

ADVERTISING MERCHANT SALES COMMITTEE MEETING

Date: October 21 & October 23, 1936
 Time: 3:00 P.M. 9:30 A.M.
 Place: Mr. Dwight P. Joyce's Office
 Present:

Mr. E.W. Clark
 Mr. P.L. Lotz
 Mr. L.A. Radloff
 Mr. L.L. Storey
 Mr. Dwight P. Joyce, Chairman

The meeting was called to order at 3:00 P.M. on October 21 and resumed at 9:30 A.M. on October 23.

While the advertising program for 1937 was accepted and approved at a meeting with the Executive Committee on July 13, 1936, the purpose of this meeting was to check all details carefully to be sure that everything had been taken care of or was having attention and would be completed in time for the sales meetings as scheduled.

SALES CONVENTIONS

Mr. Dwight P. Joyce advised that a definite program and schedule for the Sales Conventions has been made and approved by the Executive Committee. The schedule is as follows:

<u>At</u>	<u>Present</u>	<u>Dates</u>
Cleveland, O.	Cleveland Buffalo	Forest City Toledo Nov. 5-6
Reading, Pa.	Long Island City Reading Wilkesbarre Baltimore	Boston Scranton Binghamton Nov. 9-10
Chicago, Ill.	Chicago Merchant Sales	Nov. 16-17
Minneapolis, Minn.	Minneapolis	Nov. 23-24
St. Louis, Mo.	St. Louis Knoxville	Evansville Dec. 3-4
New Orleans, La.	New Orleans Birmingham	Atlanta Florida Stores Dec. 7-8
Dallas, Tex.	Texas Stores	Dec. 10-11
Toronto, Ont.	Canadian Division	Dec. 28-29
San Francisco, Cal.	Pacific Coast Division	Jan. 7-8

Each meeting will be attended by Messrs. Dwight P. Joyce, P.L. Lotz and E.W. Clark, with the exception of San Francisco, which meeting will be conducted by Mr. Dwight Joyce. It was also requested that those of our senior executives who can do so, arrange to attend each of these meetings. In addition, Mr. Lloyd L. Storey will attend the meet-

ings in New Orleans and Texas where members of our Stores staffs will be in attendance.

LETTERS OF INSTRUCTION TO SALES MANAGERS

Mr. Lotz was requested to write a letter to all Sales Managers advising them of the arrangements that will have to be made to properly conduct the meetings. This letter is also to call the attention of the Sales Managers to the fact that the Convention may extend into the third day instead of two as planned. It is also to be made clear that meetings are to start and close at a definite hour each day and that there are to be no evening sessions. It was felt that the time in the evening could be taken up by those conducting the meetings in answering individual questions that might occur to the representatives rather than having the meetings interrupted by discussions pertaining to individual problems.

1937 SALES PORTFOLIO

Mr. Clark advises that the portfolios will be ready for distribution to the salesmen at each meeting.

OUTDOOR ELECTRIC SIGNS

The matter of selling prices of these signs to agency connections was discussed at length and it was decided that these signs will be billed at 50% of their actual cost to our customers, the large sign at \$54.50 and the small one at \$29.50. The fact will be emphasized that we can only accord our dealers these unusually low prices because of the quantities in which the signs themselves will be purchased.

The large sign, purchased as a separate unit by a dealer, would cost him \$180, while the smaller sign has a value, in single units, of \$90.

The price on the large sign is F.O.B. Buffalo or Kansas City - on the small sign F.O.B. Cincinnati, and the agent will absorb the freight and erection charges.

It was reported that the cost of the operation of one of these signs is 2¢ an hour at the highest rates for electricity and that an average cost per day is 10¢.

INDOOR ELECTRIC SIGNS

It was decided that the indoor electric sign for window display purposes will be sold at \$2.00. Our cost is \$3.29. This price is F.O.B. Minneapolis and inasmuch as all shipments will be made direct from the factory the customer will be charged with the postage. Signs are available for Glidden and all Affiliated Companies, except Certain-teed.

