 37 (MAY 1922) 480

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Paint-Up Time This Year in Chicago." Assistant City Commissioner of the Health Department delivered the message and declared that the Department was solidly behind the movement to make and to keep Chicago healthy and sanitary.

The Cleveland Paint, Oil and Varnish Club has gone on record as enthusiastic supporters of the Clean-Up and Paint-Up and "Save the Surface" Campaigns. At a meeting of the club, held on April 18, at the Hotel Winton:

"The Community Betterment Council, headed by R. B. Robinette," says Mr. Palmer, "has mapped out an extensive campaign which will bring the matter before the entire city in a telling way. Radio speeches, exhibits in store windows, organization among the various school children, window displays, truck and automobile advertising, newspaper publicity, and numerous other means of accomplishing the desired end will be brought into play.

President Guy Gardner introduced R. S. Wessels, formerly Southern Zone Regional vice-chairman, who has succeeded J. J. Tanyan as representative of the Pittsburgh Plate Glass Company in the Cleveland district. The club, through Charles T. Draper, president of the Draper Manufacturing Company, also expects to publish a history of mixed paints. To this end, Mr. Draper presented a paper on the organization of the mixed-paint trade and the relative importance of the position Cleveland occupies in the development of the industry.

Congratulations: News has been broadcasted to the effect that Herbert E. Whiting has become the proud father of a new household addition who bears the portentious patronymic of Eileen Remie. Although a bright youngster with a promising future, the aforesaid proud paternal parent admits that "she favors her father (at least in appearance)," which should prove no great handicap. Mr. Whiting has also just recently severed his connection with the E. R. Smead Company to become associated with the Bisbee Linseed Oil Company.

James A. Dowdy, sales director for the Anaconda Lead Products Co., Chicago, recently returned from a business trip in the East.

The Minehart-Traylor Co., Denver, Colorado, expects to be fully established by June 1.

E. J. Cornish, chairman of the National Paint, Oil and Varnish Association's Statistical Committee, speaking before the Trade Association's Conference, which met with Secretary Herbert Hoover and Chairman Gaskill, of the Federal Trade Commission, Washington, on April 13, presented the following survey of statistical service which appears below, in part:

"Wartime Needs Responsible. 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. Every one's secrets (if any one had any secrets) were of necessity communicated to his competitors—the only one from whom he desired to conceal them. Every one 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 were 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 main fellow-

Judge Carpenter expressed it, 'It enables one to sleep of nights.' This is 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 their from radically different conclusions as to what their business policy should be.

"Fourth:—It permits those countless economies 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.

"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 association were mere camouflage to hide illegal combinations in restraint of trade.

"Of course, insofar 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."

J. A. Keefe, Philadelphia district manager for Spencer Kellogg & Sons, linseed oil, with offices in the Drexel Building, will attend the annual sales convention of the company, to be held in Buffalo, N. Y., from June 8 to 10.

H. F. Bouse, formerly secretary and treasurer of the Weigle Co., is now associated with the E. R. Smead Co., Cleveland, Ohio.

The Net Income of the New Jersey Zinc Co. for the quarter ended March 31 was $1,086,080.37. After a deduction of $930,307.00 for dividends and interest, the surplus for the quarter was $155,773.37.

The Philadelphia "Save the Surface" Committee, with S. R. Matlack, President of the Paint Manufacturers' Association of the United States, and J. Sibley Felton, President of the Philadelphia Paint Club, were guests of Ernest T. Trigg. Reports of progress of the "Save the Surface" Dealers' Association and meeting with the Master Painters' Association were made. The committee showed that it is taking its job of increasing the consumption of paint and varnish products in and around Philadelphia seriously, by reporting a visit with Victor Rosewater, assistant to the President of the Sesqui-Centennial Exposition to be held in Philadelphia during 1926. Mr. Rosewater stated that he was very glad to discuss plans for getting Philadelphia citizens to dress-up their homes, stores and public buildings, in preparation for the welcoming of the Fair visitors in 1926. The tentative plans are for an aggressive campaign during 1924 and 1925, to repaint the city from one end to the other. The committee reported that new investment contracts had been secured from Philadelphia manufacturers and jobbers, and expressed their willingness to continue until one hundred per cent. of the Philadelphia paint trade are adequately supporting the industry's co-operative advertising campaign.

