

MINUTES OF ADVERTISING MANAGERS' MEETING

Date: January 28, 1947
Time: 9:00 A.M.
Place: Mid-Day Club, Cleveland, Ohio
Present: Messrs. Dwight P. Joyce, J. P. Ruth, R. B. Quelos, J. M. Stadter, P. E. Sprague, L. J. Pulliam, R. G. Golseth, Nelson B. Moore, Wm. C. Roddy, N. Betzold, C. F. Marsh, J. H. Lathe, H. G. Noonan, Elmer L. Weber, T. H. Turney.

The meeting was opened by Mr. E. L. Weber who presided and welcomed the group. Mr. Weber also explained the purpose and the objective of this meeting which was a continuation of the initial advertising meeting held about a year ago. He further stressed the desire of the Advertising Department to cooperate with any and all the divisions who can utilize the services of the Cleveland Advertising Department.

Mr. Dwight P. Joyce was then introduced. Mr. Joyce added his welcome to the group and pointed out that this type of meeting was an important factor in all the divisional operations and would become increasingly important as we entered into the buyers' market. Mr. Joyce felt that these meetings and this one in particular should have five major objectives:

1. To learn what the other divisions are doing in the development of their advertising and merchandising plans. To become better acquainted so the "left hand knows what the right one is doing."
2. An opportunity to see how each division can capitalize on another division's advertising.
3. To see what economies can be effected by the pooling of efforts and ideas.
4. To discuss thoroughly the complete story of our Institutional or Public Relations Advertising Program.
5. An opportunity to learn more about the facilities of the headquarters' Advertising Department.

Mr. Joyce then covered the new Public Relations and Publicity service that has been in effect for several months in a very successful manner. He pointed out that before Mr. Nelson Moore had been acquired as our counsel the Glidden activity along these lines had never been fully organized and accordingly a very spasmodic Public Relations program was in effect. Mr. Joyce suggested that time be given to a thorough study of how Mr. Moore's operation can be made more effective by the cooperation of the group attending the meeting.

Mr. Weber then mentioned a specific instance on how economies had been obtained as a result of the cooperative effort following the meeting last year by working with Mr. Betzold of our Food Package Division, which finally resulted in an extra half-page in "Better Homes & Gardens" for the Food Division and an extra \$5,300 made available for the Paint Division's budget. At this point Mr. Weber gave the history and background of the Glidden Institutional program and covered in detail the theme behind this year's program. Also how the two Glidden Agencies were asked to submit their ideas on how they would approach the program of telling the Glidden story to the public. The interesting results of the surveys as conducted by Meldrum & Fewsmith for FORTUNE readership were also revealed.

The actual business session of the meeting in which each of the men representing different Glidden divisions presented the problems of sales promotion and advertising was preceded by general discussion of the possible use of some common insignia or trade-mark that might appear on all Glidden products so as to identify the products with Glidden. This was a carry-over of the same discussion of last year and the opinions expressed this year by the different individuals were basically the same as those of last year.

The main objection for an all inclusive identifying mark comes from the Food Divisions. Mr. N. Betzold maintains his opinion that our food products should not carry an identifying mark on the package because he believes a bad association is built in the consumer's mind by relating food products with the paint, chemical and pigment products manufactured by the Company. He pointed out that several large companies who manufacture food and who have interests in other products do not tie in the two. For instance, Gaines Dog Food is not identified with General Foods, and in the same manner Swift does not use their name in connection with the promotion of Vigoro. Also, Proctor & Gamble do not put their signature on Crisco.

Mr. Betzold was supported in his arguments by Mr. L. J. Pulliam, who made the fine point that this objection is primarily concerned with trade-mark identification on packages and not with ads. He further mentioned that all Durkee packages are well identified with the Durkee name and there has been no difficulty in selling Durkee products to other processors of foods even though these other processors know that Durkee also processes foods.

