

April 8, 1941

Report of the Sub-committee on Promotions

Mr. Brockway, Dorothy Coffin and Judith Knapp met on Monday, April 7 to discuss possible ways of educating the Community as regards the Store and the Store Board. It appears that there is a general tendency for members of the Community to take the Store for granted and never consider the people and the work that they do behind the scenes for their benefit as consumers.

The following suggestions were made:

1. Teas given by the Store Board in the Carriage Barn at the beginning of each term.
2. Factual posters about the store in prominent places.
3. Lecture about cooperatives in general.
4. Auction conducted by the Store Board.
5. Study of the correlation between the sales of cigarettes and periods of more or less strain, ~~te-b-e-~~ the results of which to be issued to the community at large.
6. Katrina Voorhees newspaper article which she is writing for the Christian Science Monitor to be published in the Silo.

Though ~~all~~ of these suggestions are quite different from each other it was thought that in some way, if carried out they would help to remedy the situation.

Dorothy Coffin