

Oil, Paint and Drug Reporter

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Chemicals-Dyestuffs-Drugs-Paints-Oils-Fertilizers

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FRIDAY, OCTOBER 22, 1926

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Paint and Varnish National Convention Fill Week of October 11, 1926

A week of comprehensive and resultful deliberation of manufacturers of paint and varnish, meeting with representatives of the allied trades in the industry came to a close October 13 at Washington, D. C., when the annual banquet of the National Paint, Oil and Varnish Association brought almost a thousand members and their guests together at the Mayflower hotel. The convention room, which had been transformed into a banquet hall, was elaborately decorated for the occasion. The flags of the United States and Canada were draped together over the long speakers table, where Toastmaster Frank P. Cheesman presided with his usual grace and wit, bringing a fitting close to a week filled with constructive work and enjoyable entertainment. One of the outstanding features of the week of paint and varnish activities was the bringing into

turers' Association of the United States, represented that organization on this committee, and A. D. Graves, president of the National Varnish Manufacturers' Association, the last named group.

In the annual conventions of the two associations, held Monday, October 11, it was unanimously agreed by each that the combination of the two organizations, would result in the greater efficiency of work undertaken, and that a greater service could be rendered to the industry. The first meeting of the new organization was held Monday evening of the same day, when a joint session of the two groups was held. At this time a new constitution and by-laws were adopted and officers elected, together with a board of directors. Frank P. Cheesman was elected president, with A. D. Graves and J. Sibley Felton vice-presidents, George B. Haskell secretary and treasurer, and

Decorators of the United States, and representatives from the National Association of Surface Salesmen, were in attendance.

An address on general business was given by Merle Thorpe, editor of one of the interesting

The presentation of the industry were made by Breinig, chairman of the Paint-Up campaign, and Mr. Trigg introduced the counselor of the Savoy, who made a strong argument of the national advantage.

The morning session closed with the reading

Proceedings of the National Paint, Oil and Varnish Association Thirty-Ninth Annual Convention Washington, D. C., October 13 to 15, 1926

Wednesday, October 13

First Session: Wednesday Evening

The thirty-ninth annual convention of the National Paint, Oil and Varnish Association was opened in the ballroom of the Mayflower Hotel, Washington, D. C., at 6 o'clock Wednesday evening, October 13, Hon. Andrew L. Somers, Member of Congress from Brooklyn, N. Y., presiding.

Chairman Somers: This afternoon while I was riding to this fair city in the train contemplating the very pleasant duty that was before me tonight, a very good friend of mine, who is sitting next to me, evidently in the spirit of helpfulness, handed me a little clipping from a comic weekly. If you will bear with me just a moment, I think it might be appropriate if I were to read that.

It has a certain reference to an official position that I hold, therefore I take considerable interest in it and I believe that you might appreciate it. It says: "A Chicago newspaper points out that the government prints and distributes the speeches made by congressmen without the slightest profit. It might also be added that they read the same way."

I am sure you will sympathize with me in the task that is before me when you realize that I still bear the burden of that admonition with me. However, in calling this convention to order I know that you will not question the sincerity of my statement when I endeavor to assure you that I feel deeply my appreciation of the privilege and the distinguished honor of formally opening the thirty-ninth convention of the association. I feel that to many the necessary official act of pronouncing this convention in session may seem an uninteresting detail of routine, but to me it is not smacks upon romance.

The National Paint, Oil and Varnish Association is something more to me than mere business organization. It is an institution whose influence I have felt almost from birth. And as I stand here I cannot help but touch upon a fact which is of great significance to me.

This organization is celebrating its thirty-ninth birthday. It is just thirty-nine years ago this month, as some few of you may recall, since my father began an active association with the paint industry. His career in this field of endeavor I shall not attempt to describe, but I shall leave to you the task of weighing his contribution to the industry so close to his heart.

I am also quite sure that you will not regard this personal reference as indelicate or presumptuous, but you will attribute it to the natural feeling of pride that has in being selected to carry on.

Forty years—almost forty years—it is a long time in the life of an individual, seems much longer in the life of an organization. I cannot throw my mind back forty years, but I can stand in the present appreciating your achievement and sharing with you the enthusiasm that clears your vision as you look hopefully into the future.

If the foundation laid forty years ago had not been cemented in a true philosophy of understanding, in sound ethics and fine principles, if the statue erected had had no clay, it would have crumbled and disintegrated and there would be now only a memory remaining. But on the contrary, this organization represents a true dedication on the part of men who believed that by close cooperation, by friendly discussion and by earnest co-operation, a great structure might rise to shed its influence over those who follow and who would take up the burden of work they were forced to lay it down to. By a determination to stick to the principles on which this organization was founded, the founders have purified the atmosphere around us and have supplied a medium in which good and high things might be projected and performed.

