

and its collaboration therewith is naturally close and constant.

Organized in 1922, under the auspices of the two old manufacturers associations, it comprised the ten local clubs then functioning: Cincinnati-Dayton, Cleveland, Louisville, New England, New York-New Jersey, New York City, Chicago, Philadelphia, St. Louis and Toronto.

Originally plant superintendents (in fact they called themselves "Superintendent's Clubs") were predominant in the membership; but gradually the interests of the chemists and other technologists grew in importance and today their work in the Federation predominates.

To this fact is largely due the improvement in products which has been so conspicuous during the past decade. The total membership of the Federation, including Associate and "Subscribing" Members, exceeds fifteen hundred. The constituent clubs, scattered from coast to coast, in every manufacturing centre, now number twenty-one, including two in Canada and one in England. The Southern States, where plants are widely distributed, are represented by the Southern States Federation Associates, with a membership of thirty-five—though the Dallas-Fort Worth Club has recently been organized as a separate unit of the Federation.

The annual "Paint Show"—which has become an important and interesting feature of the Federation's conventions—was initiated in 1932. It was at first suggested as a source of revenue, but better judgment prevailing, it was decided that any profit accruing should be segregated for the financing of research at outstanding technical institutions by carefully selected young scientists. The results to this date have well rewarded the industry, and because of this success a second junior award has been established this year.

The Federation of Paint and Varnish Production Clubs is today a highly important factor in the advancement of the industry and in its service to the inhabitants of these forty-eight United States—"One and indivisible"—as well as to points beyond.

The meeting will be held at the Ambassador Hotel, in Atlantic City, on October 24-25.

The program is as follows:

- Sunday, October 23:
6:30 p.m. Advisory Committee Meeting.
Monday, October 24:
8:00 a.m. Registration and Paint Show Opens.
9:00 a.m. Club Papers:
(1) Dallas Club—"Study of Milled."
(2) Chicago Club—"Soybean Oil In Interior Enamels."
(3) Golden Gate Club—"Lead in Enamel Vehicles; Variation of Resins."
(4) Baltimore Club—"A Quantitative Evaluation of the Effect of the Pigment-Binder Ratio on the Wet and Dry Opacity of Various Pigments in a Casein Vehicle."
11:00 a.m. President's Annual Report—E. V. Ladd.
Secretary's Report—G. B. Heckel
Treasurer's Report—C. W. Clark.
11:30 a.m. Address—E. T. Trize, President, National Paint, Varnish & Lacquer Association
12:30 p.m. Nominating Committee Luncheon.
2:00 p.m. Club Papers:
(5) Montreal Club—"Driers II."

(6) Louisville Club—"The Use of the Microscope in the Paint Laboratory with notes on Ultra-Violet Light."

(7) Address by Dr. B. F. H. Schei-
fele of Heidelberg, Germany, on "Recent Developments in German Varnish Materials."

(8) New York Club—"Smudging vs. Brilliance of Aluminum Paints."

(9) Northwestern Club—"Some Observations on the use of Dehydrated Castor Oil in Varnish Making."

Report from Southern Federation Associates.

Committee Reports—
By-Laws, Cost Accounting, Golf, Membership, Memorial, Paint Show, Plant Manager's, Program, Publicity, Scholarship, Technical Advisory.

Report of Nominating Committee.
Election of Officers.

7:30 p.m. Meeting of Plant Manager's Committee.

9:00 p.m. Paint Show Closes.

Tuesday, October 25:

8:00 a.m. Paint Show Opens.

9:00 a.m. Club Papers:

(10) New England Club—"Inert Pigments in Flat Paints."

(11) Philadelphia Club—"Stability of White Pigments in Colored Enamel Tints."
Scholarship Committee Report.
Mr. Murray, Federation Scholarship Project Report.

(12) St. Louis Club—"A Study of Flushed vs. Dry Colors."

(13) C. D. I. C. Club—"Fluorescent Analysis."

11:00 a.m. Dr. H. A. Gardner, Director of the Institute of Paint & Varnish Research.

Club Papers:

(14) Toronto Club—"Pigment Settling and Its Measurement."

