked patterns provide a complete range of color combinations. In $\frac{1}{2}$ " and $\frac{3}{4}$ " rolls, packed in colorful new display boxes that use a minimum of space to produce maximum impulse sales.

CATALOG NUMBER	COUNTER DISPLAYS	SIZE	PACKING		LIST PRICE	NET PRICE TO RETAILERS		
			Rolls Per Display	Displays Per Carton		1 Display @ 33 $\frac{1}{3}$ % Discount	6 Displays @ 40% Discount	48 Displays @ 45% Discount
200	Mistlon Ribbon—Everyday Asst.—10c rolls..	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	2.40	2.16	1.98
201	Mistlon Ribbon—Everyday Asst.—25c rolls..	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	4.00	3.60	3.30
202	Mistlon Ribbon—Christmas Asst.—10c rolls..	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	2.40	2.16	1.98
203	Mistlon Ribbon—Christmas Asst.—25c rolls..	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	4.00	3.60	3.30

NUMBER OF ROLLS IN EACH ASSORTMENT	EVERYDAY ASSORTMENTS		CHRISTMAS ASSORTMENTS	
	Catalog No. 200 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 201 $\frac{3}{4}$ " x 36 Ft.	Catalog No. 202 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 203 $\frac{3}{4}$ " x 36 Ft.
Pastel Pink.....	8	4	—	—
Pastel Blue.....	8	6	—	—
Pastel Green.....	6	4	—	—
Pastel Yellow.....	4	2	2	2
Orchid.....	2	2	—	—
White.....	4	2	4	2
Red.....	4	4	8	4
Green.....	—	—	2	2
Blue.....	—	—	2	2
Silver Flecks on White.....	—	—	4	2
Silver Flecks on Red.....	—	—	8	6
Silver Flecks on Green.....	—	—	4	2
Silver Flecks on Blue.....	—	—	2	2
TOTALS.....	36	24	36	24

ASSORTING PRIVILEGE: Displays of Mistlon Plastic Ribbon may be assorted to make quantity. No assorting with any other items.
ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

Mistlon Photographic Tissue

1 PLY WHITE ONLY—1 INCH CORE

FOR RESALE

As a controllable diffusion medium in photography. Mistlon will not scorch, is low in light cut-down and easily replaceable. Useful as a texture screen, for dodging, protecting prints, cleaning lenses and for backgrounds.

CATALOG NUMBER	ITEM	SIZE	LIST PRICE	NET PRICE TO RETAILERS		
				1 Roll @ 33 $\frac{1}{3}$ % Discount	12 Rolls @ 40% Discount	48 Rolls @ 45% Discount
260	MISTLON PHOTOGRAPHIC TISSUE	24" x 6 Yards	\$2.50	\$1.67	\$1.50	\$1.38

PACKING: One roll 24" x 6 yards, wrapped in cellophane with lithographed label. 12 rolls to a shipping carton.
ASSORTING PRIVILEGE: No assorting with any other items.
ALL QUANTITY PRICES: Apply on single shipments only. Prices subject to change without notice.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

THE 3M COMPANY

BOSTON 10, MASS. 51 SLEEPER ST.
NEW YORK 13, N. Y. 155 AVE. OF AMERICAS
PHILADELPHIA 8, PA. 401 N. BROAD ST.
BUFFALO 3, N. Y. 210 ELLICOTT ST.
PITTSBURGH 19, PA. 911 PLAZA BLDG.

HIGH POINT, N. C. 209 SO. MAIN ST.
CINCINNATI 2, OHIO 49 CENTRAL AVE.
CLEVELAND 13, OHIO 1200-1220 WEST 9TH ST.
DETROIT 2, MICH. 411 PIQUETTE AVE.
CHICAGO 8, ILL. 1500 SO. WESTERN AVE.

ST. LOUIS 1, MO. 710 NO. 12TH BLVD.
LOS ANGELES 23, CAL. 631 S. ANDERSON ST.
SAN FRANCISCO 10, CAL. 450 ALABAMA ST.
SEATTLE 4, WASH. 1242-6TH AVE. SO.
SAINT PAUL 1, MINN. (District Sales Office only)
367 GROVE ST.

Mistlon Plastic Ribbon

72 YARD ROLLS (1" CORE) 1 Ply and 2½ Ply

A new type plastic ribbon in a variety of widths for store gift packaging, window trimming, floral decorating, photographic effects and many industrial applications. Pastels, deep shades and flecked patterns provide a complete range of color combinations. Available in 1 ply and 2½ ply, widths to 24 inches.



MISTLON PLASTIC RIBBON—1 PLY	SIZE	PACKING		LIST PRICE	NET PRICE TO STATIONERS, PHOTO AND ART SUPPLY HOUSES		NET PRICE TO CONSUMERS				
		Per Box	Per Car- ton		1 Roll	72 or More	1 Roll	6 Rolls	36 Rolls	144 Rolls	576 Rolls
					@ 25% Dis.c	@ 35% Disc.	— Net	@ 10% Disc.	@ 20% Disc.	@ 30% Disc.	@ 35% Disc.
Colors and Flecked Patterns—1 Ply..	★1" x 72 yds.	—	—	.80	—	—	—	—	—	—	
Colors and Flecked Patterns—1 Ply..	4" x 72 yds.	1	12	3.20	2.40	2.08	3.20	2.88	2.56	2.24	
Colors and Flecked Patterns—1 Ply..	6" x 72 yds.	1	1	4.80	3.60	3.12	4.80	4.32	3.84	3.36	
Colors and Flecked Patterns—1 Ply..	8" x 72 yds.	1	1	6.40	4.80	4.16	6.40	5.76	5.12	4.48	
Colors and Flecked Patterns—1 Ply..	12" x 72 yds.	1	1	9.60	7.20	6.24	9.60	8.64	7.68	6.72	
Colors and Flecked Patterns—1 Ply..	24" x 72 yds.	1	1	19.20	14.40	12.48	19.20	17.28	15.36	13.44	

MISTLON PLASTIC RIBBON—2½ PLY	SIZE	PACKING		LIST PRICE	NET PRICE TO STATIONERS, PHOTO AND ART SUPPLY HOUSES		NET PRICE TO CONSUMERS				
		Per Box	Per Car-ton		1 Roll	72 or More	1 Roll	6 Rolls	36 Rolls	144 Rolls	576 Rolls
					@ 25% Disc.	@ 35% Disc.	— Net	@ 10% Disc.	@ 20% Disc.	@ 30% Disc.	@ 35% Disc.
Colors and Flecked Patterns—2½ Ply	½" x 72 yds.	2	12	1.24	.93	.81	1.24	1.12	1.00	.87	.81
Colors and Flecked Patterns—2½ Ply	¾" x 72 yds.	1	12	1.42	1.07	.93	1.42	1.28	1.14	1.00	.93
Colors and Flecked Patterns—2½ Ply	1" x 72 yds.	1	12	1.60	1.20	1.04	1.60	1.44	1.28	1.12	1.04
Colors and Flecked Patterns—2½ Ply	2" x 72 yds.	1	12	3.20	2.40	2.08	3.20	2.88	2.56	2.24	2.08
Colors and Flecked Patterns—2½ Ply	3" x 72 yds.	1	12	4.80	3.60	3.12	4.80	4.32	3.84	3.36	3.12
Colors and Flecked Patterns—2½ Ply	4" x 72 yds.	1	12	6.40	4.80	4.16	6.40	5.76	5.12	4.48	4.16
Colors and Flecked Patterns—2½ Ply	6" x 72 yds.	1	1	9.60	7.20	6.24	9.60	8.64	7.68	6.72	6.24
Colors and Flecked Patterns—2½ Ply	12" x 72 yds.	1	1	19.20	14.40	12.48	19.20	17.28	15.36	13.44	12.48
Colors and Flecked Patterns—2½ Ply	24" x 72 yds.	1	1	38.40	28.80	24.96	38.40	34.56	30.72	26.88	24.96

STANDARD COLORS: (1 Ply or 2½ Ply) White, Red, Green, Blue, Purple, Brown, Pastel Pink, Pastel Blue, Pastel Green, Pastel Yellow, Orchid.

STANDARD FLECKS ON WHITE: (1 Ply or 2½ Ply) Silver Flecks on White, Pastel Blue Flecks on White, Pastel Pink Flecks on White, Silver, Red and Green Flecks on White.

STANDARD FLECKS ON COLORS: (1 Ply or 2½ Ply) Silver Flecks on Red, Silver Flecks on Green, Silver Flecks on Blue, Silver Flecks on Pastel Blue, Silver Flecks on Pastel Pink.

INTERMEDIATE WIDTHS: Add 25% of the 1" list price for each additional ¼" of width or fraction thereof. Maximum width 24 inches.

★ NOTE: 1 Ply Ribbon not available in rolls narrower than 4". The 1" list price on 1 ply is shown only for ease in computing prices on wider rolls.

ASSORTING PRIVILEGE: 72 yard rolls may be assorted to make quantity in any ply, width, color or flecked pattern. No assorting with any other items.

1" EQUIVALENT PRIVILEGE: Applies to all trade classes. Rolls wider than 1" may be converted to the 1" equivalent to make quantity. Example: 18 rolls 2" x 72 yards takes the 36 roll discount. 6 rolls 24" x 72 yards takes the 144 roll discount.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice. We suggest you quote list prices less discounts shown above.

