

GLIDDEN

CITY Cleveland

DATE June 3, 1926

Mr. O. A. Hassa

For All Regional Directors,
Sales Managers and
Merchant Salesmen

SUBJECT SALES

ANSWERING LETTER OF

(Staff at Headquarters)

At just this time it is of vital importance to the Greater Glidden Organization and to everyone of us individually that we take full advantage of the unusually favorable conditions that exist the country over. We have had a decidedly backward spring, weather conditions generally up to this time have been unfavorable for outside painting but in spite of that factor our sales organizations have made an enviable record. For the past few weeks conditions have been ideal for painting and every indication points to an exceedingly active spring and summer.

Our organization has developed a tremendous consumer demand through its extensive advertising program during the past six months and it is vitally important that our sales organization in all its branches make every day and hour count from now on in actively taking advantage of the potential market that has been developed during the past six months. To put it concretely, our harvest time has been delayed but is now upon us and we cannot too strongly urge that our representatives make the most of their present opportunity.

We have waged an active campaign on ZINC-O-LITH, RIPOLIN and LACQ and have just placed in your hands new ammunition for further expansion in our new product, LEAD-O-ZIN. We will have in your hands within a very few days another new product, MOTOR LACQ, which product in brushing consistency will be a great improvement over any automobile brushing lacquers marketed by any of our competitors up to this time. Full information on this new unusual product will be shortly bulletined.

With our splendid lines of house paints, varnishes, enamels, ZINC-O-LITH, RIPOLIN, LACQ, MOTOR LACQ and LEAD-O-ZIN we have left no loopholes and it is the duty of everyone of our representatives to make up for lost time during the next five months. The sales organization which is most active during June and the summer months will reap the greatest harvest and we are counting solidly on the Greater Glidden Organization representatives.

Due to the delayed spring we feel it absolutely necessary for our representatives to delay their vacations beyond the usual period and further advice relative to the vacation period will be sent you as soon as is consistent.

Let us all put our shoulders to the wheel, particularly during the months of June and July and demonstrate the real ability of the Greater Glidden sales organization.

Counting on your personal support in this direction, I remain

Yours very truly,

GLD 041168