

THE LOWE BROTHERS COMPANY

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INTER-OFFICE CORRESPONDENCE

TO W. R. Sieplein - Cleveland

DATE August 25, 1932.

FROM D. A. Kohr

REPLYING TO LETTER DATED Aug. 24

COPIES TO

SUBJECT Lowe Brothers History

In the same mail with your letter we received a letter from Mr. Mack asking for the same information.

I have written to Mr. Mack as per enclosed copy and believe the information I have sent him will be sufficient for you to familiarize yourself with the history of our Company.

As stated to Mr. Mack, these records are from our files and we would like to have them returned to us after they have served their purpose.

Da Kohr

DAK-REM
Enc.

R. J. Mack , Mgr. Mailing Dept. - Cleveland

August 25, 1932.

D. A. Kohr

Aug. 24

Mr. Sieplein

History of The Lowe Brothers Company

In accordance with your request, I am sending you a talk prepared for one of our conventions by Mr. Zehring in 1921. Mr. Zehring is now our Sales Manager but at the date the talk was prepared he was our Assistant Sales Manager.

In addition to the above I am sending you some pages from a record prepared by Mr. Girriel when he was connected with our Company a couple of years ago. These pages bring the history pretty well up to date, but I am sorry to say the subject matter is pretty well mixed up with various brands of hot air and sales promotion stuff that would not be so good for your purpose. I think, however, it will enable you to get such facts as you will need to bring the account up to date.

Inasmuch as these papers are taken from our files, I will appreciate your returning them to me when they have served your purpose.

DAK-REM
Encs.

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November 7, 1921.

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CONFIDENCE

The word Confidence is doubtless one of the most important words in use. In religion it is synonymous with faith. In governmental affairs it forms the very basic principle on which governments exist and succeed. It is the very foundation of love which is "the greatest thing in the world".

In connection with the Paint and Varnish business as conducted by The Lowe Brothers Company - Confidence is the basis on which our leaders have worked from the very beginning. In my opinion there are three great divisions in this business under which Confidence must be the chief support - if we continue to grow steadily larger and stronger year after year, viz, Making ability, Selling ability and ability to establish and maintain Confidence in our goods and methods with dealers and users.

For the benefit of new members of our force I am sure a bit of the Company's early history will be interesting. Our associates of years standing will not tire of hearing again a brief outline of early experiences during which the Company built a clientage on Confidence which has ever been its chief asset. Fortunately I was able to locate a copy of The Little Blue Flag published in December, 1902 as the Fortieth Anniversary Number, just nineteen years ago this month, making our Company fifty-nine years old at this time. At the top of the first page of the number I find under

"Dates to be remembered"

1862 - Stoddard & Co. Paint, Oil and Varnish Makers
1872 - Lowe Brothers - Paints, Painters' Supplies & Paint Makers
1883 - H.S. Liquid Paint Manufacture begun
1893 - The Lowe Brothers Co. incorporated
1897 - Exclusively Paint Manufacturers
1902 - Three Branches in three leading Cities.

This business was founded by Mr. Henry C. and Mr. Houston Lowe, both of whom had prepared themselves in college for an active mercantile life. Mr. Henry C. was a graduate of Williams College in Mass., in the General College Course. Mr. Houston Lowe, a graduate from the Sheffield Scientific School of Yale. Mr. Houston Lowe became associated with Stoddard and Co., which had

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been founded in 1862 and in September, 1872 he with his brother Henry C. Lowe, purchased the Paint Store of the above firm under the name of Lowe Brothers. The business had not been profitable and prospects were none too good for the new firm. By devoting their best energies, however, to the business (a characteristic throughout all later years) the store became profitable and the volume of trade greatly enlarged. That was before the day of mixed paint - when the house painters mixed all colors from a lead basis and supplied their customers with such small lots of the mixed paint as they desired. Coach Painters ground their own colors in small iron mills. Some painters boiled their own oil, made varnishes and mulled putty.