Mr. J. P. Ruth was of the opinion that such an identifying mark would be an asset to all Glidden divisions including Durkee. If it was not acceptable on the package itself, then it should be used on all stationery, ads and signs. It was brought out that present stationery does include the information that each division is a division of The Glidden Company.

Mr. R. G. Golseth believes that through the gradual education of the public to all the Glidden operations it will make it easier some time in the future to possibly consider such a trade-mark.

Mr. Wm. C. Roddy supported the arguments of the Food Divisions' representatives against the use of such a mark.

The group arrived at no definite decision in regard to this question. It is a problem requiring continuous study and discussion in subsequent meetings.

FOOD DIVISIONS

The advertising policy and program of the Food Divisions was presented by Mr. N. B. Betzold. He prefaced his remarks with a short history of how the present Durkee Food Divisions evolved into the giant that it is through having absorbed some 160 different brands of products during its early days. He pointed out that in acquiring these different products they also acquired all forms of advertising features and policies because the products had been sold individually. Immediately after being taken over by Glidden they continued to be sold in much the same manner in order to ride along with the momentum that they had established before becoming Glidden owned. With these 160 products as a nucleus it became necessary to lay plans for a common name and a common selling policy.

The Durkee name was selected as the name to be used in the promotion of all packaged food products and one by one each of the individual brands has been converted over to the Durkee label. This past year saw the last of these products, which was "Troco Margarine," finally coming completely into the Durkee fold with the name "Troco" on the label eliminated in favor of Durkee.

The transition of "Troco" to "Durkee" was very interestingly shown through a series of cartons which Mr. Betzold presented. When Troco was first acquired they merely used the same Troco carton label and had the Durkee name imprinted for identification. The next development showed the decrease in size of the Troco name and the enlargement of the Durkee name so that the two names were of about equal importance on the package. A third package then showed the Durkee name much larger than Troco and the fourth package showed the Durkee name alone on one side of the carton with the "Durkee Troco" names on the opposite side. Finally, the new package that has been developed has the Troco name eliminated entirely.

In advertising Durkee Food products the effort is spearheaded around Durkee Margarine. In the past few years these ads have been in full color in the leading papers and have done a very wonderful job in creating consumer acceptance. It was desired that other Durkee products, such as Durkee's Famous Dressing & Meat Sauce and their Spices, should also have national advertising in color, but because of the cost involved it could not be considered. The cost for running color ads on Meat Sauce and Spices would be out of line with the profits from these products, and consequently what ads did appear were small and in one color. The space was usually small and as a result the ads were placed at the back of publications among, as Mr. Betzold put it, the "itch powders" and "truss" ads.

In order to overcome this difficulty the Durkee Division devised a unique handling of the ads in which, while the primary effort was still placed around Margarine, a spot at the bottom of the ad was given to either Meat Sauce or Spices so that they could appear in color. The first of these ads was

successful and last year showed the introduction of split ads whereby the Margarine ad appeared on one side of a page while a smaller ad in color promoting Meat Sauce or Spices, usually a column wide, appeared across from it. The two ads, while being one, were separated by editorial matter.

This technique proved effective and this year has been developed further in that the Durkee ad will appear to be one complete page in color. The left half of the ad will promote Margarine and the right half will promote Meat Sauce. Down through the center of the ad is a small column of recipes and helpful cooking hints, and in this column appears an illustration of a particular Durkee Spice, which is to be promoted also. This style of ad was very effective and will certainly command wide reader interest.

Because the over-all color picture used in the ad is of very fine quality and because of the subtle arrangement of the items shown in the ad, the reader is not conscious of three different items being advertised. The ads have a great feeling of unity and were well received by all those present.

It might be mentioned here that this ad technique as developed by the Food Divisions should be considered by the other divisions when they have a parallel advertising problem to be solved.

