

JOHN T. LEWIS & BROS. CO.
PHILADELPHIA
PA.

SUBJECT VISITS TO FACTORY
DATE March 2, 1939
TO Mr. S. French Reeves, Vice President & Treasurer
FROM J. W. McArthur, Manager, Promotion Department

Yesterday I had to make a trip to Baltimore with a view to overcoming some difficulties which the City of Baltimore's superintendent of buildings and his painting crew were having on Dutch Boy white-lead and turpentine, and during a conversation with Mr. Zimmerman who is the City Superintendent of Buildings, there developed that the visit he and some others in Baltimore had made to our Plant in Philadelphia, had been quite impressive, and in conversation with Mr. Saltman later, he stated his firm belief that this visit had meant many tons of white-lead sales to the City of Baltimore.

I have frequently found architects, engineers and building managers recalling a visit to our Plant, and believe that the Plant has a very direct selling story to tell, and perhaps because within the past few years I have had a very direct bearing on these visits, it seems to me that the factory does an excellent job in welcoming all groups with courtesy and promoting good-will with the very influential groups who have visited our Plant within the past few years.

(signed) J. W. McArthur

JWMca:MAS