The Company employed one salesman and a comment by Mr. Henry C. Lowe on his work some years later was "Mr. Bain made a marked success by his efforts, especially in the sale of brushes, linseed oil and white lead." In a few years, mixed paints were introduced and the Company supplied themselves from a New York Manufacturer. Mr. Houston Lowe, realizing the weakness of White Lead, reduced with Linseed Oil as a paint, and seeing with his brother some promise in the business of mixed paint, he began study and research with a view of making a paint that would be an improvement over lead and oil. The warehouse in the rear of the paint store at 134 E. 3rd St. was converted into a paint mill and in the year 1883 the manufacture of H.S. Liquid Paint was begun. The success was modest for some years and at times was fraught with many discouragements. Backed by a determination to know the paint business and know it well, and realizing the value of concentration, the Company disposed of the jobbing business and devoted their entire energy and thought to the manufacture and sale of H.S. Paints and finishes. About 16 years ago, a varnish plant was added on the present site of the Varnish factory and this action marked one of the most important steps ever taken by the Company.

Mr. Henry and Mr. Houston Lowe throughout their entire business career had the disposition to surround themselves with men and equipment as the development

of the business required. They always expressed great pride in the selling force as well as the making force and with full Confidence in one another the business grew rapidly compared with former years. Branches were established until they numbered five in addition to the large Central District of the nine states handled from Dayton.

Unfortunately, Mr. Henry C. Lowe was called by death on July 4, 1909 and his loss to the Company was not alone that of its President and business promoter but a counsellor, advisor and friend of all members of the firm, its employees, salesmen and many of its dealer agents. Those of us long enough connected with the Company will recall the closing of the 40th Anniversary General Sales Convention at Dayton over which he presided. This session was held across the street at the Church and attended by all the Company's employees, as well as the entire sales force. A silk flag was presented by the employees. Mr. Lowe was visibly affected when he accepted the gift and remarked that the Company, its business and all its employees formed one great living organization that he loved above everything else. He also expressed the hope that we were building up something more than a mere money making machine, a business in quality products conducted on high principles that would hold indefinitely the Confidence of its customers and form a living monument to endure many years after present owners had passed away. In his closing remarks he repeated his motto "Do your work the best you can and be kind".

Mr. Houston Lowe felt the loss of his brother deeply but undaunted in spirit he succeeded to the Presidency and General Management, assisted at Dayton by such men of our present force as Messrs. John Lowe, Kohr, Currigan, Bedrowsky, McFadden, Parrott and others. Mr. Houston Lowe was naturally of an aggressive nature and while not strong physically, he was a deep student, a careful reader and possessed a mind that was active toward all the best interests and progress of the Company. During previous years through his patient study and experiments in the theories and problems of paint and varnish making, he mastered the subject

second to no expert in this Country. As you Gentlemen go through the factory while here, you will see the roof tests on top of building No. 4 which he instituted and in which he always took great interest. Here all of our products have been exposed to the elements in a practical way and have won the Confidence of their makers by proving their worthiness to be marketed under the Little Blue Flag. You will also see, as you go through the plant, a well equipped laboratory in which all raw materials must be approved before shipments are accepted. Modern Machinery of late design will be noticed throughout the factory and every equipment necessary to assure efficiency.

You men who knew Mr. Houston Lowe will remember the many admonitions and the good advice he gave us not only on subjects pertaining to the business but on things pertaining to our general welfare from which we were all benefited. He delighted to teach others and in his instructions to salesmen he would often say - "We should all be teachers". I take pleasure in reading a paragraph from stenographic notes taken from one of his talks at a sales convention held in the summer of 1919:-

"Keep in mind the thought that your business is to sell. Sell what? Ideas of beauty, preservation, economy in labor, time or material, by means of the service that can be rendered by our products. Our paints and varnishes are merely the means by which the ideas can be made manifest, that is, materialized."

Mr. Lowe's sudden death while in Florida in February, 1920 came as a distinct shock to every member of this organization and were it not for his own and his brother's foresight during previous years when making, selling and distributing forces were planned we would be far from the prosperous and growing concern that we are today.

Just a word about our present organization, among whose members are men that have been with this Company for ten, fifteen, twenty, twenty-five and thirty years.