(15) Pittsburgh Club—"Aluminum Vehicles and their relation to Leafing and Leaf retention."

(16) Detroit Club—"Flushed Colors—Their Uses in Industrial and Architectural Finishes."

2:00 p.m. Open Forum—Plant Manager's Committee.

6:00 p.m. Paint Show Closes.

7:00 p.m. Annual Banquet.

Address of newly elected President.
American Paint Journal Award.
DRUGS, OILS AND PAINTS Award.
National Paint Bulletin Award.
Toronto Golf Trophy Award.
Entertainment.

Wednesday, October 27:

Thursday, October 28:

During the Convention of the National Paint, Varnish & Lacquer Association.

9:00 a.m. Paint Show Opens.

1:30 p.m. Paint Show Closes.

The Formula Label Again Looms

For many years our organized paint industry waged a gallant war against the formula label, and while it failed in a few cases to win the battle, nevertheless it did succeed in averting the threatened deluge and experience has shown that in those states where enforcement is in competent hands manufacturers of intelligently formulated products have suffered little inconvenience, while their incompetent or dishonest competitors have found "hard sledding."

Meanwhile, another and more powerful enemy has taken the field—an army of "Amazons," since apparently the majority are of the "gentle sex"—known as The Consumers' League which marches under very competent and experienced leadership. This host—and it is a host—demand complete factual

information regarding the goods for which they spend their good money and doubtless will get what they are after before they "cease and desist."

In view of these facts, and also in view of the additional fact that "discretion is the better part of valor," the Executive Committee of the National Paint, Varnish and Lacquer Association recommends a judicious capitulation rather than an ignominious surrender to the demands of the "totalitarian state."

Speaking seriously, however, honest and competent manufacturers have probably more to gain than to lose by this suggested capitulation. "Let the galled jade wince, our withers are unwrung!" says William Shakespeare.

The statements and correspondence which follow clearly set forth the situation:

To Class A Members:

At a meeting of the Executive Committee held in Chicago on July 14th, the following resolution was adopted:

"The Executive Committee of the National Paint, Varnish and Lacquer Association having carefully considered the interests of consumers of paint products, and the desirability of a wider dissemination of information which will aid the public in the selection of suitable paints, is of the opinion that formula labeling of pigmented products, in simple terms, in what is generally known as 'the trade sales line' should be universally adopted by members of this industry."

This action was taken following a thorough consideration of the increasing pressure being brought to bear from government departments, retailer and consumer organizations, and groups engaged in general educational activities for some form of standardization or quality certification of merchandise for the benefit of "over-the-counter" buyers. Paint is among the products under consideration.

The Executive Committee appointed a Special Committee of five to "assist in carrying out the purposes of the foregoing statement of policy and in particular to recommend the form of and terms to be employed in such formula labels and, if deemed appropriate, to confer from time to time with such officials, departments or agencies as may be concerned with this subject and to present the subject to the annual convention of this Association in October. The committee consists of: Messrs. de Lancey Kountze (Chairman), Devoe & Reynolds Co., New York; E. A. Foy, Jr., Foy Paint Company, Cincinnati; H. A. Melum, Benjamin Moore & Co., Chicago; C. N. Seidlitz, Seidlitz Paint & Varnish Co., Kansas City, and H. E. Webster, Pratt & Lambert, Inc., Buffalo.

This Special Committee has met and authorized the chairman of the committee and the President of the Association to confer with Dr. L. J. Briggs, Director of the National Bureau of Standards, to ascertain from him if the policy as expressed in the Executive Committee's resolution is acceptable to the National Bureau of Standards in view of all of the circumstances. The Committee also approved proposing to the National Bureau of Standards that the policy of formula labeling recommended to all manufacturers be, in the beginning, confined to exterior house and building paints, barn and roof paints, floor paint (exterior or interior), and of wall finishes and primers, where it is believed the greatest public interest in this situation exists and because of the complications and difficulties in connection with a proper statement of analysis on other pigmented products.

