

WESTERN TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

If none of these three symbols appears after the check (number of words) this is a telegram. Character is indicated by the symbol appearing after the check.

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JN A DOWDY

5741

ANACONDA LEAD PRODUCTS CO CHICAGO ILL
SEE BULIETIN TWENTY SIX NATIONAL PAINT AND VARNISH
ASSOCIATION FOR GLIDDEN COPYRIGHT

F A MORGAN,

1922 MAY 18 PM 1 25

PNYC00001753

BUREAU OF TRADE MARKS

TRADE-MARKS RECENTLY REGISTERED

The Trade-Mark Bureau gives the public notice of the following trade marks, for which it has recently issued recording certificates. Information as to date of first use, together with label or stencil imprint, also report of our Trade-Mark Bureau, are on file in the Secretary's Office:

COVERWELL—Seidlitz Varnish Company, Kansas City Mo., for titanium oxide paint.

TIN-O-RED (with design of tinner's snips)—The Ferbert-Schorndorfer Co., Cleveland, O., for paints.

HASCO (in diamond design)—Hansen Glass & Paint Co., Sioux City, Ia., for paints, varnishes, enamels, kalsomines, stains, etc.

FULLCOTE—Pratt & Lambert, Inc., Buffalo, N. Y., for varnish.

PROCESSED OIL FINISH—The Sherwin-Williams Co., Inc., Cleveland, O., for protective, decorative and sanitary coating for wood, metal, etc.

WEAR PROOF—Joel T. Painter Company, McKeesport, Pa., for paste paints, driers, enamels and stains.

ARMOR BRAND (with picture of knight on horseback)—Joel T. Painter Co., McKeesport, Pa., for paints, paste paints, driers and varnishes.

KNO-GLOSS (representation of Egyptian mummy)—Joel T. Painter Co., McKeesport, Pa., for flat wall paints.

STAR BRAND (with star)—Joel T. Painter Co., McKeesport, Pa., for mixed and paste paints.

FESCO (in six-sided figure)—The Ferbert-Schorndorfer Co., Cleveland, O., for paints, varnishes, stains, driers, etc.

ANACONDA (with lightning radiating from word)—The Glidden Company, Cleveland, O., white lead, paste, dry and liquid.

NOV-ASPAR—Charles Novak & Son, Chicago, Ill., for varnish.

SEALABESTOS—Elk Paint Co., St. Louis, Mo., for liquid and plastic roofing cement.

SAVAKOTA—Charles M. Childs & Co., Inc., Brooklyn, N. Y., for interior and exterior paints.

OLTIME—E. M. & F. Waldo, New York City, for metallic brown oxide.

KROMETONE—E. M. & F. Waldo, New York City, for burnt sienna, yellow ochre.

WHERE THE PROMISE IS FULFILLED—Republic Varnish Co., Newark, N. J., slogan.

SAND-A-KOTE—Cincinnati Varnish Co., Cincinnati, O., for sanding surfacer, liquid and paste.

ERIELASTIC—The Tropical Paint & Oil Company, Cleveland, O., for paint.

RENOKOTE—The Tropical Paint & Oil Co., Cleveland, O., for paints.

PRO-TEK-TOP (with picture of auto top)—Farrell-Calhoun Co., Memphis, Tenn., dressing for auto-tops, all leather goods, side curtains, upholstery.

DENSATITE—Kuhn's Paint & Varnish Works, Houston, Tex., for paste paints.

NEVERBREAK—Republic Varnish Company, Newark, N. J., for varnishes, enamels, etc.

WESTERN CLIMATE (picture of mountains)—

Idaho Glass & Paint Company, Pocatello, Idaho, for general line of paints.

FEL-TONE—Felton, Sibley & Co., Inc., Philadelphia, Pa., for graining stain and flat wall paint.

PORO-PRIMER—Cheesman-Elliott Co., Inc., Brooklyn, N. Y., for paints, fillers and stains.

ALL USE VARNISH, 100% PURE—The Sargent-Gerke Co., Indianapolis, Ind., for varnish.

NU-KAR—Dean & Barry Co., Columbus, O., for automobile enamel.

REGISTRATIONS THROUGH U. S. PATENT OFFICE

Each week there is published in the "Official Gazette" of the U. S. Patent Office of the trade-marks which after examination appear to be entitled to be registered. This is the official public notice, and gives the opportunity to any person who believes he would be damaged by the registration to oppose the same by filing notice of opposition within 30 days after the publication in the "Official Gazette" of the mark sought to be registered. Complete information will be given by the Secretary upon request. The following marks were published in the "Official Gazette" between January 31, 1922, and March 28, 1922:

FOR REGISTRATION UNDER ACT OF 1905

In the Paint and Painters' Materials Classification:

Water-Tite (with picture of frog)	Flex-A-Tile
Elefante	Renamel
Econo	L'Abeille (with design of bee)
World Wonder (representation of globe)	Waxall (with design)
Opaline	Champion
Eureka	Floor-Ine
A. C. E.	Klevekote Kwality Koatings
Miller's Gold Seal	NL National Laboratories
Premo	Cane (picture of)
Alpha	Degrah (superimposed on picture of a lamb)
Blak-En-Al	Sanicoat
Day (representation of Sun and rays above surface of water)	A
Satinflat (in design)	Porusfil
Colora	Auto-Aids
Bird (picture of)	Rivalac (on Pennant)
Joy	Lykglas Renewal
Jiffy	Elysian
Debutante	Ditz-Lac
Gold Bond	M (in triangle)
Berryspar	Permcl
Renovite	Sole-Proof
All-in-All	Zinlac
Re-Neer (in design)	Zinvar
Renol (in design)	Unispar
20th Century	Le-Ox (within circles)

