

Reorganization March 31, '58

(1) New Dept: "Prod. Control Dept" - W.W. Simmons

will report to gen. manager directly.

- responsible for compiling 5 yr. plans & 1 yr. plan.

- break "log-jams" in products, - control functions -

- will take "area planners" - do Carl Gornath's group, publishing,

(2) Prod. Planning ^{will} ~~for~~ Marketing Programs reports to Charlie Benton,

(a) - prod. planning - a mgr. will be set up in Wh. Pl.

- { 3 lab depts,

{ 4th new dept "Mkt. Level" dept" at Wh. Pl. - systems oriented,

similar to area planners. - not lab. directed, 5 yr. time scale

(b) Unit Records - Spalding

Inter. Medicine - Norton

Large Medicine - Kenney

Mkt. Res. - Ware

Special Products - Lovell

Sales planning ?