TRANSPORTATION CHARGES PREPAID: Prices F.O.B. point of shipment with transportation charges allowed and prepaid via cheapest route to destination.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.
THE 3M COMPANY

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY



Mistlon Plastic Ribbon

COUNTER DISPLAYS—FOR RESALE

A new type of gift ribbon with a frosty, delicate sheen. Pastels, deep shades and flecked patterns provide a complete range of color combinations. In $\frac{1}{2}$ " and $\frac{3}{4}$ " rolls, packed in colorful new display boxes that use a minimum of space to produce maximum impulse sales.

CATALOG NUMBER	COUNTER DISPLAYS	SIZE	PACKING		LIST PRICE	NET PRICE TO RETAILERS		
			Rolls Per Display	Displays Per Carton		1 Display @ 33 1/3% Discount	6 Displays @ 40% Discount	48 Displays @ 45% Discount
200	Mistlon Ribbon—Everyday Asst.—10c rolls..	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	2.40	2.16	1.98
201	Mistlon Ribbon—Everyday Asst.—25c rolls..	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	4.00	3.60	3.30
202	Mistlon Ribbon—Christmas Asst.—10c rolls..	$\frac{1}{2}$ " x 15 ft.	36	12	3.60	2.40	2.16	1.98
203	Mistlon Ribbon—Christmas Asst.—25c rolls..	$\frac{3}{4}$ " x 36 ft.	24	12	6.00	4.00	3.60	3.30

NUMBER OF ROLLS IN EACH ASSORTMENT	EVERYDAY ASSORTMENTS		CHRISTMAS ASSORTMENTS	
	Catalog No. 200 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 201 $\frac{3}{4}$ " x 36 Ft.	Catalog No. 202 $\frac{1}{2}$ " x 15 Ft.	Catalog No. 203 $\frac{3}{4}$ " x 36 Ft.
Pastel Pink	8	4	—	—
Pastel Blue	8	6	—	—
Pastel Green	6	4	—	—
Pastel Yellow	4	2	2	2
Orchid	2	2	—	—
White	4	2	4	2
Red	4	4	8	4
Green	—	—	2	2
Blue	—	—	2	2
Silver Flecks on White	—	—	4	2
Silver Flecks on Red	—	—	8	6
Silver Flecks on Green	—	—	4	2
Silver Flecks on Blue	—	—	2	2
TOTALS	36	24	36	24

ASSORTING PRIVILEGE: Displays of Mistlon Plastic Ribbon may be assorted to make quantity. No assorting with any other items.
ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice.

Mistlon Photographic Tissue

1 PLY WHITE ONLY—1 INCH CORE

FOR RESALE

As a controllable diffusion medium in photography. Mistlon will not scorch, is low in light cut-down and easily replaceable. Useful as a texture screen, for dodging, protecting prints, cleaning lenses and for backgrounds.

CATALOG NUMBER	ITEM	SIZE	LIST PRICE	NET PRICE TO RETAILERS		
				1 Roll @ 33 1/3% Discount	12 Rolls @ 40% Discount	48 Rolls @ 45% Discount
260	MISTLON PHOTOGRAPHIC TISSUE	24" x 6 Yards	\$2.50	\$1.67	\$1.50	\$1.38

PACKING: One roll 24" x 6 yards, wrapped in cellophane with lithographed label. 12 rolls to a shipping carton.

ASSORTING PRIVILEGE: No assorting with any other items.

ALL QUANTITY PRICES: Apply on single shipments only. Prices subject to change without notice.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

THE 3M COMPANY

BOSTON 10, MASS. 51 SLEEPER ST.
NEW YORK 13, N. Y. 155 AVE. OF AMERICAS
PHILADELPHIA 8, PA. 401 N. BROAD ST.
BUFFALO 3, N. Y. 210 ELLICOTT ST.
PITTSBURGH 19, PA. 911 PLAZA BLDG.

HIGH POINT, N. C. 209 SO. MAIN ST.
CINCINNATI 2, OHIO 49 CENTRAL AVE.
CLEVELAND 13, OHIO 1200-1220 WEST 9TH ST.
DETROIT 2, MICH. 411 PIQUETTE AVE.
CHICAGO 8, ILL. 1500 SO. WESTERN AVE.

ST. LOUIS 1, MO. 710 NO. 12TH BLVD.
LOS ANGELES 23, CAL. 631 S. ANDERSON ST.
SAN FRANCISCO 10, CAL. 450 ALABAMA ST.
SEATTLE 4, WASH. 1242-6TH AVE. SO.
SAINT PAUL 1, MINN. (District Sales Office only)
367 GROVE ST.

MINNESOTA MINING AND MANUFACTURING CO.

MISTLON PLASTIC RIBBON (IN DISPLAY BOXES) EVERYDAY AND CHRISTMAS ASSORTMENTS

LIST PRICES

Cat. No. 200 - 36 - 10¢ rolls 1/2" x 15 Ft. (Everyday Assortment)	-	\$3.60
Cat. No. 201 - 24 - 25¢ rolls 3/4" x 36 Ft. (Everyday Assortment)	-	6.00
Cat. No. 202 - 36 - 10¢ rolls 1/2" x 15 Ft. (Christmas Assortment)	-	3.60
Cat. No. 203 - 24 - 25¢ rolls 3/4" x 36 Ft. (Christmas Assortment)	-	6.00

DISCOUNTS

CONSUMERS: (Incl. U. S. Gov't.)

1 roll	-	Net
12 rolls	-	10%
144 rolls	-	20%

JOBBER:

1 display	-	45%
24 displays or more	-	51%

RETAIL STATIONERS, PHOTO AND ART SUPPLY HOUSES, CHAINS AND OTHER RETAILERS:

1 display	-33-1/3%
6 displays	- 40%
48 displays or more	- 45%

GENERAL PROCEDURE

ALL QUANTITY PRICES: Apply on single shipment only.

STANDARD COLORS: As shown in assortments below.

SOLID COLOR DISPLAYS: Available in any quantity in all colors and patterns shown below.

PACKING: 12 displays of each catalog number to a shipping case.

ASSORTING PRIVILEGE: Displays of MISTLON RIBBON may be assorted to make quantity.
No other assorting privilege.

POST DATING PRIVILEGE: None.

NO CONSIGNMENT SALES: All orders are final and not returnable in whole or part.

TRANSPORTATION CHARGES: F.O.B. shipping point, transportation charges prepaid via cheapest route.

NUMBER OF ROLLS IN EACH ASSORTMENT	EVERYDAY ASSORTMENTS		CHRISTMAS ASSORTMENTS	
	Cat. No. 200	Cat. No. 201	Cat. No. 202	Cat. No. 203
	1/2" x 15 Ft.	3/4" x 36 Ft.	1/2" x 15 Ft.	3/4" x 36 Ft.
Pastel Pink	8	4	-	-
Pastel Blue	8	6	-	-
Pastel Green	6	4	-	-
Pastel Yellow	4	2	2	2
Orchid	2	2	-	-
White	4	2	4	2
Red	4	4	8	4
Green	-	-	2	2
Blue	-	-	2	2
Silver Flecks on White	-	-	4	2
Silver Flecks on Red	-	-	8	6
Silver Flecks on Green	-	-	4	2
Silver Flecks on Blue	-	-	2	2
TOTALS	36	24	36	24

(over)

SAINT PAUL



MINNESOTA

MISTLON PLASTIC TISSUE - PHOTOGRAPHIC ROLL - 6 YARD ROLLS ON 1" CORE (1 PLY)

LIST PRICE

Cat. No. 260 - 24" x 6 yard roll Mistlon Plastic Tissue White 1 ply - \$2.50 ea.

DISCOUNT

CONSUMERS:

1 roll	-	Net
6 rolls	-	10%
36 rolls	-	20%
144 rolls	-	30%

JOBBER:

1 roll	-	45%
36 rolls	-	51%

RETAIL STATIONERS, PHOTO AND ART SUPPLY HOUSES, CHAINS AND OTHER RETAILERS:

1 roll	-	33-1/3%
12 rolls	-	40%
48 rolls	-	45%

GENERAL PROCEDURE

ALL QUANTITY PRICES:	Apply on single shipment only.
STANDARD COLORS:	White only.
PACKING:	One roll 24" x 6 yards, White, 1 ply Mistlon Plastic Tissue, wound on a 1" diameter core, wrapped in moistureproof Cellophane with lithographed paper label. 12 rolls to a shipping carton.
ASSORTING PRIVILEGE:	None.
POST-DATING PRIVILEGE:	None.
NO CONSIGNMENT SALES:	All orders are final and not returnable in whole or part.
TRANSPORTATION CHARGES:	F.O.B. shipping point, transportation charges prepaid via cheapest route.



MINNESOTA MINING AND MANUFACTURING CO.

