



CITY Cleveland
SUBJECT Age of The Glidden Company

DATE 11-7-29

FOR MR. F. J. WONDERS
Advertising Manager

ANSWERING LETTER OF

F. J. W.
NOV. 8 1929

Dear Mr. Wonders:

Several times recently in various advertising we have had occasion to state that The Glidden Company was approximately three-quarters of a century old. A letter has just come to the writer from Mr. M. F. Emrich stating that The Glidden Company was actually founded in 1875. This would make the Company approximately 54 years old.

It seems that the original Mr. Glidden was a paint salesman in Cleveland for a number of years before he actually founded The Glidden Company. This probably has lead to the belief that the Company was founded in the year 1850. As a matter of fact, several times in the past we have published in our literature the year 1850.

~~It is~~ suggested that in advertising in future we will find this information of value.

Very truly yours

R. J. Fairburn
Industrial Sales Development

PW

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