They called all those engaged in a similar industrial pursuit to a lofty place of service and they dedicated those services to the public, and in so doing they were faithful to the fact that in order to exert an exalted influence upon the ethical standards of mankind, they must continuously and conscientiously devote their efforts to acts of righteousness which are too clear to need defining and too evident to need defense.

I think that we shall realize tonight, as we hear the history of this organization read by your president, and as you hear and have laid before you the plans that for next president visualizes, I think you will realize that the structure built is strong and is bound to go on.

I will now officially open this convention by asking you, the audience, to sing one verse of "America."

(The audience arose and sang one stanza of "America.")

Chairman Somers: The Rev. Edward Gregory Fitzgerald, of the Catholic University of Washington, will deliver the invocation. Father Fitzgerald.

Rev. Edward Gregory Fitzgerald: Almighty and Eternal God, Author of Nature, primal source of all blessing, spiritual and material, design to look with favor on Thy servants here assembled. Grant that these proceedings, hallowed by the invocation of Thy name, may be prosecuted under the guidance and the direction of Thy sacred spirit. May the spirit of wisdom preside at our congresses. May the spirit of justice dictate our conclusions. May the spirit of charity, mutual helpfulness, and service motivate all our activities.

These favors we ask of Thee, O God, in the name and in the words of Him who, when He would teach us to pray, told us to say:

Our Father, Who Art in Heaven, hallowed be Thy name. Thy kingdom come. Thy will be done on earth as it is in Heaven. Give us this day our daily bread, and forgive us our trespasses as we forgive those who trespass against us, and lead us not into temptation but deliver us from evil. Amen.

Chairman Somers: The address of welcome will be delivered by Elliot H. Goodwin, resident vice-president of the Chamber of Commerce of the United States, Mr. Goodwin.

Address of Welcome

Elliot H. Goodwin: I think but few of you know me by sight, and as I look out on this sea of faces I must admit that there are not many of you that I recognize individually, and yet tonight on your platform, I feel among friends and acquaintances. There is, as I might put it, a sense of being at home and acquainted through the fact that the organization which I represent and that here gathered together in its thirty-ninth session have been bound together almost the entire life of the Chamber of Commerce of the United States and that without break or interruption.

I deem it a real pleasure to be invited to give you an address of welcome, an honor to myself, an honor to the institution which I represent.

I feel like a child, for, though perhaps the Chamber of Commerce of the United States, of which the National Paint, Oil and Varnish Association is an honored member, has some fourteen hundred local chambers of commerce and trade associations as members, you claim an age of thirty-nine years, and the Chamber of Commerce of the United States, was formed in 1912. You joined it, as our records show, in April, 1913; in other words, within a year of its formation and at the time when membership and support meant most to the young organization.

Today we have reached a position, with your help, that gives pride to those who had any part, and some of you I know personally had part, in the original organization. Today, as a state, we represent some fourteen hundred organizations of American business, and in addition an associate membership made up of firms, corporations and individuals to the number of fifteen thousand.

We have erected, through the generosity of the business men of this country, a building here on the corner of Connecticut avenue and H street, to which I wish now and with the utmost sincerity to invite you, ladies and gentlemen, and strongly to urge you to accept this invitation and to see this building before you leave the Capital City.

Mr. Morgan and I have had a correspondence in which I expressed extreme regret that the National Paint, Oil and Varnish Association was not holding all its sessions in this building, not only because of the pride that we have in this building but because of the appropriateness of your meetings being held there, and perhaps you will let me enlarge a minute on that point.

This building, which some of you have undoubtedly seen and most of you have passed by, was not erected for the purchase of the staff of the National chamber of commerce, but as the headquarters of organized American business in the Capital City. Consequently it is arranged for that purpose and it has halls, committee rooms, meeting rooms, and an auditorium, at the behest of which members whenever they come to the Capital City en masse to hold an annual meeting or through committees or conferences or any other purpose.

Some people have admired the interior of this building very much. It certainly has artistic features of which I would not enlarge more than if possible to excite the curiosity of the lady element of this meeting at least, so that they may lead you to come around and examine it for yourselves.

Trade associations form about one-third of the entire membership of the Chamber of Commerce of the United States, and these are a very important element not only in its membership but also in its action and in its relation to government authority.

The National chamber has, I think, been of service to trade associations such as yours, and I wonder whether that service has been wholly known to you.

