

Feb. 9, 1939.

Co-op Agents

The following are Co-op Agents who have been appointed:-

Agent #1 - Milton Deutch, 493 Orange Street, Newark, N.J., Merchant Tailor conducting made-to-measure, cleaning, pressing and repairing business. Mr. Deutch has in the past served as bushelman for A. W. Nash; J. B. Simpson; Homeland Tailors and Mel Reese Co. The latter Co-op at one time had a crew of 15 salesmen operating through Deutch's store. Negotiations are under way to re-engage some of these men on a full, or part time basis. Mr. Deutch at present is receiving most of his support from the East Orange Co-op, whose membership represents approximately 200 families. Sales to members of Roselle Co-op, Plainfield Co-op and Caldwell Co-op have been made by Deutch.

Agent #2 - Erwin Schmidt, Dayton St. & Parker Ave., Clifton, N. J., similar to Deutch with the exception that his cleaning, repairing and pressing business is much larger. Schmidt has the J. L. Taylor line of made-to-measure clothes. Schmidt is being supported by the Italian Co-op (one block away), and the Passaic Co-op., in addition to his own cleaning customers. Schmidt is very aggressive.

Agent #3 - (Same as Agent #1) H. L. Rege, Market Street, Paterson, N. J., is located one block from the Italian Cooperative which has a membership of 300 families from whom he will receive his principal support. His store is located 3 blocks from the heart of Paterson. Until the Fairlawn Co-op and the Ridgewood Co-op have their own local Agent, the family members representing a total of 150 each will make purchases at Rege's. The Cooperative Bakery in Paterson have expressed the willingness to support this agency.

Agent #4 - Ben "the Tailor" Verosi, Irving Avenue, Rahway, N. J. (Present business same as #1), is being supported by the Colonia Co-op and the Rahway Co-op. In addition, to selling from his store, a woman member of the Colonia Co-op is calling on members and customers of that co-op, and a man who is a member of the Rahway Co-op is performing a similar function, both on commission basis which is paid by the agent.

Agent #5 - C. Kolodinsky, (business same as AGENT #1), 287 Smith St., Perth Amboy, is located 6 blocks from center of Perth Amboy. Kolodinsky is a Hungarian and will serve the Perth Amboy members of the Rahway Co-op, in addition to the Hungarian groups, many of whose members are potential cooperators.

Agent #6 - A. Possetti, (Bus. same as Agent #1), Verona and Summer Ave., Newark, opposite North Newark Italian Co-op, membership 300 families from whom he will receive principal support.

Agent #7 - I. Baskin, Valley Road, Upper Montclair. Will serve members of Caldwell Co-op, in addition to several sympathetic groups throughout the area of his store.

Neighborhood Sales

Cooperative Groups that do not have a Local Agent will be served by Manager of Agencies through a series of sales conducted at the homes of a number of co-op members. Plans to conduct these sales have been arranged by the Plainfield Co-op; Nutley Co-op; Caldwell Co-op; Hackensack Co-op and Colonia Co-op.

In the event that a group already has a Local Agent prepared to serve them, neighborhood sales will be used to stimulate interest in Co-op Clothing. The Committees under whom these Neighborhood Sales are conducted are planning an educational program at each sale. Several additional co-ops are agreeable to the neighborhood sale set-up.

Co-op Agent and Local Co-op.

Local Co-op receives from Co-op Agent 10% on retail sales made to its members or customers who purchase at Agent's store. 5% if sale is made at co-op member's, or customer's home by a field man employed by Co-op Agent.

A remittance voucher indicating details of sale accompanies Agent's remittance. A Clothing Committee representing Local Co-op has access to Agent's records relating to co-op clothes.

Agents are appointed on the approval of Local Co-op from whose membership patronage is forthcoming.

Co-op Agent and Field Men.

A Field Man receives from Co-op Agent commissions as follows:-

Sales to non-members at home	\$3.50
" " co-op members	
or customers " "	2.37
Field Man collects deposit.	
Sales to non-members at Agent's store	1.75
" to co-op members or customers at Agent's store	1.25
Previous calls must be requested with Agent.	

Summary

All Co-op Agents are experienced bushelman. They have their own established businesses. Since the sale of Co-op Clothing produces additional income, they are planning to take advantage of 2%, 10 day discount.

All will furnish credit references.

They have agreed to carry stock when turnover warrants, but in the meantime will place single orders for immediate sale. Deliveries at present are being made once a week by Agency Manager, when volume increases, two deliveries will be made each week.

When Neighborhood Sales are conducted, Manager of Agencies will act as Co-op Agent.