

YOUR LETTER OF:

SUBJECT:

DATE

DUTCH BOY PAINT DIVISION

December 14, 1973

TO

Mr. R. C. Adam

FROM

Walter F. Schultz

DIVISION OR BRANCH

Dutch Boy Paints

*Mr. Rowley
Do this O.K. w/ you.
I urge approval
Feb. 12/74
OK - EBR*

Upon the completion of my assessment of this Division, one of the building blocks is the improvement of employee performance through example and Communications Meetings. I commenced this process the second week after my arrival.

Now I need your help in a basic area, that is to change the name of the Division from "Paint Division" to "Dutch Boy Paints", Division of N L Industries, for the following reasons -

1. Divisional morale - my Employee Communication Meetings have stressed attitude - putting the "boy" back in Dutch Boy.
2. The thousands of employees at N L Industries are valuable advertisements - should always refer to Dutch Boy Paints not just Paint Division.
3. To strengthen the organization, internally and externally, must properly identify ourselves.

In addition, I would request that Mr. Unwin develop samples of letterheads and calling cards to reflect the change and to add color.

More external communications with customers is occurring. As an example, I write to all accounts I visit as a follow up. My staff has been instructed to do the same.

Simply put, I wish to touch all the bases.

Thanks for your help.

APPROVED BY:
EXECUTIVE COMMITTEE
N L INDUSTRIES, INC.

[Signature]
Walter F. Schultz

WFS/ejp

JAN 3 1974

cc: R. Unwin

NL 000041472

MAXIMUM RETENTION DATE