"TIME-TESTED" TRADE-MARK

This trade-mark, as approved by the Executive Committee, is being incorporated into all new Glidden labels. A study has also been made of all subsidiary labels with the view of immediately imprinting this same trade-mark in spaces decided upon.

GLD007323

Stickers are being made by the Advertising Department, in two sizes, to fit on the lids of all our round cans and to be affixed to the square cans. These stickers are to be put into use as soon as they are ready and used until such time as the label carries the new insignia.

It was decided that when that point in the institutional section of the presentation is reached where reference is made to the Time-Tested insignia that it should be explained that this insignia is the result of years of thought to find a means of nationally advertising the products of the Affiliated Companies as well as The Glidden Company. This insignia is also to be dwelt upon further in that part of the program pertaining to National Advertising.

"AGE OF COLOR"- "COLOR HARMONY" BOOK DISTRIBUTION

To Agents

It is planned to give one "Age of Color" book, in the form of a counter book, which will contain the Color Harmony story, the complete Products story, and the Architectural Specifications section, together with pages carrying all color chips, to each Glidden Agent, without charge. Similar books will be prepared for Heath & Milligan, Wilhelm and the T.L. Blood Co. Our other organizations have sufficient of the old style counter books on hand to take care of them for some time to come, and to the Agents of those organizations we will supply the affiliated "Color Harmony" book with an abbreviated products story and without the color chip pages.

All additional "Age of Color" or "Color Harmony" books will be sold to our Agents at a cost of \$2.00 each, regardless of whether these books are for their salesmen, for store use, or for distribution to customers. A suggested plan will be prepared for submission to these dealers, incorporating suggestions as to how they can profitably capitalize on such investments as they will make in these features.

To Painters (Established) Direct

On the painter direct business we will authorize the granting of one of these features to any painter customer who has purchased in excess of \$300.00 worth of material from us during 1936 and whose business we continue to enjoy in 1937. In estimating these purchases Lead in Oil, Turpentine, Linseed Oil and other unmanufactured sundries are not to be included. Each order for a book is to carry the Sales Manager's approval.

To New Painter Customers

This book will be billed to all new painter customers at \$2.00 each and a credit will be rendered covering it to each purchaser when his total purchases, during 1937, exceed \$300.00.

It was recommended that the "Age of Color" book be referred to in all advertising appearing in painters magazines. These same ads will offer the Master Painter's Handbook without charge.

To Architects

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The "Age of Color" book is to be sold to the architect at \$2.00. A small 26-page Glidden Architectural Specifications Book will be given to this same man without charge. It must be delivered personally by the sales-

man who contacts the architect.

It was recommended that reference be made to both the Architectural Specifications Book and the "Age of Color" book in all of our advertising in such architectural journals as we may use.

A letter is to be prepared by the Advertising Department that will properly acknowledge requests received for the Specifications Book. In this letter further reference is to be made to the "Age of Color" book and its \$2.00 cost.

SPECIAL ORDER BLANK

Mr. Clark was requested to prepare a form of order blank applying to the "Age of Color" book and incorporate in it all details to enable our Sales Managers and his department to promptly pass upon such orders. This blank is to provide for a space showing the class of customer, purchases, as well as terms of sale.

SMALL "AGE OF COLOR" CONSUMER BOOK

A small 32-page "Age of Color" book is being prepared for dealer distribution to paint prospects. This book will be sold to dealers at a cost of 2¢ each, including postage on books to dealers, minimum order 100. Both books and envelopes will be imprinted with the dealer's name.

A small 16-page "Color Harmony" book is being prepared for the Affiliated Companies and likewise will be sold at 2¢ each.

LINOLEUM VARNISH PROPOSITION

It was originally planned to offer the Speedoleum Proposition in combination with an applicator at 79¢. It was decided at this meeting that this offer should be advanced to 88¢ for the quart of Linoleum Varnish which, plus 21¢, the cost of the applicator, totals \$1.09 for the combination.

WRITTEN PRESENTATION

It was decided that at the present time there would be but six preliminary copies of a presentation prepared. These copies would be used by our executives in making their presentations during which time careful notes will be made of any suggestions that are offered during the course of the Sales Conventions. These suggestions will then be incorporated into a complete presentation so that members of all of our organizations can have the benefit of the thoughts and ideas of the entire organization on how the 1937 program can best be presented.