Mr. Kountze and the President of the Association have conferred further with Dr. Briggs and with three of his associates—namely, Dr. A. S. McAllister, Mr. E. F. Hickson, and Mr. K. J. Fairchild, and we attach hereto copy of a letter from the Director of the National Bureau of Standards, which speaks for itself.

The attached memorandum is a partial review of some of the contributing circumstances. Further detail is available at headquarters to any one interested.

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Report from Southern Federation Associates.

Committee Reports—By-Laws, Cost Accounting, Golf, Membership, Memorial, Paint Show, Plant Manager's, Program, Publicity, Scholarship, Technical Advisory.

Report of Nominating Committee. Election of Officers.

10 p.m. Meeting of Plant Manager's Committee.

10 p.m. Paint Show Closes.

Monday, October 25:

10 a.m. Paint Show Opens.

10 a.m. Club Papers:

(10) New England Club—"Inert Pigments in Flat Paints."

(11) Philadelphia Club—"Stability of White Pigments in Colored Enamel Tints." Scholarship Committee Report. Mr. Murray, Federation Scholarship Project Report.

(12) St. Louis Club—"A Study of Flushed vs. Dry Colors."

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10 p.m. Open Forum—Plant Manager's Committee.

10 p.m. Paint Show Closes.

10 p.m. Annual Banquet.

Address of newly elected President. American Paint Journal Award. DRUGS, OILS AND PAINTS Award. National Paint Bulletin Award. Toronto Golf Trophy Award. Entertainment.

Tuesday, October 27:

Monday, October 28:

Opening the Convention of the National Paint, Varnish & Lacquer Association.

10 a.m. Paint Show Opens.

10 p.m. Paint Show Closes.

The Formula Label Again Looms

For many years our organized paint industry waged a gallant war against formula label, and while it failed a few cases to win the battle, nevertheless it did succeed in averting the threatened deluge and experience has shown that in those states where enforcement is in competent hands manufacturers of intelligently formulated products have suffered little inconvenience, while their incompetent or dishonest competitors have found "hard riding."

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information regarding the goods for which they spend their good money and doubtless will get what they are after before they "cease and desist."

In view of these facts, and also in view of the additional fact that "discretion is the better part of valor," the Executive Committee of the National Paint, Varnish and Lacquer Association recommends a judicious capitulation rather than an ignominious surrender to the demands of the "totalitarian state."

Speaking seriously, however, honest and competent manufacturers have probably more to gain than to lose by this suggested capitulation. "Let the galled jade wince, our withers are unwrung!" says William Shakespeare.

The statements and correspondence which follow clearly set forth the situation:

To Class A Members:

At a meeting of the Executive Committee held in Chicago on July 14th, the following resolution was adopted:

"The Executive Committee of the National Paint, Varnish and Lacquer Association having carefully considered the interests of consumers of paint products, and the desirability of a wider dissemination of information which will aid the public in the selection of suitable paints, is of the opinion that formula labeling of pigmented products, in simple terms, in what is generally known as 'the trade sales line' should be universally adopted by members of this industry."

This action was taken following a thorough consideration of the increasing pressure being brought to bear from government departments, retailer and consumer organizations, and groups engaged in general educational activities for some form of standardization or quality certification of merchandise for the benefit of "over-the-counter" buyers. Paint is among the products under consideration.

The Executive Committee appointed a Special Committee of five to "assist in carrying out the purposes of the foregoing statement of policy and in particular to recommend the form of and terms to be employed in such formula labels and, if deemed appropriate, to confer from time to time with such officials, departments or agencies as may be concerned with this subject and to present the subject to the annual convention of this Association in October. The committee consists of: Messrs. de Lancey Kountze (Chairman), Devos & Reynolds Co., New York; E. A. Foy, Jr., Foy Paint Company, Cincinnati; H. A. Melum, Benjamin Moore & Co., Chicago; C. N. Seidlitz, Seidlitz Paint & Varnish Co., Kansas City, and H. E. Webster, Pratt & Lambert, Inc., Buffalo.

