

MEMORANDUM

January 9, 1948

TO: P. M. Taylor  
FROM: J. P. Davis  
SUBJECT: ROAD WORK

I submit in this memorandum a plan of work for the period from January 8th, 1948 to February 23rd, 1948 inclusive. Basically, the objectives for you for this period, are to conduct a sales campaign in the re-opened territory of Atlanta, to stimulate sales in Pittsburgh, Birmingham and Indianapolis - in all four of which areas special circulation problems exist for us. A secondary objective is to visit certain key cities that follow naturally into your itinerary.

ITINERARY

1. January 9th - Washington to New York.  
January 11th - Thursday, January 15th - en route to Atlanta.  
Friday, January 16th through Wednesday January 21st - work in Atlanta. Contact address Yates & Milton Pharmacy-228 Auburn Avenue, N.E.  
Thursday, January 22nd (110 mile jump) to Columbus, Georgia. Wholesalers address: Muscogee News Co.-1112 Front Avenue. Here I am suggesting a check with the wholesaler and a coverage of the maximum of 5 major news-stands.  
Friday, Saturday-23rd & 24th (a jump of 80 miles) to Montgomery and 40 miles to Tuskegee, Ala.. Wholesalers address- Montgomery News Company-8 Madison Avenue, Montgomery, Ala.  
Monday, Tuesday and Wednesday, 26th, 27th, 28th - Birmingham. Address of wholesaler Rufus Johnson-419 - 17th Street, Birmingham, Ala.. When you get to Birmingham, you should immediately telephone me to determine the status of this wholesaler's account, which is already delinquent. We sent him 1500 copies in December; 1000 copies in January and 600 copies in February. You already know him and know that it will be necessary to work very patiently with him. It is important that we establish a regular schedule of payments, and that he send in his return covers promptly. (Attached is a letter I have written to him on the subject.)  
Thursday, January 29th - Jump back into Atlanta (172 miles). In Atlanta wholesaler, Edward A. Jennings (Chattanooga Mag. Co. of 1220 MC Callie Avenue, Monday, February 3rd - Chattanooga - one day stop and visit with wholesaler, and check of 5 stands.  
Tuesday, February 4th - Nashville - overnight stop for check with wholesaler in connection with further preparations on March issue. See attached letter to Melvin Lewis. Note: new address for Capitol News Agency, which is 138-140 Fifth Avenue-South, Nashville, Tenn..  
Wednesday and Thursday-February 5th and 6th - Evansville, Indiana-wholesaler the Loge News Co. - 310 North West 8th Street, Evansville.  
Friday, Saturday, Sunday, Monday & Tuesday the 7th-11th - St. Louis - Pierce Building News Co. - 2206 Locust St.- St. Louis, Mo..