MISTLON PLASTIC RIBBON - 72 YARD ROLLS ON 1" DIAMETER CORES (1 PLY AND 2½ PLY)

		LIST PRICE - 1 PLY		PACKING	
1 PLY		WHITE, COLORS & FLECKED PATTERNS	BOX	CARTON	SHIPPING CASE
*1" x 72 yards (see note)		\$.80	1 roll	12 rolls	72 rolls
4" x 72 yards		3.20	1 roll	12 rolls	12 rolls
6" x 72 yards		4.80	1 roll	1 roll	1 roll
8" x 72 yards		6.40	1 roll	1 roll	1 roll
12" x 72 yards		9.60	1 roll	1 roll	1 roll
24" x 72 yards (max. width)		19.20	1 roll	1 roll	1 roll

		LIST PRICE - 2½ PLY		PACKING	
2½ PLY		WHITE, COLORS & FLECKED PATTERNS	BOX	CARTON	SHIPPING CASE
1/2" x 72 yards		\$ 1.24	2 rolls	12 rolls	72 rolls
3/4" x 72 yards		1.42	1 roll	12 rolls	72 rolls
1" x 72 yards		1.60	1 roll	12 rolls	72 rolls
2" x 72 yards		3.20	1 roll	12 rolls	12 rolls
3" x 72 yards		4.80	1 roll	12 rolls	12 rolls
4" x 72 yards		6.40	1 roll	12 rolls	12 rolls
6" x 72 yards		9.60	1 roll	1 roll	1 roll
12" x 72 yards		19.20	1 roll	1 roll	1 roll
24" x 72 yards (max. width)		38.40	1 roll	1 roll	1 roll

		DISCOUNT	JOBBER MARGIN
CONSUMERS (Incl. U. S. Gov't):			
1 roll	-	Net	35.0%
6 rolls	-	10%	27.7%
36 rolls	-	20%	18.7%
144 rolls	-	30%	12.0%
576 rolls	-	35%	7.5%

JOBBER - FOR STOCK:

1 roll	-	25%	-
72 rolls or more	-	35%	-

RETAIL STATIONERS, PHOTO AND ART SUPPLY HOUSES:

1 roll	-	25%	13.3%
72 rolls or more	-	35%	-

STANDARD COLORS		FLECKS ON WHITE	FLECKS ON COLORS
White	Pastel Pink	Silver Flecks on White	Silver Flecks on Red
Red	Pastel Blue	Pastel Pink Flecks on White	Silver Flecks on Green
Green	Pastel Green	Pastel Blue Flecks on White	Silver Flecks on Blue
Blue	Pastel Yellow	Silver, Red & Green Flecks on White	Silver Flecks on Pastel Blue
Purple	Orchid		Silver Flecks on Pastel Pink
Brown			

SPECIAL COLORS & FLECKS: We will match special colors and flecks as closely as possible, minimum quantity of a color or flecked pattern, 2500 rolls 1" x 72 yards or equivalent (5000 sq. yds.) at regular prices.

*NOTE: 1 ply ribbon not available in rolls narrower than 4". The 1" list prices on 1 ply are shown only for ease in computing prices on intermediate widths.

GENERAL PROCEDURE: See other side.

(over)

SAINT PAUL



MINNESOTA

GENERAL PROCEDURE

- ALL QUANTITY PRICES: Apply on single shipment only.
- INTERMEDIATE WIDTHS: Add 25% of the 1" list price for each additional 1/4" of width or fraction thereof. Maximum width 24" (1 ply and 2 1/2 ply).
- ASSORTING PRIVILEGE: 72 yard rolls may be assorted to make quantity in any ply, width, color or flecked pattern. No other assorting privilege.
- 1" EQUIVALENT PRIVILEGE: Applies to all trade classes. Rolls wider than 1" may be converted to the 1" equivalent to make quantity. Example: 18 rolls 2" x 72 yardstakes the 36 roll discount. 6 rolls 24" x 72 yards takes the 144 roll discount.
- DIRECT TO CONSUMER SHIPMENTS THRU JOBBERS: 144 rolls or more (1" equivalent) to be shipped direct and billed to Jobbers on written orders from Jobbers, at the following discounts:
- | | |
|-------------------|-------------|
| 144 rolls | - 30-12% |
| 576 rolls or more | - 35-7 1/2% |
- POST-DATING PRIVILEGE: None.
- NO CONSIGNMENT SALES: All orders are final and not returnable in whole or part.
- TRANSPORTATION CHARGES: F.O.B. shipping point, transportation charges prepaid via cheapest route.



MINNESOTA MINING AND MANUFACTURING CO.

MISTLON PLASTIC RIBBON - 504 YARD ROLLS ON 3" DIAMETER CORE (1 PLY AND 2½ PLY)

LIST PRICE PER ROLL

1 PLY	WHITE, COLORS & FLECKED PATTERNS	SQUARE YARDS PER ROLL
*1" x 504 yards (see note)	\$ 5.60 (40 sq. yd.)	14
4" x 504 yards	22.40 (" " ")	56
8" x 504 yards	44.80 (" " ")	112
12" x 504 yards	67.20 (" " ")	168
18" x 504 yards	100.80 (" " ")	252
20" x 504 yards	112.00 (" " ")	280
24" x 504 yards (max.width)	134.40 (" " ")	336

LIST PRICE PER ROLL

2½ PLY	WHITE, COLORS & FLECKED PATTERNS	SQUARE YARDS PER ROLL
*1" x 504 yards (see note)	\$ 11.20 (80 sq. yd.)	14
4" x 504 yards	44.80 (" " ")	56
8" x 504 yards	89.60 (" " ")	112
12" x 504 yards	134.40 (" " ")	168
18" x 504 yards	201.60 (" " ")	252
20" x 504 yards	224.00 (" " ")	280
24" x 504 yards (max.width)	268.80 (" " ")	336

CONSUMERS OR CONVERTERS (Incl. U. S. Gov't):
36 rolls or more (4" or equivalent)

DISCOUNT
55%

JOBBER
MARGIN
5.0%

STANDARD COLORS

White Pastel Pink
Red Pastel Blue
Green Pastel Green
Blue Pastel Yellow
Purple Orchid
Brown

FLECKS ON WHITE

Silver Flecks on White
Pastel Pink Flecks on White
Pastel Blue Flecks on White
Silver, Red & Green Flecks
on White

FLECKS ON COLORS

Silver Flecks on Red
Silver Flecks on Green
Silver Flecks on Blue
Silver Flecks on Pastel Blue
Silver Flecks on Pastel Pink

SPECIAL COLORS & FLECKS: We will match special colors and flecks as closely as possible, minimum quantity of a color or flecked pattern, 90 rolls 4" x 504 yards or equivalent (5040 sq. yds.) at regular prices shown above.

*NOTE: 504 yard rolls not available in widths narrower than 4". The 1" list prices are shown only for ease in computing prices on intermediate widths.

GENERAL PROCEDURE

ALL QUANTITY PRICES: Apply on single shipment only.

INTERMEDIATE WIDTHS: Add 25% of the 1" list price for each additional 1/4" of width or fraction thereof. Minimum width 4", maximum width 24".

MINIMUM QUANTITY: 36 rolls 4" x 504 yards or equivalent only in the same ply, color and flecked pattern.

ASSORTING PRIVILEGE: Various widths may be assorted to make quantity only in the same ply, color and flecked pattern. No other assorting privilege.

PACKING: Each 504 yard roll wrapped in heavy kraft paper reinforced with corrugated end cups.

4" EQUIVALENT PRIVILEGE: Rolls wider than 4" may be converted to the 4" equivalent to make quantity. Example: 18 rolls 8" takes the 36 roll discount.
(over)

SAINT PAUL



MINNESOTA

DIRECT SHIPMENT TO CONSUMERS OR CONVERTERS THRU JOBBERS: 504 yard rolls not intended for jobber stock. All orders to be shipped direct to Consumers or Converters on written orders from jobbers and billed to jobbers at 5% beyond consumer discount in any quantity.

NO CONSIGNMENT SALES: All orders are final and not returnable in whole or part.

POST-DATING PRIVILEGE: None.

TRANSPORTATION CHARGES: F.O.B. shipping point, transportation charges prepaid via cheapest route.



MINNESOTA MINING AND MANUFACTURING CO.

TABLE OF RUNNING YARD PRICES ON MISTLON PLASTIC RIBBON

In order to give the Consumer the net cost per running yard, the following table has been prepared:

MISTLON PLASTIC RIBBON - 72 YARD ROLLS ON 1" DIAMETER CORES (1 PLY & 2½ PLY)

WHITE, COLORS & FLECKED PATTERNS

NET PRICE TO ALL CONSUMERS (PER RUNNING YARD)

1 PLY	1 ROLL @ NET	6 ROLLS @ 10% DISC.	36 ROLLS @ 20% DISC.	144 ROLLS @ 30% DISC.	576 ROLLS @ 35% DISC.
4" x 72 yds.	\$0.045	\$0.040	\$0.036	\$0.032	\$0.029
6" x 72 yds.	.067	.060	.054	.047	.044
8" x 72 yds.	.089	.080	.072	.063	.058
12" x 72 yds.	.134	.120	.107	.094	.087
24" x 72 yds.	.267	.240	.214	.187	.174

NET PRICE TO ALL CONSUMERS (PER RUNNING YARD)

2½ PLY	1 ROLL @ NET	6 ROLLS @ 10% DISC.	36 ROLLS @ 20% DISC.	144 ROLLS @ 30% DISC.	576 ROLLS @ 35% DISC.
1/2" x 72 yds.	\$0.018	\$0.016	\$0.014	\$0.013	\$0.010
3/4" x 72 yds.	.020	.018	.016	.014	.013
1" x 72 yds.	.021	.020	.018	.016	.015
2" x 72 yds.	.045	.040	.036	.032	.029
3" x 72 yds.	.067	.060	.054	.047	.044
4" x 72 yds.	.089	.080	.072	.063	.058
6" x 72 yds.	.134	.120	.107	.094	.087
12" x 72 yds.	.267	.240	.214	.187	.174
24" x 72 yds.	.534	.480	.427	.374	.347

THE ABOVE PRICES ARE FOR REFERENCE PURPOSES ONLY. All orders are to be written showing the List Price Per Roll.