In the Brush Classification:

Premiere Ivory	Otocloth
Felkim	Wilstand
Pit-A-Pat-Puff	Naturelle
Dixie	North Ridge
Shawnee	Virgin (picture of girl)

PNYC00001754

BUREAU OF TRADE MARKS

Little Indian
Superior
Mitty
Elwell Brush Company
(in a diamond design)

Jim Dandy
Win-Er
Sanitax

The following copies of registration certificates issued by the U. S. Patent Office are now on file in our Trade-Mark Bureau:

ACT OF 1905 Issued in January, 1922: Wear-Ever, Keno (with design), Mich-A-Lac, O. O. D., Proof Products, Standard, Kut Kwick, Winsor & Newton, Standard (in design).

Issued in March, 1922: Aurora, Aquad, Amtraco, Permafill, Ivoroyd, Steelcoat, 4t5, Muronie, South Bend 60-40, O'Brien's Won-Day, Eagle, Solo it's a devil for dirt, Zilo, Smooth-On, Sco-Co (in wreath design), Socony, Albanite, Veneero-Lac, Nucarto, Peerless, Asco, Oak Leaf (design of), Fairy (representation of), Wear Proof Products (with design), Jordan's American Doughboy, Tnemec, Cactus, Rest-Tone, Green Carnation, 3 Star Non-Rub (with design).

In the Brush Classification:

Issued in January, 1922: AA Circus.

Issued in February, 1922: Columbia Grafonola, B S, Western Good Luck Sign (design of), Fuller (with design), Durbar (with design of elephant's head), Fidelity (on shield design), Cross (representation of).

Issued in March, 1922: Golden Gate, Masterpiece, Penetrex, Bluebird, Kiddies Brush, SWP Covers the Earth, Quality Seal, Century.

FOR REGISTRATION UNDER ACT OF MARCH 19, 1920

In the Paint and Painters' Materials Classification:
Lenox Sealcote
Wonder-Paste Florida Gloss
Pyra Kote

In the Brush Classification:

Rotating Brush Coraltone
Sanitary Slicker Azurtone
Perfection "The Mop With Fingers"

The following copies of registration certificates issued by the U. S. Patent Office are now on file in our Trade-Mark Bureau:

Issued in February, 1922: Lenox, Pyra Kote, Florida Gloss, Sealcote.

In the Brush Classification:

Issued in January, 1922: Wedge, Imperi (with design of cotton boll).

Issued in February, 1922: Rotating Brush, the Sanitary Slicker.

Issued in March, 1922: Perfection, Coraltone, Azurtone.

NEW PAINT CLUB IN KNOXVILLE A Paint Club was organized in Knoxville, Tenn., on March 8, with a charter membership of fourteen concerns. The new club voted to affiliate as a constituency of the National Association. This is the third paint club in

the State of Tennessee to organize and affiliate with the parent body.

REDUCTION IN RATES ON DRY EARTH PAINT

Chairman Pitt, of our Transportation and Classification Committee, advises as follows: "We have had up for some time with the steamship lines operating from North Atlantic ports to Pacific ports the rates on dry earth paints, and are pleased to advise that, effective March 17, the rate of \$1 per hundred pounds is reduced to \$0.75 per hundred pounds, minimum carload weight 36,000 pounds. This ought to prove of substantial benefit to our Eastern manufacturers."

Chairman Pitt also sends the following message to our members:

"It has come to the writer's attention that certain fakirs are preying upon business houses by soliciting funds under the assurance of being able to accomplish a reduction on mileage books. These impostors are misrepresenting themselves, and one was recently caught at Norfolk, Va., fined and compelled to return the checks that he had obtained from local victims. He represented himself as an agent of the Interstate Travelers' League, 80 Wall Street, New York City. Our members should be cautioned at once against solicitations of this kind. The Traffic Committee of the Association, the Chamber of Commerce, and the National Industrial Traffic League are using every legitimate means to bring about a reduction in passenger fares through the inauguration of the system of mileage books. These dishonest solicitors haven't any influence whatever with the railroads, and any proposition that is put before any of our members should be very carefully scrutinized and, if possible, the party in question should be detained and a report made to the authorities, so that they may apprehend and prosecute such frauds." We have received notice from the Department of Commerce, Bureau of Foreign and Domestic Commerce, that in preparing customs form 7525, "shipper's export declaration," which is filed at the Custom House at the port of exportation for compiling export statistics, it is important that a distinction be made between:

Spirit varnishes,
Oil varnishes, and
Other varnishes.

FOREIGN TRADE CONVENTION

The Ninth National Foreign Trade Convention will be held in Philadelphia, May 10, 11 and 12, 1922. Its central theme will be the financing and expanding of foreign trade. This convention will study the means of promoting the necessary restoration of the power of production and consumption in all the great markets of the world; it will examine the conditions confronting international commerce; it will obtain the judgment of leaders in business, finance and industry on many matters of vital consequence to the American people. The N. P., O. & V. A. will be represented by delegates.