PROGRAM OF PRESENTATION

Following are the preliminary plans for the presentation of the program:

Dwight P. Joyce

Opening the meeting and preliminary remarks.

Explanation of the portfolio and presentation of the institutional section.

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P.L. Lotz

Outline of the plans, review of last year's program and the

presentation of the 1937 program up to the section pertaining to the "Age of Color" book.

E. W. Clark

Explanation of the development of the "Age of Color" idea and the associated books like the Master Painter's Handbook, the Color Harmony Book for schools, offices, etc., and the Architectural Specifications Book.

P. L. Lotz

How to sell the "Age of Color" book.

P. L. Lotz and E. W. Clark

At this point there will be intermittent explanations of our proposition -- Mr. Lotz explaining our special offers and Mr. Clark explaining the advertising features that tie up with each one of them.

E. W. Clark

National-Trade Paper advertising programs and schedules.

REHEARSAL

Mr. Dwight P. Joyce asked that we conduct a rehearsal of the presentation of this proposition on Wednesday, November 4, on the third floor of the office building, to which there will be invited department heads, included among whom should be Messrs. J. A. Peters, C. L. Cole, H. W. Caton, J. O. Kaser, J. H. Weeks, G. H. Mutersbaugh, R. H. Sheppard and R. I. Hollis.

The purpose of this meeting is two-fold; first, to acquaint those members of our organization who do not have sales contacts, with our Merchant Sales Proposition and to receive the benefits of any criticism they may have to offer.

It is also planned to use this rehearsal as a means of checking the time to determine just how long the actual presentation will take in regular sessions.

INVENTORY OF ADVERTISING FEATURES

The members of this Committee are to review all of the Glidden advertising features, their values and inventories, a display of which has been set up by the Advertising Department on the top floor of the factory office.

AFFILIATED PRESENTATION

The Affiliated Presentation will follow directly after the presentation of the Glidden Plan. It was the feeling that more time should be given to the Affiliated Presentation this year because there is a more definite plan to be presented than heretofore.

CERTAIN-TEED PROPOSITION

The Certain-teed Proposition will be the third plan to be presented and Mr. Clark advised that a portfolio covering this proposition is being made and that it will incorporate a handbill featuring a

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14 Varnish Sale, two small newspaper advertisements on a 50/50 co-operative basis, a Capex window background, window banners and a book illustrating electros of newspaper ads for dealer's selection to take care of such advertising as they may want to run at their own expense, aside from that provided for in the proposition itself.

Mr. Clark was requested to make a display of all available Certain-toed advertising at each meeting.

CERTAIN-TEED COUNTER BOOKS

Mr. Clark explained that our supply of Certain-teed Counter Books is practically exhausted and it is recommended that for the time being we prepare a loose leaf folder, where necessary, in which color cards will be mounted.

SPRAY-DAY-LITE PRESENTATION

Mr. Lotz was requested to get in touch with Mr. Thompson on the Spray-Day-Lite presentation and to be sure that it will be possible for Mr. Thompson to attend each of our Conventions as scheduled.

LARGE CARDS FOR SALES MEETING PRESENTATIONS

In view of the small size of the cards in the portfolio it was thought best to have enlargements made of these cards for use in presenting the 1937 proposition at meetings. The cards are to be made large enough to be seen by all representatives attending the meetings. Photostatic enlargements will be made.

COLORED WAX

Mr. Dwight Joyce read a letter from Mr. Z.G. Peck in which it was recommended that our Floor Wax be offered in shades of Light Oak, Dark Oak, Walnut and Mahogany and be sold to our trade for both floor and furniture work. The Advertising Department was requested to prepare a label as well as a suitable counter display for this line of material at once.

It is the plan to present this new proposition at our Conventions and in conjunction with it also present the colored automobile wax.

CONCLUSION

There being no further matters to come before the Committee the meeting adjourned at 11:30 A.M. October 23.

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