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R. Carnegie

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it has been difficult to disentangle the long-time trend from the seasonal influences that affect industries.

"The above quotation indicates lack of decision and installment selling apparently has yet to prove its point as a corrective for overproduction. The number of cars that have been turned out this year by the automobile plants is considerably in excess of former years, and it is only reasonable that there should be a slowing down now until the demand catches up with the supply."

Declares Air Equipment Will Increase Paint Sales

"My message to the paint industry is this," says J. A. Paasche, president of the Paasche Airbrush Co. "Do not expect generalities and immense advertising campaigns to increase paint sales. It can't be done."

"Do not expect the impossible from the splendid 'Save the Surface' campaign — no matter how masterfully that campaign may be handled. Words alone will not increase the sale of paint generally."

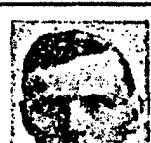
"I sometimes wonder how much longer the executives in the paint industry will continue to ignore the fact that the one only real obstacle to a greatly increased sale of paint is the high cost of hand application."

"Facts and figures prove that two-thirds the cost of any hand painted job is labor cost. The public cannot and will not ignore these high cost figures—now, why should the man most concerned, that is, the paint manufacturer, continue to ignore what the public has long since recognized as a fact? The Save the Surface and Clean Up and Paint Up campaigns have made people paint conscious and they want to clean up and paint up—but that two-thirds labor cost in every hand painted job renders these splendid campaigns ineffective."

"We progress through change. Airpainting machines provide the means for an increased consumption of paint generally, because the high cost of hand application is eliminated. That has been true industrially and the same result will follow generally once the economies of airpainting are made known through facts and figures to the public."

Cooperation Solves Many Paint Manufacturing Problems

Co-operation of the manufacturers of raw materials has contributed a great deal to the success enjoyed by paint manufacturers in recent years, according to A. C. Eide, sales engineer of the



J. A. Paasche

search to improve their products, and develop new ones wherever a genuine need existed," he says. "The producers of pigments have been up and coming in this respect, and it is noticeable to the paint manufacturers in the form of higher quality zinc oxides and lithopone, which is as it should be."

"An additional result has been the production of several types of the same pigment, sold under the same general brand name, but each designed to meet some particular requirement in paint factory operations, or in the paint itself."

Mechanical Equipment in Paint Industry Equal to Needs

Keeping pace with the mechanical requirements of the modern paint plant

is a matter of closely scrutinizing each detail of construction in order that undue friction may be eliminated and the mechanism endowed with additional strength and ability to withstand longer operation at its fullest capacity, according to James W. Kent, president Kent Machine Works, Inc., Brooklyn.

"In the matter of bearings alone it has been found possible to substitute rollers of hardened steel which run with a minimum of lubrication and require little attention," he says. "Machines such as grinding mills, equipped in such manner, have been driven with one-third less power than similar type mills in which the old-fashioned bronze bearings are used. This also holds true of stone mills which have been equipped with roller bearings and roller bearing step."

Urges Paint Industry To Profit from Style Changes

"The paint industry should take full advantage of the demands of this age," says R. J. Clemens, president of the Standard Glass & Paint Co., Des Moines, and president of the National Association of Paint Distributors. "Surely the public is demanding not only color but changes, new styles, new ideas."



R. J. Clemens

"The function of our industry is to preserve and to beautify, and surely no industry has a greater opportunity to profit by the present day demands than does ours."

"Various surveys indicate that the paint industry is not getting its full share of the public spending dollar. If these surveys are developing facts, then it would seem that we are not taking full advantage of our oppor-

frequently replaced so long as it remains in satisfactory physical condition and appearance.

"Figuratively speaking, let us broaden our fenders, soften up our tires, put on four wheel brakes and possibly even front wheel drive, and, as an industry, cash in on the public's demand for changes."

New Developments in Pigments Important to Industry

"Striking developments in the discovery and manufacture of new white pigments adapted for use in paint making continue to come forward and constitute one of the many important influences being brought to play in the industry," says P. E. Sprague, vice-president of the Euston Lead Co., Scranton, Pa.

"I think it may well be true that these and other changes in the paint manufacturers working tools have pressed ahead more rapidly than the industry in general has been able to absorb them, so that the proper place to use and the kind of results to expect from new kinds of pigments requires a lot of consideration."

"This is particularly true of formulating paints for exterior use. Much progress has been recorded in devising quick tests to simulate accurately weather and long time exposure, but none have apparently justified all of the hopes placed in them, so that a considerably long time scrutiny of actual painting jobs remains the final criterion."

"Plan Your Work, Work Your Plan" H. M. Toch Advises

"Plan Your Work, Work Your Plan" H. M. Toch Advises

"Plan your work, then work your plan," is the advice of Henry M. Toch, son of the founder of Toch Brothers, division of the Standard Varnish Works, New York, in introducing his views on business philosophy to Convention Daily readers.

"Man is as great as are the accomplishments of his vision. Waste is the handmaid of his ruin. Consultation and co-operation with open-mindedness invite harmony and success."

"Operation without co-operation, invites controversy and failure. Team work is fine work and brings gratifying results. A square deal begets a square deal. You get what you give."

"Be sure you are right, then carry on and on. Courage and enthusiasm make winners. Try, keep on trying."

"Facts and truth are vital—stick to them. Do not underestimate the



P. E. Sprague



H. M. Toch

DUTCH BOY AND CARTER

PURE WHITE-LEAD

Manufacturers also of

Red-Lead
Litharge
Orange Mineral
Basic Lead Sulphate
Lead Acetate
Linseed Oil
Flatting Oil
Solder
Babbitt Metal
Lead Pipe
Sheet Lead
Other Lead Products



NATIONAL LEAD COMPANY

New York, 111 Broadway

Buffalo, 116 Oak Street

Cincinnati, 659 Freeman Ave.

St. Louis, 722 Chestnut St.

Boston, National-Boston Lead Co., 800 Albany St.

Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue

Philadelphia, John T. Lewis & Bros. Co., Widener Bldg.

Chicago, 900 West 18th Street

Cleveland, 820 West Superior Ave.

San Francisco, 235 Montgomery St.