PNYC00001755

**NATIONAL
FEDERATION OF
CONSTRUCTION
INDUSTRIES**

The National Paint, Oil and Varnish Association played an important part in the National Construction Conference held at the Drake Hotel, Chicago, April 3-5, inclusive. Our President, Mr. Ernest T. Trigg, who is also President of the National Federation of Construction Industries, presided at the various sessions.

An exhibit was displayed, showing some of the forward steps which are being taken by the paint and varnish industry.

1. Quality.

CREATING THROUGH CO-OPERATIVE EXPERIENCE BEST POSSIBLE PRODUCT FOR PUBLIC USE.

Maintaining finest physical and chemical research laboratories on paints and varnishes in the world.

Conducting research developments of raw materials.

Make improvements in process of manufacture. Durability tests.

2. Economy.

BENEFITING PUBLIC THROUGH REDUCING MANUFACTURING COSTS.

A—By reduction of overhead through quantity production.

B—By improved manufacturing processes.

C—By eliminating waste through discontinuing unnecessary shades and sizes, and the exchanging of experience through Production Men's Clubs.

3. Ethics.

MAINTAINING HIGH BUSINESS STANDARDS THROUGH OPERATION OF UNFAIR COMPETITION BUREAU.

4. Efficiency.

REDUCING BUSINESS HAZARD BY MAKING AVAILABLE EFFECTIVE COST ACCOUNTING METHODS.

(Chart displaying material issued.)

5. Legislation.

CONSTRUCTIVE LEGISLATION FOR THE BENEFIT OF THE TRADE AND IN THE PUBLIC INTEREST.

Certain bills that have been promoted, or certain bills that have been killed that are in the public interest.

6. Nomenclature.

AVOIDANCE OF MISUNDERSTANDING THROUGH STANDARDIZATION OF NOMENCLATURE.

Describe circular No. 42 on Educational Bureau.

7. Fire.

REDUCING FIRE HAZARD BY INSPECTION, EDUCATION AND INSURANCE.

Show several charts describing Paint Trade Mutual Fire Insurance Co.

8. Civic Improvement.

PROMOTING CIVIC CLEANLINESS AND PUBLIC HEALTH BY CO-OPERATING WITH PUBLIC OFFICIALS AND CIVIC ORGANIZATIONS IN PROMOTING CLEAN UP AND PAINT UP CAMPAIGNS.

9. Coordination.

GEARING AN ENTIRE INDUSTRY TO ONE COMMON OBJECTIVE.

A—By adopting the object, "Make 1922 the Greatest Paint and Varnish Year," as the first step toward doubling the industry by 1926.

B—By the organization of "Save the Surface" Salesmen's Clubs.

C—By organization of S. T. S. Dealers' Associations.

D—By having committees in each city to stimulate action and guide co-operative effort. These committees include master painters, dealers, jobbers, manufacturers and salesmen.

10. Advertising.

MAKING CONTINUOUS QUANTITY PRODUCTION POSSIBLE BY EDUCATING PUBLIC TO THE ECONOMIC NEED FOR PAINTS AND VARNISHES.

Save the Surface Campaign Exhibit.

IMPORTANT TO WESTERN MEMBERS

See details of Regional Meeting at Portland, Ore.,
on next page

PNYC00001756

ON TO PORTLAND

**REGIONAL MEETING OF WESTERN ZONE MEMBERS
National Paint, Oil & Varnish Association, Inc.
PORTLAND, ORE., JULY 13-14**

During the recent visit of your President and Secretary to the Pacific Coast, a strong sentiment developed among the various constituent Paint Clubs and individual members of the Association that it would be very advantageous to arrange an annual regional meeting of Western members at some convenient place in the West or Northwest.

To this end a meeting was held in San Francisco to discuss the matter, which was attended by representatives of local Paint Clubs from Los Angeles, San Francisco, Portland, Seattle, Salt Lake City and Ogden, and after a thorough discussion of the subject it was decided to hold a meeting of the Western membership in the National Association at Portland, Ore., Thursday and Friday, July 13 and 14.

It is distinctly understood that this meeting will be strictly REGIONAL in its nature, and while trade problems peculiar to the Western section of the country will be dealt with, the meeting will be held under the auspices of the National Paint, Oil and Varnish Association and will be under the immediate direction of Regional Vice-President F. M. Brininstool of Los Angeles, Cal.

The Western zone of the National Paint, Oil and Varnish Association includes the following States: Washington, Oregon, California, Nevada, Idaho, Montana, Wyoming, Utah, Colorado, Arizona and New Mexico. Members of the Association residing in those States—whether affiliated with local Paint Clubs or as individual members of the Association—are cordially invited to attend this meeting.

The headquarters will be at the Multnomah Hotel, Portland, Ore. Business sessions will occupy the morning of both Thursday and Friday, July 13 and 14. On the evening of the 13th a monster "SAVE THE SURFACE" session will be held, at which time "The World's Greatest Film—Paint and Varnish," will be shown. Suitable entertainment features will be arranged for the afternoons of both Thursday and Friday, and on the evening of the latter date a banquet and dance will be held.

