

MINUTES OF ADVERTISING EXECUTIVE COMMITTEE MEETING

Date: September 29, 1936
Time: 2:00 P.M.
Place: Conference Room - Downtown Office
Present:

Mr. Adrian D. Joyce
Mr. R. H. Horsburgh
Mr. R. W. Levenhagen
Mr. Dwight P. Joyce
Mr. W. J. O'Brien
Mr. P. L. Lotz
Mr. Andrew B. Meldrum
Mr. J. Fowarith
Mr. C. A. Kroening
Mr. E. W. Clark

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The purpose of this meeting was to discuss the National and Trade Paper Advertising Program for 1937.

Six suggested layouts of ads to be used in a continuation of the present institutional advertising program were shown.

One of the six ads with the heading "In Commodore Perry's Strange Cargo" was approved for use in December. It was decided that this first ad in the new 1937 series will be run in four colors in TIME, FORTUNE, and NATION'S BUSINESS. The finished art work and copy are to be presented for final approval at a later date.

Several schedules for institutional advertising were discussed and it was tentatively decided that in 1937 there will be a series of nine ads run in four colors in FORTUNE, TIME, and NATION'S BUSINESS. A definite decision on this and the balance of the ads will be made at a later meeting.

A presentation was also made of suggested Glidden product ads to be run during 1937. In this proposed series of ads the new idea of Time-Tested products was introduced. The series as presented called for one 2-page ad solely on the Time-Tested idea, one 2-page ad combining the Glidden story and the Time-Tested story, and four 2-page product ads in which the Time-Tested story was also carried. A schedule of the product ads was presented which called for the series of six ads mentioned above to be run in SATURDAY EVENING POST, COLLIER'S, GOOD HOUSEKEEPING, BETTER HOMES AND GARDENS, SUCCESSFUL FARMING, and HOLLAND'S--the same publications as used in 1936.

After looking over the series of ads, it was decided that the product ads were satisfactory, but that not enough advertising had been provided for putting over the Time-Tested story.

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As a result, Holdrum & Fowsmith were instructed to work up three additional 1/2-page ads on Time-Tested in addition to the one presented for submission at a later meeting. Holdrum & Fowsmith were also instructed to lay out the same four ads in full page size, so that they should be given consideration. New schedules on this increased quantity of ads were to be worked up for later presentation. It was also suggested that some consideration be given to the addition of other publications to the list of the six mentioned above.

It was felt that the Time-Tested idea was worthy of some strong promotion--particularly in view of the fact that for the first time, Affiliated Companies could feature the fact that they were advertising their products in national publications. Proofs of the Time-Tested ads could be carried by each Affiliated Company salesman as well as by the Glidden salesman.

Suggested trade paper ads were also shown. No definite decision was reached on these ads further than to agree that ads should be prepared immediately for November publications, such as HARDWARE AGE, HARDWARE RETAILER, etc.

As soon as the Time-Tested idea is announced nationally, it is planned to incorporate Time-Tested advertising in the trade paper ads.

An advertising budget for 1937 was ready for presentation, but it was decided to defer it until the later meeting, when the new schedules are considered. A suggested campaign for industrial advertising was also ready for presentation, but it was decided to defer this also until the later meeting.

The question of the standard signature for "The Glidden Company" name came up for consideration. The new color cards were inspected and compared to the old cards and it was finally decided that the type of signature used on recent Glidden color cards should be adopted for regular use where "The Glidden Company" name appears.

There being no further business to come before the meeting, same was adjourned.

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