Mr. Betzold mentioned that this year they were using the following national magazines: THIS WEEK, LADIES' HOME JOURNAL, BETTER HOMES & GARDENS, and WOMAN'S DAY, with a total combined circulation of 18,565,000. These magazines have been selected because they fit the Durkee pattern of distribution and cover 53% of the average families in this country. All Durkee salesmen are given information showing the circulation of the different magazines in their territories. This enables the men to get distribution for Durkee products in those markets where the circulation is high but where the distribution has been poor or neglected. In other words, Durkee sales effort is now pointed to securing distribution to fit the pattern of circulation to the different magazines they are using.

Mr. Betzold pointed out that these consumer ads they run also do an excellent job of creating acceptance for Durkee raw materials among other food processors.

As mentioned last year, the Food Divisions break down their advertising cost to a unit basis so they know exactly what advertising is costing them in the different markets. Most of the local advertising effort by Durkee is centered around the use of outdoor billboards in 376 towns. At one time the West Coast used spot radio but the cost was high and since has been converted to outdoor boards. They use six showings a year and with a total of 1374 boards per showing make a total of over 8,200 showings a year. This represents about one-third of the total outdoor showings of the entire Margarine industry for a year. As Mr. Betzold pointed out, the Margarine industry uses about 26,000 showings in a year. In a few markets they have 15-minute radio shows when their poster space is unavailable.

In analyzing the Durkee advertising effort Mr. Betzold made a point of the fact that consumer advertising alone will not work and that all advertising must be merchandised. As an example he mentioned that Standard Brands lost a great deal of money in advertising Chase & Sanborn Dated Coffee to consumers. They were depending entirely upon the pull of their national advertising and the follow-through in merchandising to the retailer was weak. As a result, this particular promotion showed a decided loss to their company.

He also mentioned that during the war years many salesmen had developed bad selling habits. These habits must be corrected and it is the Durkee Food Divisions' intention to get back to old-fashioned selling, which will require:

- 1 - Getting the men out to work early.
- 2 - Organizing routes so as to eliminate what they term "pretzel routing."
- 3 - Closing their gaps in distribution.

The success of merchandising effort depends on the dealer's effort and interest at the point of sale. He must be depended upon to get up and keep up displays and advertising as well as having attractive displays of stock.

He pointed out that during the war grocery merchandising showed a trend in favor of the independent over the chain and supermarket because the independent could give service of a more personal nature during the months when there was a scarcity of foods. However, since the war, there is a decided trend toward the chain and supermarkets because these outlets have reduced prices on foods which the independent has tried to maintain at a higher level. He mentioned in this respect that about 17.6% of the grocery outlets do 63.7% of the business.

PAINT DIVISION

The advertising program of the Paint Division was presented by Mr. E. L. Weber, and in opening he mentioned that he was presenting the trade sales program for this year since it was the major program of the Paint Division's effort to reach the consumer. The maintenance programs and industrial programs for this year would be very much the same as presented last year in that they have the same fields to cover and, because of the success of last year's promotion in these fields, the same type of endeavor and promotion would be carried out this year.

The trade sales program is spearheaded again this year by featuring SPRED. As in the past, Spred will be advertised as a quality product with little emphasis being placed on price. The reason for doing this is to offset the vast Kem-Tone advertising which has created a heterogeneous mass of dealers throughout the country. Because people can buy Kem-Tone anywhere it has lost its quality appeal to the consumer and its profit appeal to the dealer.

When Mr. Weber explained about the type of illustration we are using in our National ads he made a special point of analyzing the Pennsylvania Dutch kitchen which will be used in the April ads appearing this year. This explanation was

made to demonstrate the research and thinking going into the type of rooms we show. He pointed out, the Pennsylvania Dutch kitchen has all the modern features you will find in the gleaming streamlined kitchens being featured today by other manufacturers, but we have been able to add a plus appeal through the homey touch achieved by a pleasing use of color.

We have found through surveys that while women like streamlined kitchens they also would like to relieve the austerity of these kitchens through the proper use of color. In the Pennsylvania Dutch kitchen we are using this year in the first ad, the homey touch is given to the room through the use of Glidden colors properly selected to carry out the Pennsylvania Dutch motif. That is the type of thinking that goes into the development of illustrations going into all Glidden paint ads.