Special rates have been arranged with the Multnomah Hotel as follows:

Rooms without bath—single	\$2.00-\$2.50
Rooms without bath—double	3.00- 3.50
Rooms with bath—single	\$3.00-\$3.50-\$4.00-\$5.00
Rooms with bath—double	4.00- 5.00- 6.00- 8.00
Two rooms, with connecting bath, 2 persons ..	\$6.00-\$7.00
Two rooms, with connecting bath, 3 persons ..	7.00- 9.00
Two rooms, with connecting bath, 4 persons ..	8.00-10.00
Parlor suites	\$10.00 per day

During the months of June and July there is a heavy tourist business in that section of the country, and it is therefore advisable that our members make early reservations for accommodations. Come and bring the ladies. Further details of the meeting will be announced later.

The Portland Committee in charge of details is composed of:

- P. C. Patterson, Chairman.
- E. D. Timms. E. H. Morgan.

GEORGE V. HORGAN,
Secretary

PNYC00001757

National Paint, Oil and Varnish Association

(INCORPORATED)

Executive Committee 1921-1922

ERNEST T. TRIGG, President, 322 Race St., Philadelphia

Vice-Presidents

MARCH G. BENNETT, Boston
F. M. BRINNSTOOL, Los Angeles

R. S. WESSELS, Atlanta

R. V. THOMAS, Chicago

D. E. BREINIG, Treasurer, Hoboken

GEORGE HENDERSON, Montreal
GEORGE V. HORGAN, Secretary, New York

S. MARSHALL EVANS, New York

OFFICE OF THE SECRETARY
312 Madison Avenue
Telephone Murray Hill 9635

BULLETIN No. 26

April, 1922

PRESIDENT'S LETTER

TO MEMBERS NATIONAL PAINT, OIL & VARNISH ASSOCIATION, INC.:—

Secretary Horgan and I have just returned from a trip South and West, including certain Pacific Coast points, during which the Paint Clubs of the following cities were visited:

MEMPHIS	LOS ANGELES	DENVER
NEW ORLEANS	SAN FRANCISCO	OMAHA
HOUSTON	SALT LAKE CITY	KANSAS CITY

The trip was a most satisfactory one in every way, and I hope that some good in the interest of the entire industry has been accomplished by it. The courteous attention and interest at all points was most gratifying, and both Mr. Horgan and myself are deeply appreciative of it all.

The nature of the meetings at all points was different than it has been in the past, in one particular, namely, that in addition to the attendance of the members of the local clubs, all other local factors in the industry were invited to attend and did so in large numbers. These included—in addition to manufacturers and jobbers—dealers, painters, architects and salesmen traveling in nearby territories. The meetings at the different points ranged from 150 to approximately 700—the number in attendance at the San Francisco meeting.

There is no doubt but that a new spirit is abroad among the Paint Industry of the entire country. A new appreciation of our importance to the property owners of the country and a greater realization of the possibilities in the Paint and Varnish Industry is arousing all of us to greater action and greater results.

The report of manufacturers and jobbers at all points was very favorable. Business is better and there is a more optimistic feeling so far as the future is concerned. This is not a feeling of expecting a boom in business, but rather a sober realization of the fact that gradually and by slow stages substantial and permanent improvement is being wrought and an assurance that this kind of slow but sure development is infinitely better for the long pull than a temporary spurt—the reaction from which would quite likely be much more disastrous than any good temporarily resulting.

The slogan, "MAKE 1922 THE GREATEST PAINT AND VARNISH YEAR," is an objective to which practically everyone in the industry seems to be applying themselves, and the spirit of determination back of it is contributing very largely to the generally improved conditions in our industry and bespeaks for the industry as a whole a most substantial increase in its 1922 volume.



President:

PNYC00001758

The "NATIONAL CLEAN UP AND PAINT UP" Campaign this year continues with even increased impetus its growth in public favor that began ten years ago. Our members see this at first hand in their campaigns in the Paint Club cities, in forty of which (or all but perhaps a half dozen not yet reporting) the local campaigns are now running full tilt or will open within a week or two.

Greater New York and all its vicinity is succumbing to the campaign lure, despite the difficult problems that the great metropolis and its environs have presented to the zealous campaigners for this cause. The most formidable of these have been overcome this year, and in a proclamation just issued by Mayor Hylan "a general spring cleaning and painting campaign is hereby ordered," to begin May 1. The Mayor also "directs that all forces of the city, such as the Departments of Fire, Health, Tenement, Police and Street Cleaning, be used in complete co-operation" for the campaign's success; and he requests the similar co-operation of all the commercial and civic interests and of citizens generally. The co-operation of the trade represented in the Paint, Oil and Varnish Club of New York has been invited for specific performance and opportunity.

While these campaigns in the Paint Club cities are claiming the immediate interest and personal effort of our members, the general campaign work that, as Chairman J. P. Thomp of the Finance and Audit Committee declares, is of much greater importance and value to the trade, is going on with unexampled success in the thousands of other cities and towns through which the trade's products are so largely distributed. Already this year the National Bureau in St. Louis has been unable to supply the demands of dealers and master painters for various kinds of advertising material for which the money was enclosed. This because of the exhaustion of the stocks so carefully bought with the funds in hand in January.

The co-operation of the American Legion is a big help to the campaign this year and the success of this joint effort, in providing employment, as attested in accompanying letter from Director Owsley, will be a matter of gratification and patriotic pride to all our members.