July 26, 1946

*TV
Sales*

MR. J. A. BORDEN

MR. A. W. BOESE

For your information, June billings on Mistlon amounted to the following totals:

Dollars - \$21,957.86

Sq. Yds.- 39,194.73

Sales to date this year are as follows:

Dollars \$107,816.67

Sq. Yds. 174,201.80

Very truly yours,

L. E. Larson
L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

LEL:ku

7/12/46

ESTIMATED SALES MISTLOW PLASTIC RIBBON - RESALE ROLLS YEAR 1947

	DISPLAYS				Estimated 1947 Sales (No Printed Patterns)			Estimated 1947 Sales Printed Patterns Christmas Only			Estimated Sales Printed Patterns Everyday & Christmas		
	1946 Sales	Displays	Net \$ Volume	Total Rolls	Displays	Net \$ Volume	Total Rolls	Displays	Net \$ Volume	Total Rolls	Displays	Net \$ Volume	Total Rolls
#200 - 1/2" x 15 ft. (36 rls) Everyday Displays	10,000 displays	55,400 displays	\$ 97,504.00	1,994,400 rolls	55,400 displays	\$ 97,504.00	1,994,400 Rolls	90,000 displays	\$158,400.00	3,240,000 Rls.			
#201 - 3/4" x 36 ft. (24 rls) Everyday Displays	4,000 "	17,800 "	52,352.00	427,200 "	17,800 "	52,352.00	427,200 "	25,000 "	73,500.00	900,000 "			
#202 - 1/2" x 15 ft. (36 rls) Christmas Displays	102,300 "	190,000 "	334,400.00	6,840,000 "	380,000 "	668,800.00	13,680,000 "	380,000 "	668,800.00	13,680,000 "			
#203 - 3/4" x 36 ft. (36 rls) Christmas Displays	31,700 "	55,000 "	161,700.00	1,320,000 "	110,000 "	323,400.00	2,640,000 "	110,000 "	323,400.00	2,640,000 "			
TOTAL DISPLAYS	148,000 displays	318,200 displays		10,581,600 Rolls	563,200 displays		18,741,600 Rolls	605,000 displays		20,460,000 Rls.			
NET DOLLAR VOLUME - DISPLAYS	\$296,726.00		\$845,936.00			\$1,142,036.00			\$1,224,100.00				
CARDERD ITEMS													
#220 - 1/2" x 15 ft. (dozens) Everyday	8,575 Dozens	15,000 dozens	\$ 9,900.00	185,000 rolls	15,000 dozen	\$ 9,900.00	185,000 Rolls	30,000 dozen	\$ 19,800.00	360,000 Rls.			
Christmas	34,000 "	50,000 "	3,300.00	600,000 "	100,000 "	66,000.00	1,200,000 "	100,000 "	66,000.00	1,200,000 "			
#221 - 3/4" x 36 ft. (dozens) Everyday	-----	1,500 "	2,475.00	18,000 "	1,500 "	2,475.00	18,000 "	3,000 "	4,950.00	36,000 "			
Christmas	3,500 "	6,000 "	9,900.00	72,000 "	12,000 "	19,800.00	144,000 "	12,000 "	19,800.00	144,000 "			
TOTAL DOZENS	46,075 Dozens	72,500 dozen			128,500 dozen		20,288,000 Rolls	145,000 dozen		22,200,000 Rls.			
NET DOLLAR VOLUME - CARDERD ITEMS	\$ 33,864.00		\$ 55,275.00			\$98,175.00			\$ 110,550.00				
TOTAL ROLLS NEEDED				11,456,600 Rls.		\$1,240,211.00			\$1,334,650.00				
TOTAL DOLLAR VOLUME	\$330,590.00		\$701,211.00										

Ga 3818

Ce 4721

Ext 58

all

Phase call

IV
Sales

ESTIMATED PRODUCTION MISTLON ITEMS
JULY 1945 - OCTOBER 1945

REGULAR ITEMS

	NO. OF ROLLS <u>1/2" x 12 FT.</u>	% OF TOTAL <u>PRODUCTION</u>	NO. OF ROLLS <u>1" x 24 FT.</u>	% OF TOTAL <u>PRODUCTION</u>
PASTEL PINK	241,700	13.85%	31,275	12.49%
PASTEL BLUE	290,500	16.65%	31,275	12.49%
PASTEL GREEN	145,250	8.32%	20,850	8.33%
PASTEL YELLOW	96,700	5.54%	20,850	8.33%
WHITE	242,200	13.88%	41,700	16.65%
CHRISTMAS RED	437,500	25.07%	62,750	25.05%
CHRISTMAS GREEN	194,250	11.13%	20,875	8.33%
CHRISTMAS BLUE	<u>97,000</u>	<u>5.56%</u>	<u>20,875</u>	<u>8.33%</u>
TOTAL	1,745,100	100.00%	250,450	100.00%

CARDED ITEMS

<u>NO. OF ROLLS</u> <u>1/2" x 12 FT.</u>	<u>%OF TOTAL</u> <u>PRODUCTION</u>	<u>NO. OF ROLLS</u> <u>1" x 24 FT.</u>	<u>%OF TOTAL</u> <u>PRODUCTION</u>	<u>TOTAL ROLLS</u> <u>1/2" x 12 FT.</u>	<u>TOTAL ROLLS</u> <u>1" x 24 FT.</u>	<u>TOTAL SQ. YARDS</u> <u>1/2" x 12 FT.</u>	<u>TOTAL SQ. YARDS</u> <u>1" x 24 FT.</u>	<u>TOTAL</u> <u>SQ. YARDS</u>
184,350	13.89%	15,600	12.54%	426,050	46,875	23,646	10,406	34,052
221,275	16.67%	15,600	12.54%	511,775	46,875	28,404	10,406	38,810
110,625	8.33%	10,350	8.32%	255,875	31,200	14,201	6,926	21,127
73,725	5.55%	10,350	8.32%	170,425	31,200	9,459	6,926	16,385
184,350	13.89%	20,700	16.65%	426,550	62,400	23,674	13,853	37,527
332,000	25.01%	31,050	24.99%	769,500	93,800	42,707	20,824	63,531
147,550	11.11%	10,350	8.32%	341,800	31,225	18,970	6,932	25,902
<u>73,725</u>	<u>5.55%</u>	<u>10,350</u>	<u>8.32%</u>	<u>170,725</u>	<u>31,225</u>	<u>9,475</u>	<u>6,932</u>	<u>16,407</u>
1,327,600	100.00%	124,350	100.00%	3,072,700	374,800	170,536	83,205	253,741

September 13, 1946

Mistlon Sales August

IV Sales

MR. J. A. BONDEN
MR. C. C. SMITH
MR. A. H. REDPATH
MR. A. W. BOESE
MR. H. F. VALENTINE

During the month of August, we billed \$32,750.00 worth of Mistlon Products. Our yearly total to date is \$168,835.00. Square yards shipped in August 88,400. Yardage to date this year 320,486.

L. E. Larson

Minnesota Mining & Manufacturing Company

INTER-OFFICE CORRESPONDENCE

ST. PAUL, MINNESOTA

October 9, 1946

Subject:

Curtailment of Sales Effort on
Mistlon Products

ALL CELLULOSE TAPE SALESMEN:

During the past three months, we have experienced an increase in sales of all Mistlon Products far beyond our normal expectations. We have a large expansion program in progress on Mistlon production, but the difficulties being encountered in obtaining new equipment are delaying the completion of this program by more than six months. Our present sales come close to equaling our present production capacity. Therefore, it is necessary to curtail sales activity on Mistlon products until further notice.

MISTLON LINES DISCONTINUED

In order to obtain maximum production on our best items, we are discontinuing the following items in the Mistlon line:

- (1) Discontinue all sheet goods in all plys - Price Book Pages #158 and #159
- (2) Discontinue the following fleck patterns on rolls 4" and wider -
Price Book Page #156.

Pastel Green Fleck on White	"	"	"
Pastel Yellow	"	"	"
Orchid	"	"	"
Red	"	"	"
Dark Green	"	"	"
Dark Blue	"	"	"
Red & Silver	"	"	"
Red & Green	"	"	"

- (3) Discontinue all special colors and special flecked patterns on all items. Please make these corrections on Price Book Pages #155 and #156.

MISTLON ITEMS STILL AVAILABLE

We will continue to sell the following items:

Mistlon Ribbon Displays - Page #151 (on allocation)
Mistlon Carded Items - Page #152 and #153
Mistlon Ribbon 72 Yard Rolls - Page #155
Mistlon Roll Goods 4" and wider - Page #156 (except flecked patterns listed above)

Please make all necessary changes on your price book pages to keep them up to date.

ORDERS ON FILE FOR DISCONTINUED ITEMS

All orders for discontinued Mistlon items now in the branches or in St. Paul will be shipped approximately 45 days from date of receipt in St. Paul. New orders for discontinued Mistlon items dated October 14 or later, will be returned to the branches for substitution or cancellation.

CURTAILMENT OF SALES EFFORT

It is not our intent that all sales activity on Mistlon be discontinued but that our efforts be channeled in directions which will produce the maximum of lasting business when shortages of competitive materials no longer exist. We suggest that sales activity be directed as follows:

October 9, 1946

INDUSTRIAL ACTIVITY

1. Continue working with accounts already contacted on Mistlon in the direction of functional uses where our product does a better job than competitive products rather than acting as a substitute for scarce items.
2. Discontinue new industrial contacts almost entirely except where new applications rather than substitutions are apparent. Our limited production for the next few months makes it necessary that we service only those accounts in which we can see possibilities of steady future volume when shortages no longer exist.