With our quality story and type of ads we are running, as evidenced by results from last year, we have been able to be very selective with the type of dealer we open as a Spred account. This has enabled us to build a strong loyal dealer organization behind Spred because the Spred dealer appreciates our promotion efforts and protected territory policy.

Our ads are directed to the women and since we began using illustrations of room sets actually constructed and painted with Spred, we have noticed a marked increase in interest in Spred advertising. Women have actually taken Spred ads into dealers' stores and asked to have the colors duplicated.

The circulation of the magazines in which these ads appear—namely, BETTER HOMES & GARDENS, GOOD HOUSEKEEPING and AMERICAN HOME—parallels closely Spred distribution. The Paint Division must be more selective in the media it uses than the Food Divisions because of the fewer number of dealerships in the distribution setup.

Mr. Weber next presented in more or less detail this year's selling plan book "It's Time to Face the Facts About the Paint Business" that has been developed for promoting paint dealers. He brought out the point, that in the past and still today most paint companies have what they term a "proposition" which consists of a quantity of many and varied advertising features and special deals which will be provided to the dealer provided he takes on a line of paint.

In the past years Glidden has followed this type of merchandising to the dealer, but with last year's plan and the further development of it in this year's plan we have made an about-face and now talk business to the dealer in definite well founded terms based on research, surveys and trends. We show the dealer his potential market and tell him how he should go after it. The principle behind this being that as long as a dealer is in business it is necessary for him to do a great amount of selling through his own initiative and effort if he is to succeed. Special deals and advertising features alone will not make a successful paint merchant. We have all the special deals and advertising features that any paint company can offer and we look upon these things now as secondary to the dealer's major problem of maintaining and increasing his volume through his own effort.

As Mr. Weber went through the plan book he especially pointed up the sections devoted to the analysis of the dealer's potential market, the improvement in products, the development of new products that Glidden has to offer which will open up a complete new field to the dealer, and the importance of selling color in today's paint promotion.

The types of competition that the dealer will have to recognize and out-sell were explained, and methods for meeting this competition were brought out as shown in the plan book. Special notice was made of the fact that this general business discussion and arguments to the dealer preceded any mention in the plan book of what Glidden had to offer. This emphasizes the strong position we believe we have in talking real business with the dealer in preference to offering him "a bag of tricks" for getting people into the store. The selling tools that we offer the dealer in the form of books for going after the volume of business in his market were next explained and were shown.

Mr. Weber took time out to explain how with Spred Luster we had beaten our largest competitors to the market with a water-mixed enamel, and how because of the quality of this product and the rapidity with which we brought it out, it has left us in command of the field since we have had Spred Luster on the market for over ten months and in that time no other major competitor has been able to produce or bring out a similar product.

The new Glidden label was shown and its salient points explained to the people present. There was general enthusiasm for features of the label, and it was acknowledged that it was a great improvement over the old Glidden paint label.

Considerable time was given to the explanation of our Consumer Book "The Key to Color Harmony in Your Home" and it was reported how we had received close to 40,000 requests for these books—each request accompanied with 25¢ as a result of offers made in our national ads beginning with the ads appearing in the fall of 1946. At this same ratio there should be a tremendous response for these books this year as they will be offered in the ads in the early spring prior to the general paint season.

Mr. Weber explained that our Glidden advertising features for dealers and other advertising cooperation was still being furnished to them through the means of our Tailor-Made Advertising Agreement setup, which has been in force for several years.

This ended the first part of Mr. Weber's presentation of the Paint Division's activities. The second part of his presentation followed later in the afternoon.

SOYA PRODUCTS DIVISION

Discussion of Soya Products advertising was conducted by Mr. Paul Sprague, who brought out at the beginning that their problems differed somewhat from those of other divisions because they had no products with which to reach the consumer market. Their effort was based almost entirely in reaching other manufacturers and processors. In advertising to their customers they have been trying to bring out forcefully any technical improvements in the product in which the processor would be interested.

