

The Glidden Company is a big enterprise. Selling its products in every state in the Union and in many foreign countries, it must have an organization equal to the task of securing raw materials, processing them and selling them to the tune of many millions of dollars a year. To keep all of this operating smoothly, it must employ thousands to do the actual labor of production and other thousands to take care of the books, buildings, equipment and other work necessary to a big company.

Here in a few words are some facts and figures about the company so that you will have a more complete picture of its size and operations.

- PROLOGUE -

Way back in 1870 there was an energetic varnish maker in Cleveland, Ohio named Francis H. Glidden. Mr. Glidden made just about the finest varnishes in the country. Because of the fine quality of his products, the business expanded and grew so that in a few years he formed a partnership with William Joy. The firm then became known as The Glidden and Joy Varnish Company.

Several years later, in 1883 to be exact, the three sons of Mr. Glidden were taken into the business and the firm name was changed to the Glidden Varnish Company. In 1899 Jap-l-lac was introduced and marked the active entry of the company into the dealer field. Jap-l-lac became famous from coast to coast.

The Glidden Varnish Company at the turn of the century began a series of ads on Jap-l-lac in the Collier, Designer and How Idea Form's Magazine that inaugurated the first major advertising campaign by any American industry or manufacturer. In fact in May, 1906 in the above mentioned magazines appeared the first four-page color ad ever published. This series of ads made Jap-l-lac a household name and furthered the prestige of the company. In 1917, when Mr. Adrian D. Joyce and his associates purchased the company, a new phase of unprecedented growth and development

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THE GLIDDEN COMPANY

In less than three years the new organization under the leadership of Mr. Joyce had purchased other well known paint companies and had consolidated them along with the original Glidden Varnish Company into one company - The Glidden Company.

Among the paint companies in this consolidation were the Heath and Milligan Mfg. Co. at Chicago which had been founded in 1851 and was a nationally known concern; The T. L. Blood and Company of Minneapolis founded in 1883; The American Paint Works at New Orleans; The Campbell Paint and Varnish Company at St. Louis; The Adams and Elting Company at Chicago; The Forest City Paint and Varnish Co. at Cleveland; The A. Wilhelm Company at Reading, Penna., and the Rubien Paint and Varnish Co. at Chicago.

Since the acquisition of these first paint plants that made up the nucleus of today's Paint Division of The Glidden Company, there also have been added The Twin City Paint and Varnish Co. at Minneapolis and The Billings-Chapin Co. at Cleveland.

A network of paint factories located strategically throughout the country enabled The Glidden Company to render unusual service to its customers. Finished products could be delivered at lower cost through the elimination of long hauls and cross country transportation. The factories could give quicker service thus enabling dealers and agents to carry smaller stocks, giving them more rapid turnover on their investment.

Also dealers and agents benefitted by having improved products. Each of the original paint companies in this group had one or more outstanding formulas for well-known products, which were in turn adopted by the other companies for their similar products. Products were being improved continually so that finally the dealers of The Glidden Company had a line of paints to offer of such fine quality that they were second to none.

At the same time each of the paint factories was able to continue its fine personal relations with its original group of dealers. Located in marketing centers

of the nation, our factories and warehouses were close to the pulse of business, close to their dealers and their retail problems. The managers at these points knew the dealers personally and the dealers in turn felt they were a part of a live, vibrant organization interested in their welfare and success. This feeling has continued down through the years, and has been such a strong factor that today you will find Glidden dealers everywhere selling paint products for everything exemplifying the Glidden slogan: Everywhere On Everything.

Although The Glidden Company now incorporates many diversified industries, it began basically as a paint company. It gained stature and waxed strong as a paint company, and many of its outstanding pioneering achievements in the paint industry contributed to its growth. These achievements have taken place in the development of both consumer and industrial products.

For a long time, Ripolin, the original Holland enamel, was imported into America. Ripolin was, and still is, the finest enamel made. It is accepted as such by architects, builders and yachtsmen the world over. Every paint company in America wanted the rights to make it here, but none was successful until Glidden went after it and got it. Today Glidden still has the exclusive manufacturing rights to Ripolin in America!

Glidden laboratories are partly responsible for the development of the baked enamel and lacquer finishes used today. For the auto industry they developed paints that keep red and maroon cars from fading. Fine finishes were introduced to the furniture, piano and radio industry.

It took Glidden to develop Hubelite, the finish now used on most of American stoves and ranges. Hubelite is accepted as the standard white finish by the stove industry. They like it because it stays white!

Much metal office equipment and most barber chairs are finished with Glidden products.

The American railroads came to Glidden with their paint problems! As a result, a paint was formulated that made it possible to put two coats of paint on a box car in one day. Thus rolling stock could be painted and be back in service

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with minimum delay. The interiors of some of the country's finest streamliners are painted with Glidden products.

Glidden paints are on America's finest airliners, too!

Such famous names as Florenamel, Speed-Mall, Endurance, Spray-Day-Lite, Reflect-O-Lite and many others are known to millions of Americans as quality paint products.

Today nearly everyone has heard of or used a water-thinned paint. Glidden makes a complete line of water-thinned paints and tests have proven that they are the finest obtainable. This is due to Glidden research and development of the use of Alpha-Protein from the soy bean. Soy protein paste paints are vastly superior to casein paints and other water-thinned paints in performance, color, and service to the user.