JOBBER-RETAIL ACTIVITY

1. Displays, both Christmas and Everyday, will continue on an allocation basis and whatever minimum activity is necessary to sell these quantities is in order.
2. 72 Yard Ribbon and Roll Goods will still be produced in good quantity but we suggest that work be done only on accounts already contacted on Mistlon; not only those accounts already sold but also continue working with those where considerable ground work has been laid. No new accounts should be worked for the time being. We do not believe that it will be necessary to ^{to} on an allocation basis on 72 yard Mistlon Ribbon or Roll Goods if the above suggestions are followed.

CURTAILMENT OF JOBBER SALES EFFORT

Please make certain that your jobbers, both those calling on the retail trade and those calling on industrial accounts are notified of the changes in the line and the necessary curtailment of sales activity. We must be sure that they understand clearly our present production situation and the type of business which we prefer to accept during this "limited sales" period. If jobber activity were to continue unchecked and we are unable to deliver Mistlon within a reasonable period, we could cause much hard feeling among our good "SCOTCH" Cellulose Tape Jobbers.

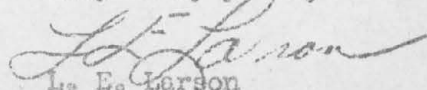
DEADLINE ON TAKING CHRISTMAS BUSINESS

Effective October 15th, we will be unable to accept any additional orders for Mistlon for shipment by December 1st. Most of our present backlog on orders must be shipped early enough for use in December and we cannot promise shipment on orders taken after October 15th, until the last half of December which we feel is too late for consumption before the holidays.

We regret the necessity of curtailing Mistlon activity at this time but feel that it is wiser to follow this course than to go on accepting increased volume to the point where we would be unable to service those good accounts already established.

As soon as our production outlook improves, you will be notified and sales activity can again be expanded.

Very truly yours,


L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

LEL:ku

cc: Mr. J. A. Borden
Mr. C. C. Smith

All Cellulose Tape Sales Managers - All Branch Office Managers

A. W. Boese
Mr. R. H. Darrow
Plomaton
Al Boese ✓
Mistlon

MISTLON SALES BY MONTH - 1946

	<u>SQ. YDS.</u>	
January	3,896	\$ 2,664.37
February	18,946	13,977.69
March	44,946	29,025.96
April	32,408	19,687.54
May	34,810	20,228.07
June	39,195	21,957.86
July	57,866	28,268.24
August	88,400	32,750.32
September	74,218	29,892.58
<u>TOTAL</u>		
9 MO. 1946	394,685	\$ 198,453.13

Copies to:

- MR. A. W. BOESE
- MR. J. A. BORDEN
- MR. W. P. ERICKSON
- MR. L. E. LARSON
- MR. A. H. REDPATH
- MR. C. C. SMITH
- MR. H. F. VALENTINE

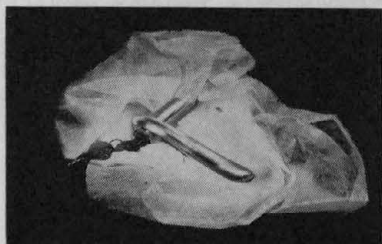
Mistlon

Plastic Tissue

500 YARD ROLL (3" Core) 1 and 2 Ply

A new plastic tissue with varied industrial applications and converting possibilities. Excellent for slip-sheeting and protecting highly polished parts where softness and lint-free qualities are essential.

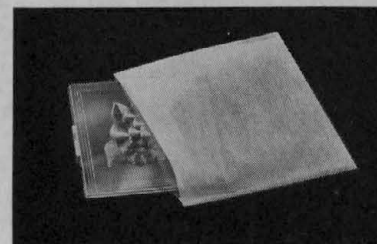
The delicate texture of Mistlon offers a manufacturer opportunity for distinctive styling.



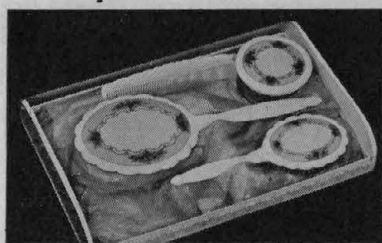
Wrapping polished chromium parts - door handles, fog lights, bumper guards, etc.



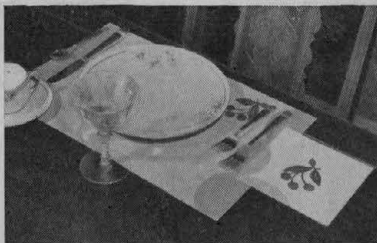
Mistlon takes printing well and its distinctive texture makes a beautiful card.



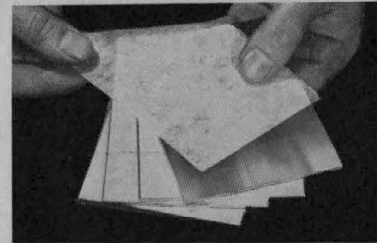
Protect compacts and other articles with Mistlon envelopes.



Mistlon backgrounds for merchandising and gift displays in color combinations.



Luncheon sets and place mats in color and design. Will stand several washings.



Replaces flannel for protecting highly polished surfaces.

MISTLON PLASTIC TISSUE 500 Yard Rolls (Specify width)	PACKING PER CARTON	LIST PRICE PER SQ. YD.	NET PRICE TO JOBBER	NET PRICE PER Sq. Yd. TO ALL CONSUMERS				
				1,000 Sq. Yds. @ 10% Discount	2,000 Sq. Yds. @ 20% Discount	5,000 Sq. Yds. @ 30% Discount	10,000 Sq. Yds. @ 32% Discount	25,000 Sq. Yds. @ 34% Discount
White 1 Ply.....	1 roll	\$0.16	See below	\$0.1440	\$0.1280	\$0.1120	\$0.1088	\$0.1056
*Colors & Flecks 1 Ply.....	1 roll	.20		.1800	.1600	.1400	.1360	.1320
White 2 Ply.....	1 roll	\$0.32	See below	\$0.2880	\$0.2560	\$0.2240	\$0.2176	\$0.2112
*Colors & Flecks 2 Ply.....	1 roll	.40		.3600	.3200	.2800	.2720	.2640

*STANDARD COLORS: White, Red, Green, Blue, Purple, Brown, Pastel Pink, Pastel Blue, Pastel Green, Pastel Yellow and Orchid.

*STANDARD FLECKS ON WHITE ONLY: Silver; Pastel Pink; Pastel Blue; Silver, Red and Green.

WIDTHS: All widths between 4" and 24". Fractions will be considered as full inches in computing the total square yards for quantity and discount.

PACKING: One 500 yard roll wrapped in heavy kraft paper reinforced with corrugated end cups.

MINIMUM QUANTITY: 1,000 square yards of any one width in any one color or flecked pattern.

ASSORTING PRIVILEGE: 1,000 square yards of each width and ply in white, standard colors and flecked patterns may be assorted to make quantity. No assorting with any other items.

NET PRICE TO JOBBERS: Not intended for jobber stock. All orders to be shipped direct to Consumers on written orders from Jobbers and billed to Jobbers at 10% beyond Consumer discount, except on 25,000 square yards or more, the jobber differential to be 7½%.

ALL QUANTITY PRICES: Apply on single shipment only. Prices subject to change without notice. We suggest you quote list prices less discounts shown.

SPECIAL NOTE: In writing orders, please follow the procedure in this example: 1,332.32 sq. yds. 1 ply White Mistlon Plastic Tissue 4 Rolls 24" x 500 yards @ .16c per sq. yd. list price.

TABLE OF SQUARE YARDS PER 500 YARD ROLL IN VARIOUS SIZES					
4" x 500 Yard Roll —	55.56	8" x 500 Yard Roll —	111.11	16" x 500 Yard Roll —	222.22
6" x 500 Yard Roll —	83.34	12" x 500 Yard Roll —	166.67	18" x 500 Yard Roll —	250.00
				20" x 500 Yard Roll —	277.77
				24" x 500 Yard Roll —	333.33

MI-JP(116.5)b

BRANCHES IN PRINCIPAL CITIES

TRANSPORTATION CHARGES PREPAID. Price F.O.B. point of shipment with transportation charges allowed and prepaid via cheapest route to destination.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.** St. Paul 6, Minn.

THE **3M** COMPANY

ALSO MAKERS OF "SCOTCH" BRAND TAPES, "3 M" BRAND ABRASIVES, ADHESIVES, AND OTHER PRODUCTS FOR HOME AND INDUSTRY

MI-JP(116.5)b

BRANCHES IN PRINCIPAL CITIES

December 16, 1946

IV Sales
Mistlon Sales November

MR. J. A. BORDEN

Total billings of Mistlon for the month of November were as follows:

Dollar Sales - - - - -	\$189,551.45
Square Yards Sold - - - - -	338,975

L. E. Larson

cc: Mr. A. W. Boese
Mr. H. F. Valentine

Al
Besse
Carfax

July 18, 1946

However, we felt that a 70,000,000 roll Gift-Wrap and Mistlon short roll program, in addition to an approximate 120,000,000 short roll program on Transparent might prove to be a problem productionwise, especially as relates to slitting and packing.