They have always had a problem of deciding whether or not to stress brand names in promoting Soya Products such as Soya Bean Meal, which has been promoted in the past as 4-HY Soya Bean Meal. 4-HY Soya Bean Meal has been promoted through booklets that have been prepared, but the end results have been questionable because of the certain cross currents they have run up against in selling the meal. At the present time they have no publicity or advertising behind Soya Bean Meal or Oil.

They have run some advertising in trade journals on Soy Bean Flour, Grits and Chips, but these products really require special service helps in the form of information for the processor to show how he can use the products or make improvements in his products through the use of Soya Bean materials we manufacture.

Mr. Sprague pointed out they have found personal technical demonstration of their products to be superior to information contained in regular ads. He made a special point of the fact that he was impressed with the impact of our Institutional advertising this past year because they have been getting a constant stream of responses to the different ads as they appeared.

He mentioned that many of these responses have come from foreign countries through the ads appearing in TIME and FORTUNE. Had their division been able to handle export sales satisfactorily, the export business as a result of these requests would have been very great. It is his hope that we will continue to do a better job in our Institutional advertising. He is particularly interested in seeing ads that give direct help to the sales divisions by creating requests from prospects for information and contacts.

CHEMICAL & PIGMENT DIVISION

Mr. R. B. Quelos opened his short discussion by stating the Chemical & Pigment Division, like the Soya Division, had little opportunity to reach the consumer and that most of their advertising had to be directed to manufacturers and processors. They are particularly interested in reaching Research Chemists, Formulators, and men in charge of production. In the past they have used three trade papers to reach these men.

Of primary importance to the Chemical & Pigment Division is the work of supplying samples of products to prospects and customers. He pointed out that our sample packages were poorly designed and had little eye appeal. At the same time he

mentioned that samples of competitors' products on prospects' shelves stand out greatly and had much eye appeal. It is his earnest desire that we create some standard type of sample package that might be used by all divisions for sampling work. In this request he was strongly supported by Mr. Sprague and Mr. Golseth. The Chemical & Pigment Division would like to do more trade paper advertising but that is a matter that will have to be considered some time in the future when they are ready for that type of advertising.

At this time (12:38 P.M.) the meeting adjourned for luncheon.

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At 1:20 P.M. the meeting reconvened.

The meeting was opened by Mr. Weber, who launched into the second phase of our Glidden trade sales program for 1947. This was confined entirely to the explanation of our specialty product line of GLID-N items. He explained the research behind these items and the quality of the products, also explaining how we were planning to merchandise the products through hardware stores, department stores and paint and wallpaper stores exclusively.

The point was made how most of this specialty business in the past had been handled through hardware retail outlets, but in later years with the advent of supermarket buying trends and with the entrance and direct promotion by manufacturers of certain specialty items, how this business had been taken away from the hardware dealer and was now going through supermarkets, chain stores, groceries, filling stations, etc. He explained that the GLID-N principle behind our merchandising effort was to bring this business back to the hardware store by giving him exclusive rights to the sale of these products so that once his customer was acquainted with the superior quality of the products he would go back to the hardware for repeat sales.

At the present time in the merchandising of such items as bug bombs, insect sprays, waxes, polishes and cleaners, the hardware store is unable to get repeat sales because there are so many other outlets in the community selling these products, that the consumer does not have to return to any specific place to make a second purchase.

He explained how hardware dealers were enthusiastic about this Glid-N merchandising policy and were eagerly awaiting our advent into the field with our products. The special selling deals that we have to offer and the type of local newspaper advertising that will be conducted in various markets was explained completely.

FEED DIVISION

The Feed Division advertising discussion was presented by Mr. C. F. Marsh, who opened with the remarks that since our last convention meeting which was held a year ago last November, the Feed Division had made great strides in the development of a dealership that now numbers approximately 300 dealers, 100 of which are operating on an exclusive franchise basis. The phenomenal growth of the Glidden Feed business can be definitely traced to a sound policy for handling dealers and a sound advertising policy. He mentioned in enlarging on his statements made at the last meeting that the farmer since the war, now recognizes the importance of feeding balanced rations and that this fact is probably accepted by over 25% of the farmers.