Glidden is the only large oil-paint manufacturer making its own water-thinned paints, and the only water-thinned paint manufacturer making its own raw materials. With this compact production background, Glidden is able to render unusual service for making and supplying water-thinned paints to its dealers.

The Glidden Company was one of the first paint companies to produce a line of soy oil paints. Farmers who grow soy beans look with favor upon products made from the soy bean, thus Glidden helped to open up and further America's great farm market for paint dealers in rural districts.

All of these achievements are the outgrowth of a never ending desire to produce something better, something new. This spirit is imbued in the executives of the company and the men that work under them. These achievements are the direct result of a desire to produce needed products of better quality at a lower price.

Knowing that one of the secrets of good paint making is the uniformity of the raw materials that go into the formulas, The Glidden Company set out to obtain sources that would give them raw materials with less variance in quality and make-up. So, in 1921, they secured a Chemical Plant at St. Helena Maryland to make pigments. Soon they were selling the by-products and surpluses for use in printing inks and other things. This was the start of the Chemical and Pigment Division of the company, and today there are plants at Collinsville, Ill. and Oakland, Calif.

They wanted control of the white lead used in their paints, so in 1924 they bought the Buxton Lead Company at Scranton, Pa. Buxton Lead is unique in that it is the only white lead made by a continuous process. This process is exclusively the Glidden company's. Buxton Lead is so much finer, so much whiter and covers so much better, that it is outstandingly superior to other white leads made by other processes.

To supply red lead, the Metals Refining Company at Hammond, Ind. was acquired in 1929. This put the company further into the chemical business with the manufacture of litharge, which is used in the rubber and cement industry. Litharge is also used in making varnish. The Metals Refining Division of the company also makes type metal for the printing industry and battery plate metal for the battery and auto industries.

It was at the Metals Refining Company that Glidden discovered the process for making powdered metals. Instead of casting and machining gears, oilless bearings, etc., they are molded with powdered metals now. Glidden is one of only three producers of this material in America!

Glidden is also the only company with enough capacity to supply the copper oxide for painting the ships of the U. S. Navy.

To get control of the zinc used in their manufactured products, the company bought zinc mines in California. It was also necessary to buy The Sacramento Valley and Eastern Railway to transport the zinc from the mines to a main line rail road. It is interesting to note that in addition to zinc the mines also produced some gold and silver which the company recovered in the smelting process of the zinc ore.

Lithopones used in paint making require barium so the company purchased one of the largest barite deposits in North America and set to work mining it.

There is a real newsworthy story connected with the company's entry into the turpentine business. Turpentine and resins were refined from the gum in small inefficient stills usually operated by families living back in the pine wood. Often the resulting products were dirty and impure. But the company developed and per-

fecting an exclusive process of its own that for the first time put the refining of turpentine and resins on a scientific basis. This work is done at plants in Jacksonville, Florida; Valdosta, Ga. and now a new plant is being erected at Savannah, Ga.

Another romantic note in the history of the Glidden Company is its use of titanium dioxide. This product is an important material that goes into the making of paint. Titanium dioxide is made from ilmenite, and about all of the ilmenite formerly came from India, but when it could no longer be imported due to the war, the company investigated and found an ilmenite deposit here in the United States to supply their needs.

Every one knows that linseed oil is an important raw material used in paint making and that it comes from flaxseed. The company found that flaxseed grown in the San Joaquin and Imperial Valleys in California had a higher iodine value than any other flaxseed grown in the United States. Work was immediately started on a modern crushing plant in Southern California, and today Glidden factories use the best linseed oil in America.

By this time the company already had a margarine manufacturing plant in Chicago. It had been secured to use up the vegetable oils they had been processing and this was the beginning of the food division of the company.

In rapid succession the company bought up vegetable oil and food product companies at Berkeley, Calif., Portland, Ore., Chicago, Ill., Norwalk, Ohio, Elmhurst, L. I. and Louisville, Ky. The plant at Elmhurst, L. I. was that of E. R. Durkee and Company, manufacturers of well known food products. Also acquired was the Dunham Company and its old and well established national trade in shred coconut and other packaged goods.

With all of these food and vegetable oil plants, the company established them into one division called Durkee Famous Foods. Today the Food products of this division number into the hundreds and are sold almost everywhere.

As an outgrowth of Glidden interest in vegetable oil processing and food manufacture, attention was drawn to the soya bean as a source of food oils and oils

for use in paint. After a thorough investigation of the possibilities, The Glidden Company in 1934, constructed a plant in Chicago to extract soya bean oil. In a short time, in addition to oil, this plant was producing soya bean flour, soya bean proteins used in the manufacture of plastics, paper coatings, water-thinned paint, and lecithin, important in the paint, wood preserving, rubber, candy, baking and margarine industries. The Glidden soya bean processing plant is the largest of its kind in the country. Also out of this great plant come two almost priceless products in the pharmaceutical field; they are the male and female hormones for use by the medical profession.

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This is the story of The Glidden Company today! It is one of the romantic stories of American business. Behind it all has been the vision, the courage and the thinking of a few men who believed and believe in the American way of Free Enterprise. Behind it all has been the sweat and labor of the men in the plants, factories, laboratories and mines. And behind it all has been the combined faith and energy of the management and employees of the whole company.