Paint Trade Advertising Men to Meet in September.—At a meeting of the National "Save the Surface" Committee, held at the Hotel Astor, New York City, on April 19th, a plan for holding a conference of men in charge of advertising was approved. A committee composed of O. C. Harn, chairman, W. J. Werheim and H. M. Clark was appointed to take charge of the program and the calling of such a meeting during the first week in September. It was felt that plans of a non-competitive nature could be discussed, especially in view of the fact that the paint trade is conducting a five-year campaign with a view to doubling its volume of sales.

1923 "Save the Surface" Calendar.—The committee also authorized the issuance of a calendar and

colors, showing seven historical shrines dear to the heart of every real American. On the reverse side of each page will appear the description of the part which each shrine has played in history, and has showed how the timely and proper application of paint and varnish has kept it for posterity. The calendar will sell for $7.50 per 100. The contract for manufacturing and selling same was let to Livermore & Knight Company, of Providence, R. I. A recent poll was made of dealers as to whether they favored a prize contest in connection with the calendar for 1923, and 97 out of 100 favored it. One thousand dollars in prizes will be offered for the best story and photograph describing how a local or national shrine or landmark has been preserved by the use of, or lost to posterity because of the lack of paint or varnish. Details of this contest will be announced later.

The use of the "Save the Surface" advertisements by individual investors was also discussed, and the following policy adopted:

"Save the Surface" advertisements are designed to benefit the entire paint and varnish industry, but they are not the property of any individual "Save the Surface" investor, and their value and effectiveness would be lessened if some means of protection were not adopted for preventing the misuse of these advertisements. The "Save the Surface" Committee, therefore, established the following policy:

1. Every "Save the Surface" consumer advertisement shall be copyrighted by the "Save the Surface" Campaign.

2. No subscriber or other firm or individual shall be permitted to reproduce or publish a "Save the Surface" consumer advertisement in any national magazine, newspaper or trade periodical until after such advertisement has been published by the "Save the Surface" Campaign in a consumer publication.

3. After a "Save the Surface" advertisement has been published in a consumer publication, an individual investor in the "Save the Surface" Campaign may, by applying to the "Save the Surface" Headquarters, get permission to reproduce the advertisement in space bought by the investor, under the following conditions:

(a) The advertisement may be reproduced in any size.

(b) The advertisement must be reproduced entire, without changing any detail of text, illustration or signature.

Section (b) does not apply to use of advertising copy in local co-operative advertising campaigns where the advertising is signed by local Paint Clubs, Master Painters' Associations or a group of individuals. In this case, permission will be given to use illustrations with change of copy and signature to meet local conditions.

(c) A credit line shall be printed in readable type beneath the reproduction, reading as follows:

"Reproduced by courtesy of Save the Surface Campaign."

Use Within the Trade

4. Investors who wish to secure the maximum benefit from the "Save the Surface" advertisements by sending to their trade may, by applying to "Save the Surface" Headquarters, get permission to reproduce any or all "Save the Surface" advertisements under the following conditions:

(a) "Save the Surface" advertisements are available after they have been released to the trade generally in such form as the 1922 advertising portfolio, and prior to their appearance in publications providing such use of advertisements is strictly confined to literature for use within the trade. Use in trade press advertising previous to appearance in national publications is not permitted. If desired for use in window displays, or in literature directed to the consumer, they must not be posted or mailed (as the case may be) until date of their release in national publications.

(b) The advertisements may be reproduced in any size, with or without color, accompanied by the investor's own copy relating to his products, services or plans. But the advertisements themselves must be reproduced intact without changing any detail of text, illustration or signature.

(c) By special arrangement with the "Save the Surface" Headquarters, advertisements