Those of us who live in the city of Washington, who work in the city of Washington, who keep in touch with the attitude of the government toward organized business, are aware of a considerable change that has come about in recent years.

I will frankly state that I do not think I am exaggerating very much when I say that a few years ago the attitude of the Department of Justice appeared to be that there was no good trade association except a dead trade association. The Chamber of Commerce of the United States not only was largely made up of belief of their economic value in the prosperity of the nation, and finding this part on behalf of its membership in seeing if something could not be done which should change this attitude of the government authorities.

In so doing, working through committees, we had the aid, of course, of some of the ablest men in the trade association field, but what may interest you most about it was that the object of this inquiry was not to ascertain what a great deal of gray matter has been spent upon, namely, what a trade association might legally do under existing law, but was to ascertain what trade associations did and could do which was of benefit to American business and to the American public as a whole.

Starting from that point, we drew a report which in the end, although drawn from the point of view of the economic value of the trade association, did not, as we saw it, vary much from what we intended, if the result had been, were honestly going to see such changes in legislation as might be necessary to give full value to those activities of trade associations which were of economic value to the country.

Eventually, however, we have not found it necessary to seek new legislation. Recent decisions and the recent attitude of the authorities are coming closer and closer to the point of view that was taken not only by this committee but which was in turn endorsed by all the trade associations and chambers of commerce throughout the country.

I think that this illustration may be of value in pointing out how a national trade association which knows, of course, more of its own problems than any other organization can pretend to, how a national chamber which unites the business interests of organized business throughout the country, can be of value to its organized members without interfering with their programs.

There comes a time in the work of most organizations when what they are seeking may be looked upon by the representatives of the public as being confined to a group or an industry and therefore to be

The New Official Family

President

Dudley W. Figgis, New York, N. Y.

Vice-Presidents

Canada

John Irwin, Montreal, Quebec

Southern Zone

S. E. Booker, Louisville, Ky.

Central Zone

R. Fee Johnston, Cincinnati, Ohio

Western Zone

P. C. Patterson, Portland, Ore.

Eastern Zone

E. S. McKaig, Philadelphia, Pa.

Treasurer

March G. Bennett, Boston, Mass.

Executive Committee

R. B. Robinette, Cleveland, Ohio,

to serve one year

Norris B. Gregg, New York,

to serve one year

Ernest T. Trigg, Philadelphia, Pa.,

to serve two years

I. T. Minehart, Denver, Colo.,

to serve three years

New Members of Board of Directors

Representing Affiliated Clubs

Birmingham, Ala.—W. A. Currie

Chicago, Ill.—Harvey G. Edwards

Columbus, Ohio—W. B. Peters

Dayton, Ohio—I. H. Vinson

Duluth, Minn.—F. W. Beatty

Houston, Texas—H. J. Kuhn

Indianapolis, Ind.—Bert O'Leary

Memphis, Tenn.—E. S. Gilson

Minneapolis, St. Paul, Minn.—

L. M. Leffingwell

Nebraska—George C. Cunningham

Portland, Ore.—S. C. Rasmussen

Rochester, N. Y.—Raymond F. DeVisser

St. Louis, Mo.—Claude H. Smith

Savannah, Ga.—R. L. Clancy

Terre Haute, Ind.—G. W. Frederick

Tampa, Fla.—W. T. Perry

Mobile, Ala.—W. R. Benson

Representing Individual Members

Easton, Pa.—C. K. Williams

Victoria, B. C.—Carl Pendray

that each and every member of the in-

President Robinette: You have heard the report of the treasurer, Mr. Figgis. What will you do with it?

(It was moved, seconded and carried that the report be adopted.)

President Robinette: The report of the treasurer, Mr. Figgis, has been properly audited by the auditing committee.

D. W. Figgis: The only reason I am reading these reports myself tonight is because last year when I left the room they were read by some one else and there were remarks made regarding the treasurer which I thought it safer to forestall this year.

The National Clean Up and Paint Up Campaign treasury devolves upon the treasurer of the National Paint, Oil and Varnish Association.

On February 10 the St. Louis bureau turned over to us a balance of \$9,287. We received in contributions during the year \$53,245.

We have sold \$4,901 worth of supplies, and with various other smaller items we have had a total receipt of some \$69,000.

President Robinette: You have heard the report as treasurer of the Clean Up and Paint Up campaign bureau, which has been duly audited and found to be correct. What is your pleasure with reference to this report?

(It was moved, seconded and carried that the report be received and adopted.)

President Robinette: The chairman of the auditing committee, Mr. Cheesman, and by-laws committee, will now report.