THE AMERICAN LEGION

NATIONAL HEADQUARTERS
MERIDIAN LIFE BUILDING
INDIANAPOLIS, IND.

IN REPLY REFER TO DATE AND NO. 659-6

March 28, 1922.

Mr. Allen W. Clark, Chairman,
National "Clean Up and Paint Up" Campaign Bureau,
Pontiac Building,
St. Louis, Missouri.

My dear Mr. Clark:

The progress made thus far in the American Legion's National Employment Drive is most gratifying and your National Clean up and Paint up Campaign Bureau has contributed largely to the success of the movement. Many thousands of unemployed ex-service men have been put to work but there yet remains a very large number unemployed. We feel sure that your bulletin has emphasized the justice of the Legion's claim as far as within your power lies but it is the right thing that these ex-service men be taken care of by American industries wherever possible. The Legion desires to drive on harder and to put more men to work. We are redoubling our efforts. May we not ask that you also strengthen your energies and notify all employers to consider seriously the taking on of a few extra men, if not permanently, then for temporary work. This is the particular season in which America can "wash her face, clean up and paint up and beautify herself." Let the men who brought home a clean victory to America during the war, help "clean her up" this year. The months of April, May and June will be excellent times for this campaign of making America beautiful, to be carried on.

Very sincerely yours,

Alvin M. Owsley
Alvin M. Owsley,
National Director,
Americanism Commission.

PNYC00001761

STATISTICAL CONFERENCE

At the call of Secretary Herbert Hoover of the Department of Commerce, a conference of representatives of trade associations was held in Washington on the 12th inst. for the purpose of obtaining a list of trade associations who will furnish voluntarily to the Department of Commerce the classes of statistical information determined upon between the Department of Commerce and the Department of Justice. A full discussion was held in consideration of the means and methods which may be best adapted for collecting and forwarding to the Secretary of Commerce, for disseminating, the classes of statistical information outlined, etc.

The National Paint, Oil and Varnish Association was represented at the conference by President Trigg, Chairman E. J. Cornish of the association's Statistical Committee, and the following members of the committee:

H. S. Chatfield, Frank Waldo, John Henry Coon and your secretary.

Chairman Cornish made the outstanding address of the conference and in view of its great importance the same is here reprinted verbatim:

The National Paint, Oil and Varnish Association (the oldest trade association in the United States) has recommended at its last six annual conventions that the various sections of the association, representing the several groups in the industry, communicate at regular intervals to the office of the secretary of the association full statistical information of the industry for publication in the trade and statistical press and monthly bulletins of the association; also to the Department of Commerce, Federal Trade Commission and Federal Reserve Banks.

In the great mobilization of industry during the war many manufacturers found themselves, in company with their competitors, arguing that theirs was an essential industry—properly entitled to coal and transportation. They also found themselves submitting cost sheets on forms approved by government officers, and reporting location and capacity of their plants, annual output, stock on hand, sales and prices. There was no preconceived plan to form a trade association—it simply took form and became. Everyone's secrets (if anyone had any secrets) were of necessity communicated to his competitors—the only one from whom he desired to conceal them. Everyone was surprised to learn that his competitor was not a liar or a crook (as he had frequently been represented to be by salesmen), but, on the contrary, was a gentleman imbued with the same ideals of business ethics as himself, and very companionable by reason of their mutuality of interests. What was

more interesting and surprising was that they found that the disclosures of their innermost secrets did not prove to be damaging, or rather they found that secrets of real value are already known to their competitors.

At the close of the war the associations were naturally continued because they had proved injurious to none, advantageous to all. The advantages of the associations are:

First: It enables each one to know the basic facts of his own and kindred industries, so that in forming his own business policies he may act intelligently and safely.

Second: It raises the standard of trade ethics. No man ever does that of which he is ashamed if he knows that in the near future he will meet a gentleman whose good opinion he desires, who will know of the shameful act.

Third: It gives stability to business. As Judge Carpenter expressed it, "It enables one to sleep of nights." This not as the result of an agreement or understanding, but because—where all of the important facts are known—reasonable men are not likely to draw therefrom radically different conclusions as to what their business policy should be.

Fourth: It permits those countless economics and advantages possible to voluntary co-operation where each one retains complete freedom of action. Among these are research and educational work, gathering of trade statistics and information, co-operative trade promotion and advertising, standardization of products and containers, co-operative insurance, reformation of trade practices, transportation and classification charges, protection of industry from the evils of adulteration, deceptive advertising and other frauds, etc., etc.

It has been generally understood that such associations are not illegal if there is no agreement or understanding fixing prices, limiting output or dividing territory, and that the information given as to prices and stocks was statistical, referring to past and present facts that could not then be changed.

The criticism of these associations has been that they resulted in higher prices, tending to increase the cost of living, and that the good features of the associations were mere camouflage to hide illegal combinations in restraint of trade.

Of course, in so far as the associations brought competitors into each other's presence, they created an opportunity to make illegal agreements or understandings. The same would be true of a convention, or dinner, or any other occasion where competitors meet. Probably the number of illegal combinations

has been greatly exaggerated. Such illegal agreements are not at all necessary to the usefulness of the associations. The fact that most of them invited attention and criticism by sending minutes of their meetings to the Federal Trade Commission indicates a belief on their part in their own innocence.