This Special Committee has met and authorized the chairman of the committee and the President of the Association to confer with Dr. L. J. Briggs, Director of the National Bureau of Standards, to ascertain from him if the policy as expressed in the Executive Committee's resolution is acceptable to the National Bureau of Standards in view of all of the circumstances. The Committee also approved proposing to the National Bureau of Standards that the policy of formula labeling recommended to all manufacturers be, in the beginning, confined to exterior house and building paints, barn and roof paints, floor paint (exterior or interior), and of wall finishes and primers, where it is believed the greatest public interest in this situation exists and because of the complications and difficulties in connection with a proper statement of analysis on other pigmented products.

Mr. Kountze and the President of the Association have conferred further with Dr. Briggs and with three of his associates—namely, Dr. A. S. McAllister, Mr. E. F. Hickson, and Mr. K. J. Fairchild, and we attach hereto copy of a letter from the Director of the National Bureau of Standards, which speaks for itself.

The attached memorandum is a partial review of some of the contributing circumstances. Further detail is available at headquarters to any one interested.

Although the Executive Committee in such matters has no authority to impose any requirements upon members of this Association, it did feel a responsibility carefully to review the situation and for the benefit of the industry to make definite recommendations expressing its deliberate and thoughtful judgment based on the mass of evidence before it.

This recommendation contemplates voluntary action. It is hoped and believed that manufacturers will appreciate the situation approve and adopt the recommendations of the Executive Committee, subject to the modification stated above, making it presently applicable only to certain products as previously referred to in this letter.

Detailed suggestions with regard to the form and terms are now being prepared and will be furnished in the very near future.

If any further information is required or if the Association can be of any assistance, please feel free to communicate with headquarters fully, frankly and as frequently as necessary. Yours very truly, ERNEST T. TRIGG, President.

U. S. DEPARTMENT OF COMMERCE NATIONAL BUREAU OF STANDARDS WASHINGTON

September 8, 1938

Mr. Ernest T. Trigg, President
National Paint, Varnish & Lacquer Assn.
2201 New York Ave., N. W.
Washington, D. C.

Dear Mr. Trigg:—

I desire to acknowledge your letter of September 8th, advising me of the decision of your Executive Committee to recommend to the members of the National Paint, Varnish and Lacquer Association the universal adoption of formula labeling of exterior house and building paints, barn and roof paints, floor paint (interior and exterior) and wall finishes and primers.

Your proposal is very acceptable to the National Bureau of Standards and is in accord with our efforts to aid consumers to buy intelligently in relation to their needs. You may be assured of our cooperation and support in this matter and of our willingness to assist you in every way possible. I believe that labeling will soon prove so advantageous to both manufacturers and consumers that its extension to other lines of goods will be found desirable.

Sincerely yours,
LYMAN J. BRIGGS, Director.

Partial Review of Pressure For Standardization Or Quality Certification

One of the most recent developments in this situation is a communication from the National Bureau of Standards sent to a list of manufacturers of various products including paint, which outlines a plan "to encourage manufacturers to employ labels on commodities which they are willing to guarantee to comply with the requirements of certain nationally-recognized specifications" (reference to nationally-recognized specifications probably means government specifications as we know of no other nationally-recognized ones in the paint field).

Their communication specifically refers to "small quantity purchasers or over-the-counter buyers" and contains the following paragraph:

"It is our belief that the impetus being given to the consumer movement at the present time and the demand by consumers for factual information concerning the kind and quality of goods they buy should make this plan worthy of consideration."

It would be wholly impracticable here to review all the evidence of this trend in public opinion, but it is appropriate to list some of the organizations in contact with the National Bureau of Standards or otherwise dealing with the quality buying problem. Among them are Consumers' Union (claimed membership 60,000), Consumers' Research (claimed membership 55,000-60,000), Consumers' National Federation, Consumers' Cooperative League of the U. S., Consumers' Retailer Relations Council (having in its membership National Retail Dry Goods Association, which, it is stated, intends to contribute \$50,000 annually), Na-

tional Council American Assn (55,000 memb Women's Clubs nomics Associ tional Better Association of visory Commit New York Wc tion of Rocke Finance Co., A tising Agencies cations, Consu Twentieth Cent tribution Corp Farm Bureau

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