The important thing in merchandising feeds is to get over the story of research and control. Before the war only 2 or 3 of the large feed companies were doing some research and very few of the companies even had laboratories to control the manufacture. The mixing of feeds was a hit or miss proposition that probably followed formulas that were more or less of common knowledge. The basis for these formulas included quantities of dried buttermilk and it was supposed that any feed mixture containing dried buttermilk was a good one. The reasoning behind quality in feeds being that the more dried buttermilk, the better the mixture.

However, research by larger manufacturers has shown that Riboflavin is a better basic ingredient, and with the improvements that have been made in Riboflavin probably there is little chance that the feed companies will build their mixtures around dried buttermilk. Because of the importance of Riboflavin, and because of the acceptance of balanced rations the larger feed companies are now steadily getting the majority of the feed business.

Many of the small cross-road feed mixing plants are rapidly passing out of existence because of their inability to put into their feed the growth ingredients and important manufacturing-control factors that larger companies can.

In the past the feed business was usually a side line with outlets handling feeds. Now, however, it has become a major item with these outlets and much effort is being put behind promotion by these outlets.

It is interesting to note that The Glidden Company entered this feed business during the transition period of old manufacturing methods to new. Coming into the picture at that time, Glidden was fortunate to be able to build its formulas on new principles, and it has been the prime objective of the Feed Division to convince buyers through demonstration and advertising of the extreme high quality of our feeds.

The Feed Division is more interested in selling a dealer a merchandising program instead of feeds so he will become an active and profitable dealer, and will not handle feed as a secondary item but will make it of major importance so he can afford to give it the maximum attention, if not his undivided effort.

Glidden Feed dealers get an exclusive franchise and a merchandising program to help them sell more tons of feed. The exclusive franchise permits the dealer to participate in a dividend based on tonnage which eliminates discounts. All feeds are sold at a regular list price and non-franchise dealers enjoy no dividends or discounts.

The Feed Division cooperates 50-50 on newspaper advertising and dealer identification providing the ads are run as furnished and the dealer identification is handled according to the Feed Division's policy. The Feed Division employs two full-time sign painters who are kept busy painting identification on the sides of dealers' buildings and otherwise identifying a dealer with Glidden feeds.

Mr. Marsh showed a series of trade-paper ads which were designed specifically to re-establish Glidden in the feed business. The first ad pledged Glidden quality and service and was built around the personalities of Mr. Marsh, Mr. Shuman and Mr. Townsend, who are well known by Central States feed dealers. Subsequent ads identify dealers who have taken on the Glidden line. A second theme that is now being used in the ads is built around "Keep An Eye on Glidden."

Another important promotion with the Feed Division is the training of dealers' outside men so they will be well versed in the importance of balanced feeds and the quality of Glidden feeds. Mr. Marsh pointed out that about 40% of Glidden dealerships are now centered in Indiana, 20% in New England, 10% to 15% in Pennsylvania, and the remainder scattered in Michigan and Ohio. Transit costs are a big factor in feed costs—thus it is important that outlets be secured in markets where the transit costs will not be so high as to place our feeds out of competition.

At the present time the Feed Division is advertising to dealers through the following trade papers:

FEEDSTUFFS
FLOUR & FEED
TURKEY WORLD

FEED BAG
HATCHERY TRIBUNE

So far, they have not done any consumer advertising, but he believes that there will be a need for consumer advertising in the near future. This probably will be handled through farm papers.

An interesting sidelight to the Feed Division's activity is the fact that they have been including in their mixtures condensed fish water which provides a needed ingredient containing tremendous growth factors. The inclusion of condensed fish water has made Glidden feeds outstanding and has contributed greatly to their improvement and quality. Because of the success with condensed fish water there is a possibility of marketing it in the form of new products which would be used by other feed manufacturers in the making of their feeds.