There is absolutely no evidence that prices have been unduly increased by these trade associations. There are no companies, members of such associations, whose published statements indicate that they have been making undue profits. Many associations ceased to function in the spring of 1920 when their legality was questioned by the Attorney-General. Prices of manufactured articles have not declined since then to any greater extent than can be adequately accounted for by the decline in the costs of doing business. High compensation to laborers, office force, salesmen and managers, high rents, increased freight rates, high and uncertain taxes—these facts account for high prices and high cost of living without attributing crime to anyone. However, the belief that trade associations are simply price-fixing associations in disguise is so prevalent that suggestions are multiplying as to the means of preserving the advantages of such associations without the possibility of any of them degenerating into illegal combinations in restraint of trade.

Three remedies have been proposed: First, the repeal of the Sherman Law. Without doubt, the Sherman Law has removed two of the most frequent inducements to price-cutting. Under free conditions competitors do not cut prices just to be competing; they do so because they believe it to be advantageous. One frequent inducement to price-cutting is to reduce the profits in the industry to such an extent that a competitor's properties can be bought at less than their value. Another inducement to price-cutting is to demoralize business to such an extent that competitors will buy out the price-cutter—not at the proper value, but at the "nuisance value" of his properties. The Sherman Law effectively removes these two inducements to price-cutting. In like manner everyone desires that inasmuch as he himself cannot buy the properties of a competitor, any one who does so shall pay the highest price obtainable therefor, so as not to have a new competitor embark in the business at a reduced capital investment. The Sherman Law, therefore, furnishes an inducement to the stronger competitor not to reduce prices to a point that would cause the lesser competitor to fail. Of course such reasoning is shallow and short-sighted. Sherman Law or no Sherman Law, sooner or later every company will learn by experience that, to give permanency to its profits, its prices must be so low that new capital will be deterred from embarking in the business—even though the aggregate of the small profit, per unit, makes the total profit of the large established business satisfactory. Inasmuch as the public believes the Sherman Law advantageous, and both large and small companies look upon it as a protection, and the farmers and laborers have been exempted from its operation, no one actively seeks its repeal—except students of political economy who have only a general interest in it. Its repeal, therefore, is

not likely to be seriously considered—notwithstanding the very able arguments appearing in the press.

Another proposed remedy is to empower the Federal Trade Commission to license and regulate all trade associations and prescribe definitely and clearly what such associations may or may not do, and prevent all associations not so licensed. This plan has been highly commended by many, and may prove to be the least objectionable solution of the trouble. The criticisms of it are that it is essentially socialistic. It is another form of State control and State interference with business freedom. The commission might come under the influence of the people to be regulated, or might become tyrannical and demagogic, and influenced by political considerations. It is impossible to state at this early date what the reaction of the public to this plan will be. Diminishing profits and the tendency of States to find ways to tax and impose restrictions and espionage on corporations engaged in interstate commerce are inclining many business men to favor Federal incorporation or Federal licenses to do interstate business. While such centralization of power in any governmental body is theoretically objectionable, it might be much more satisfactory than to be subjected to the interference of several Federal departments and of many States.

The last proposed remedy is to permit trade associations to gather the information desired, so that the members may have comprehensive, authentic and timely information as to the basic facts of their business—subject to the restrictions of the laws against agreements and understandings in restraint of trade as developed by the courts, and subject also to the provision that such information shall at the same time be tabulated and published, and made available alike to producers and consumers. The National Paint, Oil and Varnish Association has for five years recommended this to the several sections of the paint and varnish industries included in its membership. It is believed that the advantage of knowledge of all essential facts which each one must give regarding his own business in order to get similar information from others and make the aggregate statistics accurate and useful would be sufficient to induce everyone to contribute his quota of information. Publicity would prevent any association doing anything deserving of censure. This remedy requires no new laws. It leaves business relatively free.

At one time it was believed that the Federal Trade Commission had jurisdiction to receive reports and take appropriate action in case it found an agreement in restraint of trade existed. If publicity had been required there would probably have never been criticisms of a trade association. The information gathered by trade associations is necessary to the efficiency of the Secretary of Commerce and the Federal Reserve Banks, and I sometimes think that the legislative and judicial departments of the government would act with greater wisdom if the statistical information gathered by these associations were published and accessible. Every trade paper seeks it. Every writer on economics must have it. As stated, it needs no new law, but simply to educate the courts and legal departments of the government and States that there is a good reason for such trade associations other than the opportunity they present to form agreements in restraint of trade.

PNYC00001760

**TO LOCAL SAVE
THE SURFACE
COMMITTEES**

You will be interested in knowing that through the efforts of local Save the Surface Committees 86 firms have signed the new investment contracts for a period of five years since January 1, 36 of whom were not investors before. The one-eighth of one per cent. plan was chosen by 35 manufacturers and 26 chose the classification basis. The additional 25 contracts came from jobbers. It is interesting to note that the majority of manufacturers prefer the percentage basis.

Los Angeles is the first paint club to secure 100 per cent. of its members on the new investment contract. They are all on the percentage basis. The National Save the Surface Committee is very much gratified with the success of our committees in getting these new contracts. Still it seems that were all the committees in action more should have been accomplished. Are you, or any member of your committee, holding any of the contracts your committee has secured until your interviews are completed? If so, please send those you have at once. Every contract received at the Save the Surface Headquarters Office, Philadelphia, makes it easier to secure another one. Please undertake first to secure investment contracts from the important manufacturers in your territory. This is important.

