

E. S. BARBER HEADS TRADE ADVISORY FIRM

Leading North Shore Man Organizes
Firm of Earle S. Barber and
Company "Trade
Councillors"

Earle S. Barber, of Winnetka, who recently resigned as Director, Sales and Advertising Manager of Alfred Decker & Cohn, makers of Society Brand Clothes, has engaged in business as Earle S. Barber & Co., "Commercial Councillors," with offices in the new Wrigley Building. They will cover the various branches of business and will also maintain a sales organization for obtaining distribution and maintaining efficient representation in five states—Illinois, Indiana, Iowa, Michigan and Wisconsin.

"As Commercial Councillors," says Mr. Barber, "we will serve in advisory capacity in the upbuilding of distribution, as well as being in a posi-

tion to take up the problems of other departments, even to complete re-organization if necessary. The territory embraced for operation of our own sales organization is not only possibly the greatest potential market, but the key of influence to national distribution. We plan to enlarge our service later to include representation in a national way in all major cities and the respective adjoining territory through branch offices."

Mr. Barber will confine his efforts to consultation and the laying out of general sales programs in conjunction with the manufacturer and advertising agency, while the selling organization's co-operate, will be under the direction of C. E. Hayes as distribution for many manufacturers in this territory in conjunction with his work in the Merchandising service and the National Advertising division of the Chicago Tribune.

Mr. J. A. Vail of Evanston, formerly Chairman Board of Directors of the Maxwell Motor Company, and previous to that, General Manager of Fairbanks Morse & Com-

pany is vice-president and will concentrate on production problems. During the war Mr Vail served the Government as Production Engineer of the Ordnance department.

To organizations whose distribution plans are more or less established, they offer their services in an advisory and executive capacity without interfering with or disturbing house policy or their present selling organization.

On the advisory board of the company, in addition to Mr. Barber, are

Harry Merrick, president of the Great Lakes Trust company; Alfred Decker, president of Alfred Decker & Cohn, Inc.; Stanley Rich, of Chapman, Cutler & Parker, Lawyers;

Arthur Anderson of Arthur Anderson Company, Accountants; A. B. Conover, treasurer, John A. Roebeling's Sons Company, and J. A. Vail, vice-president.

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Sundaes with crushed fruits			22c
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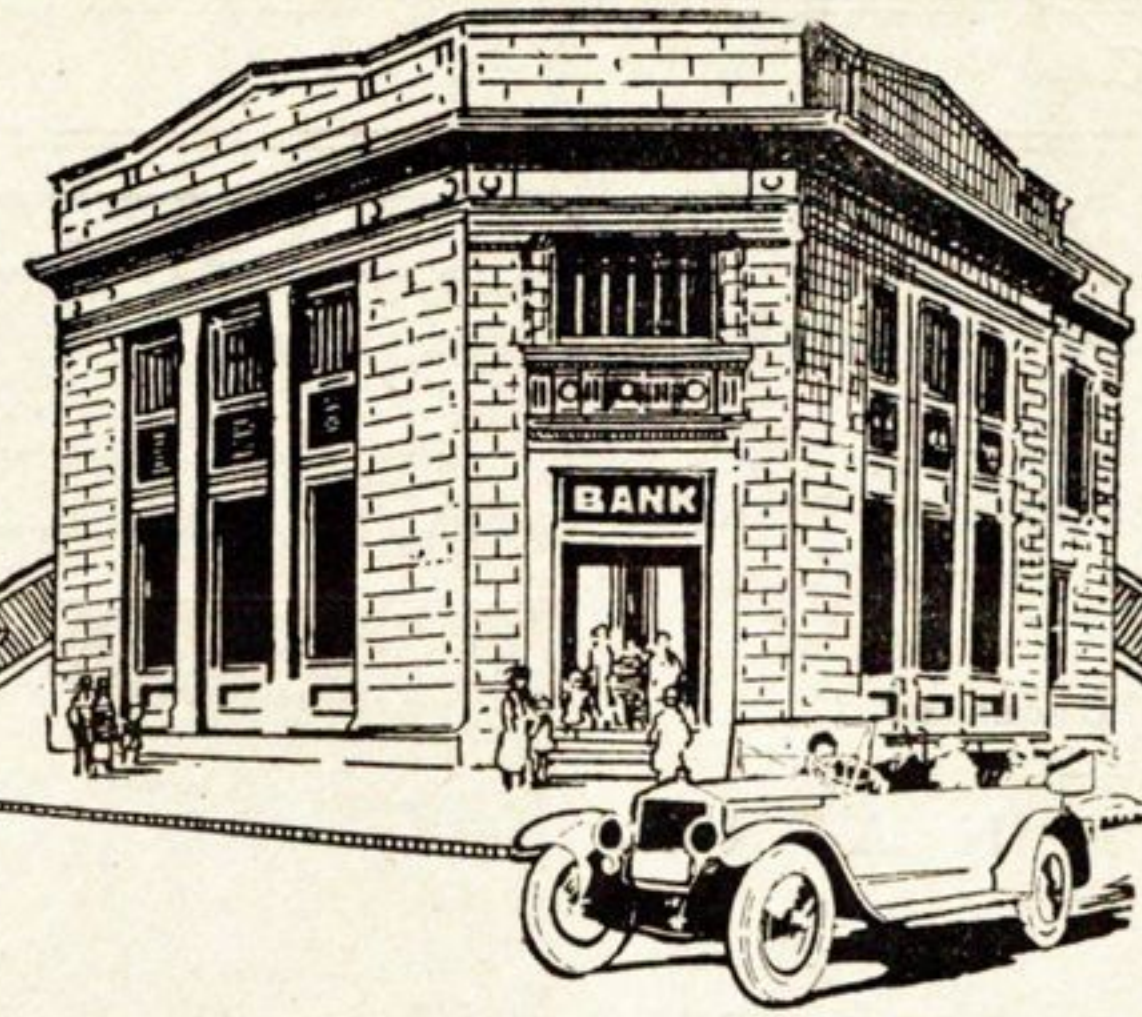


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