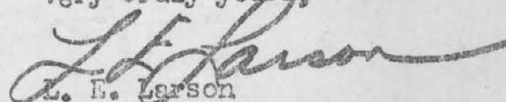
Would you please let us know at the earliest opportunity whether or not you feel these estimates can be met and if not, just what would be involved from a standpoint of equipment etc. to enable us to meet these figures.

Thank you very much.

LEL:ku

cc: Mr. J. A. Borden ✓
Mr. W. P. Erickson
Mr. T. Joyce
Mr. W. Norton
Mr. C. A. Parsons
Mr. A. H. Redpath
Mr. L. Runyan
Mr. C. B. Sempair
Mr. W. Seigworth
Mr. C. C. Smith

Very truly yours,


L. E. Larson
General Sales Department
"SCOTCH" TAPE Division

7/11/46

ESTIMATED SALES "SCOTCH" GIFT-WRAP AND CHRISTMAS SEALS - YEAR 1947

DISPLAYS

	1941 Sales	1941 Plus %	1946 Sales	1946 Plus %	1947 1947 Est. Sales		TOTAL NUMBER OF ROLLS NEEDED FOR 1947
#132	33,432 displays	88	63,000 dis.	100%	126,000 dis.	#132	4,536,000
#132½	12,929 "	93	25,000 "	100%	50,000 dis.	#132½	1,800,000
#133	111,338 "	89	210,000 "	75%	367,500 dis.	#133	13,220,000
#133½	52,011 "	92	100,000 "	75%	175,000 dis.	#133½	6,300,000
#150	68,596 "	150	172,000 "	50%	258,000 dis.	#150	3,096,000
TOTAL	278,206 displays		570,000 dis.		976,500 dis.	TOTAL	28,962,000
NET DOLLAR VOLUME	\$469,349.00		\$953,320.00		\$1,643,820		

CARDED ITEMS (Dozens)

	1941 Sales	1941 Plus %	1946 Sales	1946 Plus %	1947 Est. Sales		
#139	12,618 dozen	1,222	166,800 doz.	75%	291,900 doz.	#139	3,502,800
#139½	6,942 "	1,240	93,000 "	75%	162,750 "	#139½	1,953,000
#140	160,200 "	177	444,000 "	50%	666,000 "	#140	7,992,000
#140½	75,672 "	177	210,000 "	50%	315,000 "	#140½	3,780,000
#151	19,440 "	109	40,800 "	50%	61,200 "	#151	734,400
TOTAL	274,872 dozen		954,600 doz.		1,498,850 "	TOTAL	17,944,200
NET DOLLAR VOLUME	\$200,661.00		\$670,428.00		\$1,048,519.00	GRAND TOTAL ROLLS	46,906,200
TOTAL NET DOLLAR VOLUME CARDED ITEMS & DISPLAYS	\$670,010.00		\$1,623,798.00		\$2,692,339.00		

ESTIMATED SALES ALL MISTLON PRODUCTS - YEAR 1947
DOLLAR VOLUME AND SQUARE YARDS

	<u>72 YARD RIBBON</u>				<u>MISTLON DISPLAYS & CARDED ITEMS</u>		<u>PHOTO ROLL</u>	
	<u>SQ. YDS. COLORS</u>	<u>SQ. YDS. WHITE</u>	<u>SQ. YDS. FLECKED</u>	<u>\$ VOLUME ALL TYPES</u>	<u>SQUARE YARDS</u>	<u>DOLLAR VOLUME</u>	<u>SQUARE YARDS</u>	<u>DOLLAR VOLUME</u>
LAST SIX MONTHS - 1946	190,500	54,500	20,000	\$ 213,000.00	323,000	\$ 198,637.00	29,000	\$ 7,033.00
YEAR 1947								
January Estimated 1947	36,000	15,000	15,000		166,000		7,000	
February "	46,000	20,000	20,000		166,000		7,000	
March "	60,000	25,000	25,000		166,000		8,000	
April "	60,000	25,000	25,000		83,000		8,000	
May "	60,000	25,000	25,000		41,500		9,000	
June "	36,000	20,000	25,000		10,700		9,000	
July "	36,000	15,000	15,000		10,700		8,000	
August "	75,000	20,000	20,000		176,700		8,000	
September "	100,000	35,000	35,000		498,000		9,000	
October "	100,000	35,000	35,000		498,000		10,000	
November "	60,000	20,000	20,000		166,000		10,000	
December "	50,000	15,000	15,000		10,700		9,000	
TOTAL 1947 ESTIMATE	725,000	270,000	275,000	\$1,021,548.00	1,993,300	\$1,241,487.00	102,000	\$24,735.00

	<u>ROLL GOODS - 1 PLY</u>			<u>ROLL GOODS - 2 PLY</u>			<u>\$ VOLUME ALL ROLL GOODS</u>	<u>SHEETS - 1 & 2 PLY</u>			<u>\$ VOLUME ALL SHEETS</u>	<u>GRAND TOTAL SQ. YDS.</u>	<u>GRAND TOTAL DOLLAR VOLUME</u>
	<u>SQ. YDS. COLORS</u>	<u>SQ. YDS. WHITE</u>	<u>SQ. YDS. FLECKED</u>	<u>SQ. YDS. COLORS</u>	<u>SQ. YDS. WHITE</u>	<u>SQ. YDS. FLECKED</u>		<u>SQ. YDS. WHITE</u>	<u>SQ. YDS. COLORED</u>	<u>SQ. YDS. FLECKED</u>			
LAST SIX MONTHS 1946	67,000	13,000	83,000	61,000	12,000	46,000	\$ 77,935.00	4,300	18,000	5,300	\$ 7,938.00	926,600	\$ 504,543.00
YEAR 1947													
January Estimated 1947	12,000	3,000	15,000	12,000	3,000	7,500		2,000	4,000	2,000		299,500	
February "	15,000	3,000	17,000	15,000	3,000	8,500		2,000	4,000	2,000		328,500	
March "	15,000	3,000	17,000	15,000	3,000	8,500		3,000	6,000	3,000		361,500	
April "	15,000	5,000	17,000	15,000	3,000	8,500		3,000	6,000	3,000		278,500	
May "	20,000	7,000	22,000	20,000	7,000	11,000		5,000	10,000	5,000		267,500	
June "	20,000	7,000	22,000	20,000	7,000	11,000		5,000	10,000	5,000		207,700	
July "	15,000	10,000	20,000	15,000	10,000	10,000		5,000	10,000	5,000		184,700	
August "	15,000	10,000	20,000	15,000	10,000	10,000		5,000	10,000	5,000		399,700	
September "	20,000	10,000	25,000	20,000	10,000	12,500		7,000	14,000	7,000		802,500	
October "	30,000	10,000	25,000	30,000	10,000	12,500		7,000	14,000	7,000		823,500	
November "	25,000	10,000	20,000	25,000	10,000	10,000		7,000	14,000	7,000		404,000	
December "	20,000	7,000	20,000	20,000	7,000	10,000		5,000	6,000	3,000		197,700	
TOTAL 1947 ESTIMATE	222,000	87,000	240,000	222,000	87,000	120,000	\$264,248.00	56,000	108,000	54,000	\$67,680.00	4,555,300	\$2,619,698.00

7/18/46

ESTIMATED SALES MISTLON PLASTIC RIBBON - RESALE ROLLS YEAR 1947

	1946 SALES	DISPLAYS	1. ESTIMATED 1947 SALES (NO PRINTED PATTERNS) NET \$ VOLUME	TOTAL ROLLS
#200 - 1/2" x 15 ft. (36 rls) Everyday Displays	10,000 displays	55,400 displays	\$ 97,504.00	1,994,400 rolls
#201 - 3/4" x 36 ft. (24 rls) Everyday Displays	4,000 "	17,800 "	52,332.00	427,200 "
#202 - 1/2" x 15 ft. (36 rls) Christmas Displays	102,300 "	190,000 "	334,400.00	6,840,000 "
#203 - 3/4" x 36 ft. (36 rls) Christmas Displays	31,700 "	55,000 "	161,700.00	1,320,000 "
TOTAL DISPLAYS	148,000 Displays	318,200 Displays		10,581,600 Rolls
NET DOLLAR VOLUME - DISPLAYS	\$296,728.00		\$645,936.00	
<u>CARDER ITEMS</u>				
#220 - 1/2" x 15 ft. (dozens) Everyday	8,575 Dozens	15,000 Dozens	\$ 9,900.00	185,000 rolls
Christmas	34,000 "	50,000 "	3,300.00	600,000 "
#221 - 3/4" x 36 ft. (dozens) Everyday	—	1,500 "	2,475.00	18,000 "
Christmas	3,500 "	6,000 "	9,900.00	72,000 "
TOTAL DOZENS	46,075 Dozens	72,500 Dozens		
NET DOLLAR VOLUME - CARDER ITEMS	\$ 33,864.00		\$ 55,275.00	
TOTAL ROLLS NEEDED				11,456,600 Rolls
TOTAL DOLLAR VOLUME	\$330,590.00		\$701,211.00	

2. ESTIMATED 1947 SALES
PRINTED PATTERNS ON
CHRISTMAS DISPLAYS ONLY

DISPLAYS	NET \$ VOLUME	TOTAL ROLLS
55,400 Displays	\$ 97,504.00	1,994,400 Rolls
17,800 "	52,332.00	427,200 "
380,000 "	668,800.00	13,680,000 "
110,000 "	323,400.00	2,640,000 "
563,200 Displays		18,741,600 Rolls
	\$1,142,036.00	
15,000 Dozen	\$ 9,900.00	185,000 Rolls
100,000 "	66,000.00	1,200,000 "
1,500 "	2,475.00	18,000 "
12,000 "	19,800.00	144,000 "
128,500 Dozen		
	\$ 98,175.00	
		20,288,600 Rolls
	\$1,240,211.00	