The reports from various committees indicate that a large majority of the trade heartily approve the Save the Surface Campaign and the objective. Some have advanced some minor objections and because of these have put off signing. Point out to these people that no big movement of this kind can be launched without some slight feature that we would do differently, but perhaps not more effectively.

Let's all impress upon those we interview, who put up resistance against signing the contract, the importance of forgetting their objections, which in the end will not limit the effectiveness of the campaign. Remember, it is only \$1.25 per \$1,000 that this is costing the manufacturer to put it over big, and we are asking only 40 cents per \$1,000 from the wholesaler and the broker who supplies raw materials to the manufacturer. This is a small enough investment if viewed from any angle, or if nothing more were done than to set the objective for 1922 and the next five years. It should be kept in mind that only contracts for a period of five years are accepted from manufacturers and jobbers.

I have asked Save the Surface Headquarters to send you the Regional Bulletin each month. It is hoped you will read the report of the progress of the campaign appearing in it each month, and that you will send any reports to Mr. East regarding your activities. In this way many of the non-investors who received this publication will see from month to month the effectiveness of the work that is being done in their behalf.

Yours to MAKE 1922 THE GREATEST PAINT AND VARNISH YEAR.

C. J. ROH,
Chairman, Save the Surface Committee.

**NEW
MEMBERSHIPS**

The following new members have recently joined the Association:
Paint, Oil and Varnish Club of New York—Berry Brothers, Dumont Paint Mfg. Co., Inc., Jayne & Sidebottom, Inc.

Paint and Oil Club of New England—The Rossville Co., John W. Masury & Son, Balfour, Williamson Co.

Pittsburgh Paint, Oil and Varnish Club—Felton, Sibley Co., Falk Co., Pure Oil Co.

Paint, Oil and Varnish Club of Knoxville, Tenn.—Spencer Kellogg Co., Sterling-Crumbliss Hardware Co., Woodruff Hardware Co., Pittsburgh Plate Glass Co., Sargent-Gherki Co., S. B. Luttrell Hardware Co., Pure Paint & Varnish Co., Lowe-Hord Hardware Co., Greenwood Carpet & Decorating Co., Wright-Cruze Hardware Co., Chas. E. Hunter & Co., Chapman Drug Co., Hunter & Eckle, The Sherwin-Williams Co.

Wichita Paint, Oil and Varnish Club—Haynes, Miller Paint and Glass Co.

St. Louis Paint, Oil and Varnish Club—Rubberet Co., Thibaut & Walker Co.

Louisville Paint Oil and Varnish Club—Hanna Paint Mfg. Co., Strassel Gans Paint Co.

Paint, Oil and Varnish Club of Chicago—E. T. Stille & Co.

Buffalo Paint, Oil and Varnish Club—Bison Plate & Window Glass Corp.

Minneapolis-St. Paul Paint, Oil and Varnish Club—Pratt & Lambert, Inc.; Thompson Yards, Inc.; Twin City Varnish Co., and Glidden Varnish Co.

Philadelphia Paint, Oil and Varnish Club—Rubberet Co., Devoe & Reynolds Co., Inc.

Individual Memberships—Rinker-Deas Paint Co., Augusta, Ga.; British America Paint Co., Ltd., Victoria, B. C.

**VIRGINIA
LEGISLATION**

At the annual meeting of the Philadelphia Paint, Oil and Varnish Club, held on March 8, the following resolutions were unanimously adopted:

"Whereas, It appears that the Virginia Retail Hardware Association, supporting the proposed Pure Paint Law before the Virginia Legislature, is reported to have stated that 'The Public and Paint Dealers are being defrauded,' and the Department of Agriculture at Washington, D. C., was reported by them to say that 'the fraud practiced upon the public in the matter of net weights and measures of paint alone amounts in value to more than the worth of the entire cotton crop'; and,

"Whereas, It appears that the Virginia Retail Hardware Association, in further support of this bill, is reported to have stated that 'the proposed Pure Paint Bill had been expressly approved by the United States Supreme Court'; be it, therefore

"Resolved, by the Philadelphia Paint, Oil and Varnish Club, Member of the National Paint, Oil and Varnish Association, That these statements be branded as untrue, unfair and absurd, and are a libel on the paint industry; and, furthermore, that a firm demand be made to the Virginia Retail Hardware Association for information as to the authority for these statements, in order that the good name of the paint industry may be cleared of these charges; be it further

"Resolved, That a copy of this resolution be sent to the following: The Secretary of the Virginia Retail Hardware Association, 602 E. Broad Street, Richmond, Va.; the Secretary of the National Paint, Oil and Varnish Association; the Secretary of Agriculture at Washington, D. C.; Hardware Age, and to the National Hardware Bulletin."

PNYC00001762

**PAINT TRADE
MUTUAL FIRE
INSURANCE CO.**

The year 1922 is to be one of real co-operation among the members of our National Association. Clean Up and Paint Up Campaigns are making a wider appeal than ever before, and the trade as a whole is taking a lively interest and giving its financial backing to the Save the Surface Campaign with the object of making 1922 the Greatest Paint and Varnish Year.