I would like to say just a word with reference to Mr. Cheesman. I think the National Paint, Oil and Varnish Association has been highly complimented this week by the election of our distinguished past president to the presidency of our new amalgamated American Paint and Varnish Manufacturers' Association. Mr. Cheesman.

Report on Constitution and By-Laws

Frank P. Cheesman: Of course, the report of the committee on constitution and by-laws is simply put in tonight to add solemnity to the occasion, but as we are now here with the fair and friendly atmosphere, I think that we have had enough and it is time to cut loose.

And a good deal of what I say will depend upon what I hear from Mr. Caspar. Is Mr. Caspar in the room? Will he please rise? Isn't he here? Oh, there you are, Charlie. Have you started that barrel of apples my way, Charlie? You know Charlie owns a large apple plantation down here and he insists on something to me today (if I would do something) and just want to know in the presence of these witnesses that he has done what he said he would do. You know, he is the real originator of the slogan, "An apple a day keeps the doctor away."

Well now, about this committee on constitution and by-laws, the constitution provides that this must be introduced tonight in order to get it over tomorrow and the proper way to start is I think, at the request of the members of the congregation to state that I am going to take this matter up tonight for the third verse of the fourth chapter from the fifth book of Jeremiah. "She lived for fifty years with her husband and in the confident hope of a better life."

Of course, you may ask me what has that to do with the constitution and by-laws. Well, all right, but that has a good deal to do with the constitution. And the committee on constitution and by-laws are very much like the old-fashioned "Mother Hubbard" you know, which covered everything but touched nothing.

And that reminds me, speaking of the constitution and by-laws—still on the topic before the house—this is the room where the ladies were dining. I always like to be sitting there, but I was only sitting there, I don't like that very much. And four ladies were having tea at a little round table in front of me.

The American lady said, "I think I need another lump of sugar." The French lady said, "Have a lump." The English lady said, "I don't like that." The Scotch lady said, "Have you stirred it?"

I hope I am stirring you just a little. I started the day rather bad. I went to that splendid breakfast of the N. P. O. & V. A. They had seats for 3,000 and there were five of us. And after paying my dollar as I went in, the waiter came up and after auditing the table, he put a glass of ice water on it and said, "Will you have sausage?" And I said, "I have eaten it."

He said, "Breakfast has then been served." Of course, these were some of the

things I was going to tell you Friday night, but I thought I had better do it tonight for reasons—well, it is not necessary for the stenographer to take notes.

Now, this report is being left here with



Frank P. Cheesman
Chairman on Constitution and By-Laws

you as it has already been read now and the secretary—the general manager—I think we call him that, I think the president has sold him so well to you tonight that we are going to change his name, "Manager," and it will be "General" Horgan next year. Ladies, please take notice, he is my teacher and he gave a large salary, which he spends in advance.

After this preliminary presentation, this report is going to be presented informally tomorrow and voted upon. (See page 17.)

President Robinette: I would like to ask Mr. Caspar if he heard the report of the constitution and by-laws committee? In Mr. Caspar here? He left Mr. Cheesman. Otherwise I don't think you would get by with it.

Convention Committees Named

President Robinette: I will now announce the names of the nominating committee.

Nominating Committee—E. T. Trigg, chairman; George C. Morton, A. D. Graves, Harvey G. Edward, D. J. Devlin, J. B. Keister and T. P. Monpenny. I will also at this time make appointment of the sergeants-at-arms:

Sergeants-at-arms—John Henry Cogg, chief; Arthur H. Franklin, Alfred S. Day, B. G. Lehman, C. M. Athey and J. P. Whitescarver.

Also to the appointment of the appointment of the press committee:

Press Committee—G. T. Norton and C. F. Beatty, chairman.

Vice-President Devlin: Thanking you all for the courteous and complimentary attention that you have given the program tonight, I now declare the meeting adjourned.

(The session was adjourned at 10:45 o'clock.)

Thursday, October 14

Second Session: Thursday Forenoon

(The meeting convened at 9:45 o'clock, President R. B. Robinette presiding.)

President Robinette: We will start in our session this morning, and following our usual custom, we will receive representatives from the various affiliated organizations. First, T. A. Flynn, representing the National Association of Paint Distributors. Mr. Flynn.

Reception of Visiting Delegations

Paint Distributors

T. A. Flynn: The relationship between the National Paint, Oil and Varnish Association and the National Association of Paint Distributors during the past year has been one of close cooperation, of cordial interchange of ideas, and of unity of purpose in many of the national problems of the industry.