Mr. John Lowe, our President, now on the trip of trips for every fortunate man, a wedding journey, has proven himself the leader for which he had such splendid training. Mr. Kohr, our Vice President and General Manager, has come up through the ranks of Chemist and factory Superintendent to his present high position. Mr. Currigan we all admit and know from experience is a good guardian of our treasury - his credit accounts are good risks. Mr. Bedrowsky, our Factory Sup't. and Mr. Fasig, the foreman, in cooperation with the general management, carry more combined knowledge of paint and varnish making than any of our competitors have in their organizations. Prof. McFadden, our Engineer of Test, in addition to having General Supt. of Laboratories, is most competent in his work. Mr. Harries, our Purchasing Agent, compiles market information regularly. We buy raw materials intelligently and oft times to greater advantage than some larger concerns. Mr. McCutchen, General Sales Manager, you will all agree, can think more rapidly and more constructively and has more energy than any man of his size in the universe. Mr. Graham, Head of the Advertising Department, reaches his conclusions by logical reasoning and his judgment is respected by all. I know that the Dayton organization is proud of its District Sales Managers and their respective groups of salesmen. Our Division Managers have added much to our Sales strength during the past few years. Mr. Campbell's work in cooperation with all Division Managers will also give added prestige. Gentlemen, we have much to be proud of and yet more to do, therefore, we should dedicate ourselves anew at this time to faith and Confidence in our Company, its products and in ourselves that we may be worthy representatives of The Little Blue Flag and all that it means.

A few years ago one of our successful representatives well remarked at a General Sales Convention that "it took a high standard man to sell High Standard Paint". This fact, it seems to me, is more important today than ever before for the reason that quality in salesmanship has advanced. The old time

salesman who sold goods largely on personality and low price is seldom seen these days. Fake salesmen are fewer in number and the profession is now a recognized necessity in all lines of dependable merchandise. I have little faith in the kind of salesman of whom it is said "He is a good salesman but you cannot trust him, there are strings tied to many of his deals, he imposes on the Confidence he first wins from his customers when he helps make up the opening order." I have sympathy for the salesman of whom it may truthfully be said - "He is a good salesman - makes fine agency connections - holds the Confidence of his customers - is honest- but for that one fault he cannot succeed as he should in our Company". There is hope for such men - they may drop their short comings but there is little hope for the salesman you cannot trust. The Lowe Brothers Company have always considered their reputation more valuable than money and a moral obligation to customers as binding as a legal one - As salesmen, therefore, we should so conduct ourselves that we may win and hold the Confidence of customers and emulate the example of our worthy predecessors.

A notice of growth by scale during a period of twenty years based on floor space used and make necessary by the expansion of the business is interesting. 1900 - 47675; 1903 - 55375; 1904 - 69965; 1908 - 87765; 1911 - 132801; 1913 - 138928; 1919 - 153053; 1920 - 223871. Branches - 126490 Sq. Ft.

You are all aware of the general movement to make 1922 the greatest paint and varnish year. We are in great sympathy with this movement and we want to help all that we can by making it the greatest Paint and Varnish year that The Lowe Brothers Company ever knew. To this end, our Sales Force must win the Confidence of more good new H.S. agency connections than ever before - nothing counts so much for business increase as good new accounts - Competition has made possible a wonderful opportunity for us to "cash in" on the quality

of our products and the personality of The Lowe Brothers Company. You will hear the details of this from Sales Talks that will follow during this convention, I am sure.

As a sales force for the Lowe Brothers Company, I believe the time is here for each man to make a very careful analysis of himself.

Have I faith in this Company and the quality of its products?
Have I knowledge of our line and proposition so I may present
our agency offer forcefully?
Have I Confidence in myself and in my ability to inspire and
hold Confidence in others?
Am I willing to work hard?

This convention is planned to help every member of the force selling H.S. Products grow stronger on each of the points just mentioned, and we want your assistance during this meeting.

With disposition and Confidence on the part of all of us as it should be, everyone will attain greater success.