

THE GLIDDEN COMPANY BELIEVES:

A CUSTOMER is the most important person in this office—in person or by mail.

A CUSTOMER is not dependent on us—we are dependent on him.

A CUSTOMER is not an interruption of our work—he is the purpose of it.

A CUSTOMER is not an outsider to our business—he is part of it.

A CUSTOMER is not someone to argue or match wits with.

A CUSTOMER is a person and not a statistic.

from the pen of Paul T. Babeon