LECITHIN

The fascinating and amazing story of Lecithin was presented by Mr. J. H. Lathe. While there have been no advertising plans formulated for the promotion of Lecithin, yet the story that Mr. Lathe presented was so interesting that every man present became lost in its telling and many questions were raised as to how Lecithin might be promoted and used by the different divisions in the manufacturing of their products. Some of the high points of Mr. Lathe's discussion on Lecithin included the fact that it is used in chocolate to inhibit the bloom. It is also used as an emulsifying agent because it has an affinity for water and oil. Lecithin finds wide use too as a dispersing agent. In the paint field it is used as a disperser of tinting pigments and it has also been used in dispersing colors in dyes and in cellophane.

He pointed out that the addition of Lecithin in paint formulas ground in pebble mills proved so satisfactory that the production of a pebble mill was stepped up about 15%. He explained that Lecithin is used quite extensively in foreign countries and that its use has probably lagged here in America. Because of its use in foreign countries and because of their efforts in trying to secure sufficient quantities of Lecithin we have had tremendous requests for the exportation of Lecithin. Again referring to paints, Mr. Lathe pointed out that it was a very successful addition to a paint formula in that it helped to maintain the film and prevent sagging, especially in enamels.

It is also used as a dispersing agent by oil companies for oils and gasolines. It has been used in dry yeast to prevent rancidity and there is possibility of its use in the therapy of mental ills.

This year's output of Lecithin by The Glidden Company has been sold. There is little need for advertising at the moment to promote the sale of Lecithin. However, there is probably some type of educational information needed to promote the broad use of Lecithin by many different industries so that our annual output of this unusual product may be readily sold to many different types of users.

METALS REFINING

Mr. Wm. C. Roddy presented the advertising discussion for Metals Refining and in opening his talk mentioned how the Metals Refining Division is concerned with the promotion of three different types of products; (1) Metal Powders, (2) Lead Oxides, and (3) Type Metal.

METAL POWDERS: At the present time in the promotion of metal powders they are using direct mail, which consists of letters and samples to customers. The consumption of metal powders is increasing daily and has far exceeded the supply. They do not plan any extensive trade paper advertising for metal powders this year.

LEAD OXIDES: The demand for Lead Oxides is following a downward trend and what promotion effort they have been expending on these products has been confined to selling it within 200 to 300 miles of Hammond, Indiana. Here again they have done no trade paper advertising, but have been using direct mail letters and samples to a select list because of the shortages.

With the new Glidden Type Metal the newspapers will be able, with the plan that Mr. Roddy is presenting all over the country, to improve the quality of their printing so as to make this particular media more attractive to advertisers. They are using four single page ads in the following trade papers;

At the same time Mr. Roddy is making as many appearances as he can before different graphic arts groups explaining the Metals Refining Plan for improving newspaper printing through the use of better type metal.

CANADA

He mentioned that in Canada, billboards are especially effective but this year they were unable to get space and as a consequence they desire to use, instead of billboards, space in the major Sunday rotogravure papers in Canada. This would mean a slight increase in their advertising budget. In remote spots where newspaper coverage is poor, they plan to use radio spots on Spred. They are using trade papers to reach the hardware dealer, paint dealer and the architect.

He also mentioned that because of having to print their color cards in two languages, there is a possibility of them needing an extra appropriation for color card expense. Last year color cards made up 28% of their total advertising budget.

Mr. Noonan also pointed out that the Canadian dealers needed better identification including electric signs and daylight or flange signs. He also mentioned that the "Face the Facts" portfolio as made up here in the States was only partially applicable to Canada because many of the features that we had to offer were not available to Canadian outlets.

Mr. Weber agreed to take up the details of the advertising budget and promotion for Canada with Mr. Noonan some time shortly when Mr. Weber goes to Toronto.

