



The REARDON Company, 7711 Page Ave., Saint Louis 33, Mo.

A memo of interest --

At the start of each year, that great metropolitan newspaper--the St. Louis Globe-Democrat--invites leaders of industry to review activities in their fields.

We feel honored that Reardon's president, Herman L. Brocksmith, was chosen this year to speak for the paint industry. And since you are such a vital part of this industry, we believe you, too, will be pleased with this selection.

Even more important, however, are Mr. Brocksmith's words concerning the year ahead. Since you may not have seen this issue of the Globe-Democrat, we are reprinting this article in the pages inside.

From every indication, 1965 looks like another good year to combine Bondex products and leadership--to build profits for you!

Sincerely,

J. Mason Meyer

J. Mason Meyer
Vice President, Marketing

JMM/z

ST. LOUIS, MO. CHICAGO, ILL. LOS ANGELES, CALIF. KEARNY, N. J. MONTREAL, QUE. MINNEAPOLIS, MINN. ATLANTA, GA. SAN FRANCISCO, CALIF. SEATTLE, WASH. WINNIPEG, MAN. VANCOUVER, B. C.



Paint, Maintenance Fields Changing

By HERMAN L. BROCKSMITH, President
The Reardon Company

Scientific breakthroughs and new methods of marketing, merchandising and distribution have caused major changes in the paint and home maintenance industry. Here at The Reardon Company the accent is on product innovations and expansion.

Late this Fall we introduced a unique new product, an acoustical coating that decorates acoustical surfaces without hindering the sound properties. It is the first coating of its kind on the market nationally in ready-to-use form.

Introducing such new products is not new to our company. Back in the 1920's we introduced a revolutionary product that eventually became synonymous with water-proof cement paint, Bondex.

This one product created a growth pattern that has never stopped. Applications of this heavy duty sealer have included such major successes as the Indianapolis Speedway, Santa Anita Race Track, and U.S. Government installations at the Panama Canal, which alone required two and one-half million pounds.

A SECOND SIGNIFICANT "first" from Reardon followed World War II. It was an inside finish that colored like paint yet resurfaced like plaster . . . Dramex. It gained wide acceptance, because for the first time, old homes could be patched up and decorated in one operation.

Such important innovations have earned The Reardon Company leadership over the years, but not without some difficulties. Other companies have followed in our footsteps and now share in the benefits.

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To offset these developments, our company is now in the midst of a program to recapture a larger share of the markets. Major steps include new product development, sales and marketing emphasis, and plant expansion. We've increased our sales force by 40 per cent since mid-1964.

We've added a new laboratory and technical director and a marketing expert. This last summer our Los Angeles plant was greatly expanded in production facilities.

TOTAL PRODUCTION capacity of the four Reardon plants in St. Louis, Los Angeles, Montreal and New Jersey is some 365 million pounds per year . . . a considerable distance in time and products since 1883, when founder James Reardon Sr. established the company as a glue factory in a small plant near the St. Louis riverfront.

Industry wide in paint and home building products, there have been numerous changes in recent years in sales and marketing approaches.

Large wholesaling operations are no longer the only means of distributing. Today we also sell direct to the retail dealers—hardware, paint and lumber supply stores. No longer simply a supplier, we have become a marketing outlet with the responsibility of helping these dealers SELL.

"Educational helps" from the manufacturer for both dealers and consumers are a must today. These aids include such things as detailed product-usage explanations on labels and packaging, literature and stuffers, and counter displays.

DEALERS AND customers ask us, "What's coming up in 1965 at Reardon?" Innovations. To name a few: A major improvement in low-shrinkage joint cement for new-home, dry wall construction. A new kind of house paint for both masonry and wood surfaces. And an innovation in "self-service centers" in home improvement products for retail stores.

Above all else, our industry is concerned with motivating and persuading home owners to decorate and protect. At Reardon, the rule of thumb is: To grow, we must innovate to make people WANT to protect and decorate.

THAT'S A LOT OF PAINT

THIS IS WHY YOU KEEP SELLING
MORE AND MORE REARDON PRODUCTS!

THESE IDEAS ARE GOING TO BE REAL
BIG IN '65. WATCH FOR THEM!

 **REARDON** Company

BON - 03314



Bondex

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The REARDON Company

7501 Page Avenue

St. Louis, Missouri 63133

OTHER FINE PRODUCTS MANUFACTURED BY THE REARDON COMPANY

Bondex Waterproof Cement Paint

Bondex Quick Plug

Dramex Interior Finish

Vintex Texture Paint

Reardon's Block Filler and Primer

Resurfo Spackling Compound

Reardon's Patching Plaster

Bondex Concrete Patch

Bontone Interior Latex Paint

Crestone Interior Latex Paint

Projex Casein Paint

Bondex Basement Wall Paint

Reardon's Acoustical Coating

Reardon's "SX" Joint Cement