3. ESTIMATED 1947 SALES
PRINTED PATTERNS ON
EVERYDAY & CHRISTMAS DISPLAYS

DISPLAYS	NET \$ VOLUME	TOTAL ROLLS
90,000 Displays	\$158,400.00	3,240,000 rls
25,000 "	73,500.00	900,000 "
380,000 "	668,800.00	13,680,000 "
110,000 "	323,400.00	2,640,000 "
605,000 Displays		20,460,000 Rls
	\$1,224,100.00	
30,000 Dozen	\$ 19,800.00	360,000 Rls
100,000 "	66,000.00	1,200,000 "
3,000 "	4,950.00	36,000 "
12,000 "	19,800.00	144,000 "
145,000 Dozen		
	\$110,550.00	
		22,200,000 Rls
	\$1,334,650.00	

MISTLON - 72 YARD

<u>NUMBER</u>	<u>DESCRIPTION</u>	<u>QUANTITY ON HAND</u>	<u>QUANTITY ON ORDER</u>	<u>REG. NO.</u>	<u>ORDER NUMBER</u>	<u>VENDOR</u>	<u>COST M</u>	<u>COMMENTS</u>
<u>BOXES</u>								
610-5	1/2", 3/4" & 1"	91,800	100,000	6967	885	B.F.N.	10.50	Stock already cut to sheet size
610-17	2"	6,500	0	-	-	"	15.35	
610-21	3"	3,069	0	-	-	"	22.00	
620-1	4"	9,600	12,000	2984	91681	Kaplan	19.75	O.K. to change
<u>INTERMEDIATE CARTONS</u>								
610-6	1/2"	5,653	5,600	6967	886	N.W.C.	27.30	Not O.K. to change
610-10	3/4" & 1"	5,685	6,000	6967	886	N.W.C.	44.80	O.K. to change
<u>MASTER CARTONS</u>								
610-8A	1/2"	1,807	1,400	6967	886	"	65.90	O.K. to change
610-12A	3/4" & 1"	1,441	1,500	6967	886	"	99.30	O.K. to change
610-18	2"	525	-	-	-	"	72.80	
610-22	3"	236	-	-	-	"	95.20	
620-2	4"	840	1,000	2986	92237	"	98.25	Not O.K. to change

Effect of 20% Reduction on 72yd 2 1/2 ply Button

3-9-46

	OLD	NEW	% REDUCTION
List Price 3/4" x 72 yds White (1" core)	1.6000 v	1.3100 n	18.1
Net Price @ 34-10% discount	.9504 n	.778 v n	18.1
<u>COSTS</u>			
Plain White Mutton 2 1/2 ply @ .0078 yd ft	.1023 n		
Core (same as cellulose)	.0030 n		
Labr + Machine Burden	.0244 n		
Labr + Space Burden in Packaging	.0239 n		
Labr in Shipping	.0015 n		
Warehousing	.0008 n		
Processing	.0005 n		
Indiv Boxes + Assembly	.0380 n		
Labels above boxes	.0035 n		
12 roll carton + assembling	.0038 n		
Master Carton + assembling (12 rls)	.0027 n		
New cardboard discs printed 2 colors 4.4% m rts	.0044 n ✓		
Staples for discs 4 @ <u>1.00</u> per m staples	.0040 (✓)		
Labr in applying discs	.0050 n ✓		
TOTAL FACTORY COSTS	.2178 n n	.2178 n	.0 n
Labr Exp 2% of sales	.0190 n n	.0156 n	18.1 n
Freight int @ 2.00 cent	.0100 n n	.0100 n	.0 n
Sell Adm + Case Div @ 25% of sales	.2376 n	.1946 n	18.1 n
TOTAL COSTS	.4844 n n	.4380 n	9.6 n
NET PROFIT	.4660 n n	.3402 n	27.0 n
NET PROFIT MARGIN	.49.0 n n	.43.8 n	5.2 n

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1.4
1.28

Oct 5
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DATE

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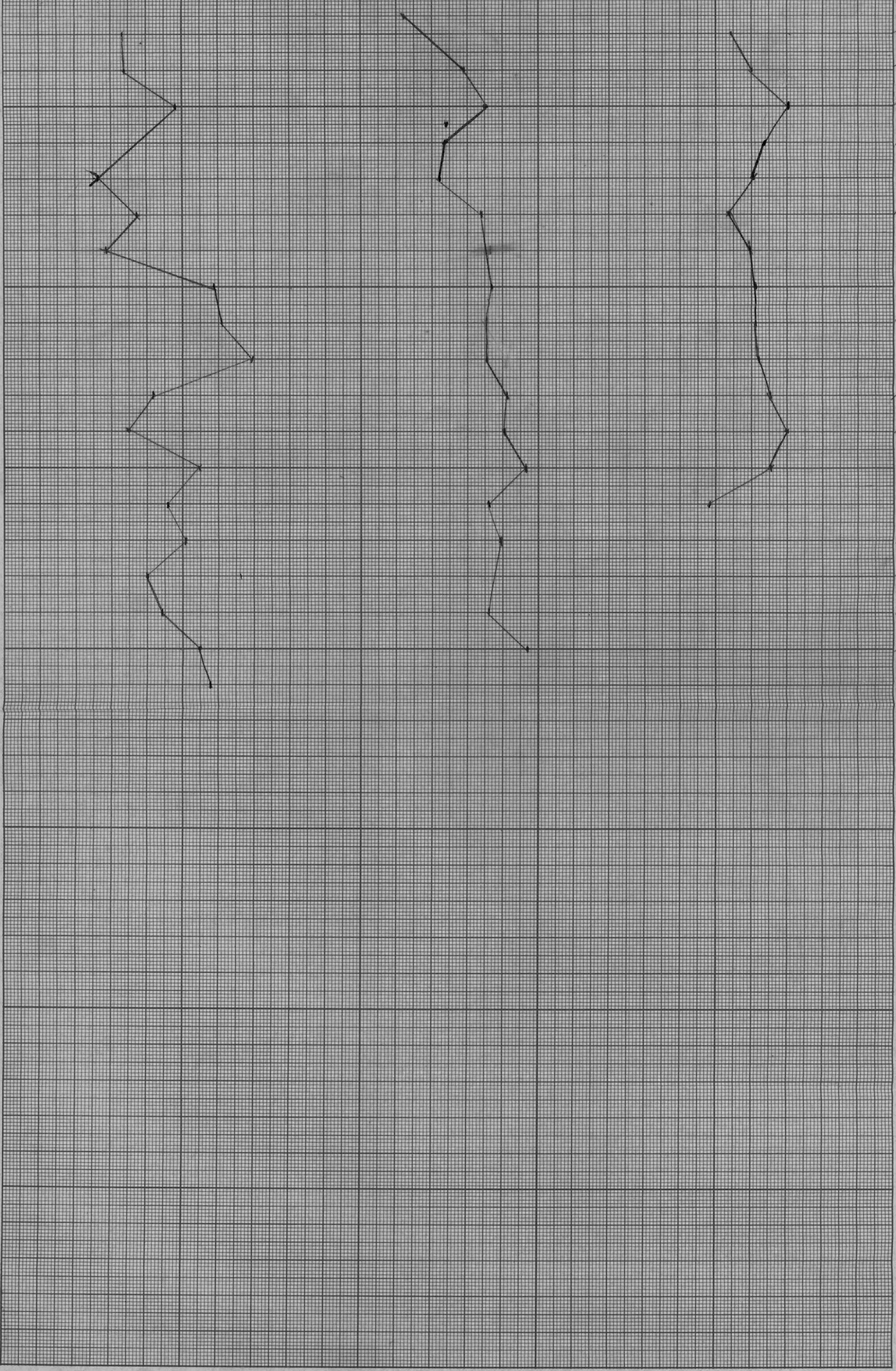
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11/10/45

Estimated Cost Muntlon Plastic Tissue White 2 1/2 ply.