At this point in the meeting Mr. Golseth inquired if any of the divisions had considered the possibility of promoting products through 4-H Clubs, which is a national educational organization for farm youth. It was his understanding that several large manufacturers are already doing missionary work with these 4-H Clubs. However, he believes no mention can be made of the manufacturers' products as the promotion is strictly based along educational lines to the 4-H members without any reference to the commercial. The 4-H Club members represent over a million children who will be in a few years potential customers for consumer products, and it may be that a plan for reaching them would be very productive if the cost is not out of line.

He has contact with a director in this organization and will find out how an approach to these clubs should be made. Mr. Golseth will send to Mr. Weber any information that he can secure for Mr. Weber's further contact.

Mr. Marsh commented that he had been able to release some Feed Division material through some local 4-H Clubs but that he did not have the information as to the national operation of these Clubs.

PUBLIC RELATIONS

Mr. Nelson Moore, our Public Relations Counsel, next presented a short discussion about the handling of public relations and the thinking behind the type of publicity that Glidden was getting at present and the plans for the future.

He mentioned that because of the size and scope of The Glidden Company it offered tremendous sources for news-worthy items. Because of the continuous development of new products and because of the employment of people in local communities throughout the United States and Canada, the stage is set for a regular succession of publicity stories which national publications and local newspapers will be glad to print.

He stressed that the Divisions should keep this public relations and publicity angle in their minds all the time so they can feed stories and news items to the Cleveland Advertising Department for development by our Public Relations Counsel. He made a fine point in the difference between public relations and publicity in that public relations is an all inclusive term which embraces every phase of company activity--the treatment of stenographers and other personnel, the relationship of employees with their neighbors and friends, in the way telephones are answered, the way visitors are greeted, the promptness and thoroughness of answering requests, etc., -- in other words the company is judged by its men and what they do just as much as it is judged by its products and selling methods. Publicity is the release of stories telling more and more people about The Glidden Company, the excellence of its products, the activity of its personnel, financial information and its policies.

All publicity stories should be approved by Cleveland Headquarters before any release is made. The release of such stories should be made by our Public Relations Counsel because of his contact and ability to get much more widespread circulation of articles than if such items were handled locally by the division.

Mr. Moore pointed out that it was his intention to visit as many plants as possible in order to discuss public relations and publicity with the men in charge because in these personal contacts he is able sometimes to uncover interesting news-worthy stories which possibly have been overlooked because the men in that particular division are too close to the story to realize its publicity value.

In the past year we have secured much more publicity lineage than we have had in any year heretofore. This is because there has been concerted effort behind this program and it is the intention of The Glidden Company to continue with the hope that the amount of publicity will increase as soon as the divisions realize their responsibility in keeping us supplied with items of interest.

An interested visitor at this advertising meeting was Mr. J. H. Weeks, personnel manager, who made the comment that Glidden advertising and publicity was paying off big dividends for the Personnel Department because they were receiving more inquiries for employment from a higher type of individual than they had been getting heretofore. Of course, the policy of this company is to employ individuals of high caliber, intelligence and initiative; and because this type of individual was coming in seeking employment now as a result of advertising and publicity that we had been receiving, it was much easier for the Personnel Department to secure the right type of individual for the different positions that are open from time to time.

Mr. Golseth mentioned at this point that they were interviewing students in the graduating classes of the University of Illinois, Purdue University, and the Iowa State University at this time with the intention of securing from these colleges graduate students interested in Soy Bean research and the production of soya products.

Generally, it was agreed by all present that the meeting was very successful and certainly more such similar meetings should be had in the future. It was interesting to note that the advertising effort of the Feeds, Foods and Paint Divisions of The Glidden Company are very well grounded and that their efforts seem to be entirely successful. The stories they had to tell were most impressive and it was definite proof that the thinking behind these programs and advertising policies is right. Mr. Betzold and Mr. Marsh are to be especially complimented for the very fine work they are doing.

The meeting was adjourned at 6:20 P.M.

Minutes recorded by:

T. H. TURNEY