The Paint Trade Mutual Insurance Co. was planned to be and is a co-operative movement fathered by the National Paint, Oil and Varnish Association and deserves your enthusiastic support. Last year, in spite of a national fire loss greater than ever before, your company paid its losses promptly, covered its expenses and added a small but gratifying amount to surplus. If this result can be accomplished with policies from 320 members of the National Association, how much faster the surplus would grow if every one of the 1,085 members would do their share.

The company, through bulletins and otherwise, is trying to reduce the fire hazard by urging the policy holders to ever keep in mind the necessity of "good housekeeping," but more than this is needed. We must underwrite more business, and those that are with us must increase the lines which they now carry. We must have a larger premium income. It was only the other day that one of our policy holders said he would gladly take out more insurance with us, but thought we had limited him to a certain amount. This was true two or three years ago, but conditions have changed, and on good risks we have facilities to take on more business than ever before.

One of the old line insurance companies advertises that it is good business practice to buy fire insurance by name and trade-mark. This is good advice, for as a rule we are ignorant as to the standing of the companies writing our insurance. It should instill a comfortable feeling to know that you can insure in a company of which you are a part and whose Board of Directors contains the names of men with whom you are personally acquainted and in whom you have confidence. The responsibility for the management and development of the Paint Trade Mutual Company this year rests upon the following:

PAINT TRADE MUTUAL FIRE INSURANCE CO.

Directors

- W. A. Alpers—Cleveland Window Glass & Door Co.
- March G. Bennett—Samuel Cabot, Inc.
- Chas. W. Brown—Pittsburgh Plate Glass Co.
- Charles R. Cook—Cook Paint & Varnish Co.
- Howard B. French—Samuel H. French & Co.
- Howard J. Greene—Oliver Johnson & Co., Inc.
- Luther Martin—Wilckes, Martin, Wilckes Co.
- Geo. C. Morton—Carpenter-Morton Co.
- S. L. Sulzberger—Enterprise Paint Mfg. Co.
- Ernest T. Trigg—John Lucas & Co.
- R. O. Walker—The Thibaut & Walker Co.

Secretary

Charles C. Perrin, 137 S. 5th St., Philadelphia, Pa.

Advisory Directors

- National Varnish Mfrs.' Assn.—E. H. Hancock, Louisville, Ky.
- National Paint, Oil and Varnish Assn.—Ernest T. Trigg, Philadelphia.

Paint Mfrs.' Assn.—S. R. Matlack, Philadelphia, Pa.
National Assn. of Paint Jobbers—R. McC. Bullington, Richmond, Va.

FIRE INSURANCE COMMITTEES

- National Paint, Oil and Varnish Association*
- R. O. Walker—72 Ninth St., L. I. City, N. Y.
- J. A. Miller—1334 Dime Bank Bldg., Detroit, Mich.
- L. C. Stuckrath—1111 Galveston Ave., Pittsburgh, Pa.
- Fred A. Jensen—130 N. Wells St., Chicago, Ill.
- Paint Manufacturers' Association*
- March G. Bennett—Samuel Cabot, Inc., Boston, Mass.
- C. D. Wettach—W. W. Lawrence & Co., Pittsburgh, Pa.
- L. H. Mory—Arlington Mfg. Co., Canton, O.
- National Varnish Manufacturers' Association*
- Jas. B. Lord—Boston Varnish Co., Boston, Mass.
- E. W. Story—John Lucas & Co., Inc., Gibbsboro, N. J.
- A. E. Warfield—General Varnish Co., Louisville, Ky.

What is your re-action to this open letter? Will you give some of your time and energy to boost the company? Will you personally see that your concern places as much insurance with the Paint Trade Mutual as it can take care of? We want during April and May one new policy from each of the 1,085 members of the National Paint, Oil and Varnish Association. Too much to ask! Why? Sincerely,

**PAINT TRADE MUTUAL FIRE
INSURANCE CO.**

R. O. Walker, President.

NAVAL STORES In accordance with the resolution adopted by the Atlantic City Convention last October, a meeting representing 75 per cent. of the production of naval stores was held at Savannah, Ga., March 7 and 8. Regional Vice-President R. S. Wessels of Atlanta, Ga., presiding, with Chairman W. H. Crawford of the Association's Naval Stores Committee present.

The successful results of the conference demonstrated that the way to overcome differences of opinion, eliminate prejudices, and pave the way for the adjustment of apparently unadjustable diversion of opinions is to go about matters after the fashion of this conference.

At the beginning of the conference, the Chairman announced that the Harrison Naval Stores Bill—which has been pending for several years and which had its opponents as well as advocates—had been scrapped.

As result of the meeting, a conference bill requesting Congress to legislate the PRESENT Glass types for rosin and the present standards of quality for turpentine, as the official Naval Stores standards of the United States, together with an enforcing statute, is in course of preparation. This bill will designate the product of gum of the pine tree as Gum Rosin and Gum Turpentine, and the product of the wood extraction as Wood Rosin and Wood Turpentine.

The meeting was unanimous in reaching the foregoing conclusions. The new bill when prepared will be presented through the Georgia and Florida delegation to Congress, and every effort is being made by the committee having charge of the bill to secure its passage in the 68th (present) session of Congress.