	Following on 1" cores fancy box	1/2 x 72 yd 109 yd	3/4 x 72 yd 1 1/2 109 yds	1" x 72 yd 209 yds	Following on 3" cores plain box	4 x 72 yd 809 yds	6 x 72 yd 1209 yds	8 x 72 yd 1609 yds	12" x 72 yd 2409 yds	24" x 72 yd 4809 yds
List Price per roll 2 1/2 ply White		1.4000	1.6000	1.8000		5.0000	7.2000	9.6000	14.4000	28.8000
Less jobber disc. -34+10% on		.5684	.6496	.7368						
Net Selling Price per roll		.8316	.9504	1.0632		2.9900	4.2768	5.7024	8.5536	17.1072
Costs										
Plain White Muntlon 2 1/2 ply @ .0018 sq ft.		.0702	.1123	.1404		.5616	.8424	1.1232	1.6848	3.3696
Cases (same as cellulose)		.0028	.0030	.0031		.0051	.0088	.0113	.0345	.0690
Labor & machine burden in slitting (5.92 per hour)		.0191	.0244	.0304		.0750	.0987	.1316	.1973	.3289
Labor & space burden in packing		.0212	.0239	.0241		.0332	.0400	.0575	.0713	.0766
Labor in shipping		.0015	.0015	.0015		.0090	.0090	.0090	.0180	.0180
Warehousing		.0005	.0008	.0010		.0169	.0208	.0288	.0367	.0525
Trucking		.0003	.0005	.0010		.0042	.0064	.0086	.0129	.0259
Individual boxes & assembling		.0350	.0380	.0390		.0530	.0572	.0635	.0723	.1014
Labels on above boxes		.0035	.0035	.0035		.0035	.0035	.0035	.0035	.0035
12 roll carton & assembling		.0035	.0038	.0042						
Master carton & assembling (12 rolls)		.0015	.0027	.0031		.0097	.0104	.0196	.0210	.0400
Laboratory costs -2% of net selling price		.0167	.0190	.0214		.0594	.0856	.1142	.1712	.3422
Total factory costs		.1758	.2234	.2727		.8012	1.1928	1.5708	2.3235	4.4276
Freight est @ 3.00 cwt.		.0125	.0150	.0200		.0410	.0515	.0650	.0920	.1830
Selling, admin & cash disc. -25%		.2079	.2376	.2673		.7425	1.0692	1.4256	2.1384	4.2768
Total Costs		.3962	.4760	.5600		1.5847	2.3035	3.0614	4.5539	8.8874
Net Profit		.4354	.4744	.5032		1.3853	1.9733	2.5410	3.9997	8.2198
Profit % to Sales		52.4%	49.9%	47.6%		47.3%	46.1%	44.5%	46.7%	48.0%

Estimated Requirements on Million Displays

Year 1947

		Displays	Rolls	Sq yards
200	Everyday $\frac{1}{2} \times 15$ ft	27,700	997,200	69,700
201	" $\frac{3}{4} \times 36$ ft	9,000	216,000	54,000
202	Christmas $\frac{1}{2} \times 15$ ft.	189,500	6,840,000	474,000
203	" $\frac{3}{4} \times 36$ ft	55,000	1,320,000	330,000
Total		280,200	9,373,200	927,700

Production per month
(1st 9 months 1947 only)

31,134

1,041,460

103,080

November 25, 1946

INVENTORY OF MISTLON DISPLAYS
AND RELATED PACKAGING ITEMS

<u>DESCRIPTION</u>	<u>PKG. NO.</u>	<u>QUANTITY ON HAND</u>	<u>QUANTITY ON ORDER</u>	<u>PRICE PER M</u>	
<u>CORES</u>					
Plain	1" X 1/2"	1,387,700		2.61	
Plain	1" X 3/4"	24,000		2.97	
<u>SIDE SHIELDS</u>					
Universal	#600	2,060,920	420,000	0.84	Can't Cancel
1/2"	#601	1,999,600	624,000	0.84	" "
3/4"	#602	28,350	173,000	0.87	" "
<u>DISPLAYS</u>					
E.D.-1/2" X 15'	610-2001A	0		--	
E.D.-3/4" X 36'	610-2011A	0		--	
Xmas-1/2" X 15'	610-2021A	Body 16,000 23,600 Back- Cards 6,400 21,300		34.85	
Xmas-3/4" X 36'	610-2031A	Disp 0 4800 Back cards 3200		48.50	
<u>CORROFLEX</u>					
1/2" X 15'	610-2002	240,042		6.43	
3/4" X 36'	610-2012	2,400		7.05	
<u>MASTER CARTON</u>					
1/2" X 15'	610-2003A	2,445		67.20	
3/4" X 36'	610-2013A	0		80.25	
<u>LABELS</u>					
E.D. Corroflex-1/2"x15'	TB15-2002	49,500		2.10	
" " 3/4"x36'	TB15-2012	9,000		2.10	
" Carton-1/2" X 15'	TB15-2003	0		3.50	
" " 3/4" X 36'	TB15-2013	1,000		3.50	
Xmas Corroflex-1/2"x15'	TB15-2022	14,000		2.10	
" " 3/4"x36'	TB15-2032	29,000		2.10	
" Carton-1/2" X 15'	TB15-2023	0		3.50	
" " 3/4" X 36'	TB15-2033	0		3.50	

TO: C. L. RYAN
TAPE PLANNING

INV. AS OF

Tuesday, Dec. 10th 1946

PAGE 1

7:00
A.M.

SUBJECT: WEEKLY INVENTORY - MISTLON STOCK ROLLS

Stitching floor

Stitching floor

COLOR	TYPE	TOTAL YDS. ON HAND	REMARKS	
<i>White</i>	1010	1680		1680
White	1009	18300	1800	20,100
White	1020	22665	-	22,665
White	1025	52,513	350	52,863
White	1030	3000	1150	4,150
White	1035	0	-	-
White	1040	5979	1410	7,379
Silvertone	1101	7061	1820	8,881
Pastel Pink Fleck	1102	1280	300	1,580
Pastel Blue Fleck	1103	2264	2550	4,814
Pastel Green Fleck	1104	0	2800	2,800
Pastel Yellow Fleck	1105	0	1900	1,900
Red Fleck	1106	4000	700	4,700
Dk. Green Fleck	1107	0	1550	1,550
Red & Silver Fleck	1108	2200	1340	3,540
Green & Silver Fleck	1109	0	1400	1,400
Red, Green & Silver Fleck	1110	4000	1000	5,000
Orchid Fleck	1111	2800	1235	4,035
Dk. Blue Fleck	1112	2000	600	2,600
Red & Green Fleck	1113	3000	500	3,500
Silvertone	1201	2300	2400	4,700
Pastel Pink Fleck	1202	1341	450	1,791
Pastel Blue Fleck	1203	4700	1000	5,700
Pastel Green Fleck	1204	4000	1000	5,000
Pastel Yellow Fleck	1205	4950	350	5,300
Red Fleck	1206	1650	-	1,650
Dk. Green Fleck	1207	2700	-	2,700
Red & Silver Fleck	1208	1800	-	1,800
Green & Silver Fleck	1209	2000	2000	4,000
Red, Green & Silver Fleck	1210	0	2810	2,810
Orchid Fleck	1211	2800	-	2,800
Dk. Blue Fleck	1212	3500	450	4,650
Red & Green Fleck	1213	0	1880	1,880
Silvertone	1301	0	-	-
Red	3020	3,118	480	3,598
Pastel Pink	3025	1408	3630	5,038
Pastel Yellow	3040	3120	-	3,120
Dk. Green	3050	4670	350	5,020
Pastel Green	3055	0	4200	4,200
Dk. Blue	3060	4436	2000	6,436
Pastel Blue	3065	8,220	-	8,220
Purple	3070	1920	1700	3,620
Orchid	3075	650	1450	2,100
Red	3520	10,967	1200	12,167
Pastel Pink	3525	9575	-	9,575
Pastel Yellow	3540	6,082	900	6,982
Dk. Green	3550	6,215	400	6,615
	3010	224,864	570	570
	3510		1026	1026
	1510		3200	3,200
	1501		1750	1,750

58,290

283,154

COLOR	TYPE	TOTAL YDC. ON HAND	REMARKS
Pastel Green	3555	2350	3325 5,625
Dk. Blue	3560	5255	175 5,430
Pastel Blue	3565	14,136	1650 15,786
Purple	3570	5,705	- 5,705
Orchid	3575	7,960	1350 9,310
Red	4020	12,881	500 13,381
Pastel Pink	4025	24,009	2000 26,009
Pastel Yellow	4040	21,991	1665 23,656
Dk. Green	4050	19,074	3435 22,509
Pastel Green	4055	14,595	850 15,445
Dk. Blue	4060	43,453	2375 45,828
Pastel Blue	4065	6,1381	3475 64,856
Purple	4070	3,350	1125 4,475
Orchid	4075	17,104	2880 19,984

3010 - 5019 5,019
1501 - 1538 1,538
1510 - 7200 7,200
1510 - 7200 3,106
4520 - 2106 418
5020 - 418 11,025
4525 - 1025 2,136
4540 - 2136 600
4560 - 600 3,072
4565 - 2072

275,358

4010 - 1180
4525 - 1020
4540 - 525
4555 - 580

275,358

October 30, 1946

Cancellation of Orders on
Small Roll Mistlon Packag-
ing items.

Adolph Miller:

According to a conversation with Larry Larson, which is to be confirmed in a letter, all orders for small roll Mistlon Packaging supplies are to be cancelled.

Will you please have the Purchasing Department cancel the following orders:

	<u>QUANTITY</u>	<u>ORDER NO.</u>	<u>SOURCE</u>
<u>CORES:</u>			
Plain 1" X 1/2"	1,000,000	2394	Ahdawagam
	1,000,000	2392	Mueller
<u>SIDE SHIELDS:</u>			
#600	9,600,000	91806	J.L. Clark
	420,000	92411	"
#601	8,000,000	91806	"
	624,000	92411	"
#602	1,600,000	91806	"
	173,000	92411	"
<u>DISPLAYS:</u>			
E.D. -1/2" X 15', 610-2001A	27,700	93264	Waldorf
E.D. -3/4" X 36', 610-2011A	9,000	93269	"
Xmas -1/2" X 15', 610-2021B	190,000	93269	"
Xmas -3/4" X 36', 610-2031B	55,000	93269	"
<u>CORROFLEX:</u>			
3/4" X 36", 610-2012	33,000	81532	Leslie Paper
	29,000	92126	"
<u>MASTER CARTON:</u>			
1/2" X 15', 610-2003A	18,500	93474	Waldorf
3/4" X 36', 610-2013A	5,500	93474	"

Yours very truly,

JB:bco

cc: S. C. High
L. Larson

John Beske
Packaging Engineering