

May 22nd 1922

Mr ADRIAN D. JOYCE, President,
The Glidden Company,
Cleveland, Ohio.

Dear Mr Joyce:

Replying to yours of 20th about your having registered the brand ANACONDA with the Trade Mark Bureau of National P.O. & Y. Assn, I am sorry to say that we cannot assent to this registration standing. I think, for one thing, that before proceeding to such action we ought have been consulted, because no matter what any competitor proposes to do, the name is initially ours, and only licensed to you, so that a subject so fundamental as registering it, as if it were one of your own brands on the same footing as Jap-A-Lac, for instance, casts a shadow upon our title. More than that, according to the Bulletin itself you registered it for dry lead as well as lead in oil, and as everybody in the trade has seen this, it has put us to considerable annoyance, because naturally it creates a suspicion that you have acquired control of our output.

We have the brand already registered in the Trade Mark Bureau, covering white lead in any form, and we also have it registered at Washington, so that your registration is unnecessary anyhow, and we very much prefer to have you cancel it. I shall be obliged if you will notify me that this has been done.

Yours very truly,

Director of Sales

JADowdy:P

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