

MEMORANDUM

TO: MR. J. A. BROUGHTON

CC: MR. R. O. STEWART

FROM: MR. D. S. JOHNSTON
DATE: DECEMBER 13, 1977
SUBJECT: CALIFORNIA TRIP REPORT

Frank M.
JK Agency
CP

Recently, Wally Hultman of ZML, made a field trip to the California area. He makes these field trips from time to time to keep current on the retail marketplace, activity of the competition, and the tools and sales aids that our Sales Force is using. Attached is a copy of his trip report from his most recent experience in California which I think you will find of interest.

I have a separate copy for follow-up use in the areas affecting Sales Operations.

D.S. J.

/gl