Our association took an active part with you in formulating the program on standardization of paint and varnish. We were also represented and took an active part in the standardization and simplification of paint and varnish brushes. We believe that the program adopted by the meeting is of immeasurable value to the manufacturer, the distributor, the dealer and the consumer.

This program has met as we understand it, the unanimous approval of the American Brush Manufacturers' Association and will undoubtedly be accepted by our own association at its next convention. We earnestly hope that it will meet with the approval of this convention and that a resolution will be adopted so advising the Department of Commerce.

We have supported your Save the Surface campaign, both morally and financially, as also that other great business getter of the industry, the Clean Up and Paint Up campaign. We worked shoulder to shoulder with you before Congress to defeat the Reed paint bill and were just as happy as you when we learned that it had a final resting place in a musty pigeon-hole.

Our insurance committee, through the efforts of its able chairman, has been able to clarify to a very great extent the regulations governing the storage in metal containers of both paint and varnish. We were most fortunate in being able to definitely kill the Memphis amendment, which would have required special storage rooms for this material, and we were equally fortunate in being able to have the Washington fire regulations modified to a very great extent, so that now the dealers can carry twenty-five gallons without any increased hardship, and the jobbers one hundred and fifty gallons without the use of specially constructed rooms.

The paint distributor, just as a distributor in general in other fields, is going through a very trying period. We realize we have problems which can only be solved within ourselves, and recognition of this fact we have employed the Bureau of Business of Harvard University to make a thorough study of the cost of conducting paint distributing businesses. Not that any individual member does not now know what it costs him to do business, but in order that we may segregate the true paint distributing cost from drug figures, lumber, hardware, wall paper and automobile accessories figures. We are studying this problem from several angles; namely, volume, turnover, population of the area in which he does his business, territory worked. We believe that we are taking the right steps in which to correct some of our ills, and we have been fortified in this belief by the moral and financial support of several national organizations who are as far as we ourselves to learn the true facts.

We believe that through the collection of these figures we will be able to present concrete cases which will be able to present such a case that they can readily be solved. The next step, of course, in this work after we once find out our true cost as a whole will be the adoption of a cost finding system, which will enable us to tell exactly how much it costs us to distribute ready mixed paints. How much

brushes, and how much the other allied products that we carry.

We have, however, certain problems not necessarily inherent in ourselves which can never be solved by any survey of our particular industry. Through tons of literature pertaining to turnover we are now faced with what might be termed the ultimate end of turnover. The dealer has listened to these arguments for so long that he now feels that the smaller the order the faster the turnover and the more profit he will make. He has forgotten completely that there is an end to which turnover will benefit him, he has lost complete sight of the fact that turnover when carried to the extremes can only add to the costs of operating a business, which cost must necessarily reflect in the prices he must pay for his goods.

Today distributors in all parts of the country are being swamped with parcel post orders and with demands for frequent daily deliveries within the city limits in which they are located. These small orders are increasing beyond reason our warehousing, office and delivery expenses, as you gentlemen can readily see.

The creation of semi-jobbers, while undoubtedly begun with merely a desire to increase the volume of an individual customer now handling your lines has gone far beyond that and is creating an exchange of customers, which means only an exchange of volume, and unfortunately, this exchange of volume is taking place at an increased cost.

We have already told you that we recognize that all of our problems are not your problems, we have already told you that we are making a sincere effort to right some of our own troubles, and we would only ask that you give fair consideration to the ills in the industry which have not been created by us.

We want at all times to co-operate with you. We want you to feel that we are integral parts of your own organization, that we perform for you the very greatest economic benefit, the utility of time and utility of place. You do not need me to tell you the value of these two utilities to your own organization. You know that on them and on the manner in which we function depends largely your own overhead cost of distributing your products. We want you to know that we enjoy being with you, that we value highly the friendship that we make at these conventions with the principals of the concerns with whom we do business, and we hope that during the next few days you will find some time to take under consideration some of the problems that now confront a vital link in the chain of distribution.

President Robinette: Mr. Flynn, we are very glad to have had you with us today, and I might say for the benefit of the members here that Mr. Flynn, our president of the distributors association this year and located in Washington, has been very active on our committee and has had considerable to do with our arrangements here for this convention, which we surely appreciate.

We will now receive a representative of the International Association of Master Painters and Decorators of the United States and Canada, who will represent that organization, will respond for them.

Master Painters and Decorators

J. P. Bishig: A delegation from the Master Painters is here this morning with you, and before I go any further I would like to ask the delegates who are here to arise so that you may have a chance to see what good looking men they are.

I don't know whether John Dewar has arrived yet, perhaps he was up rather late last night. Frank Schulz, Newark, N. J., is one of our able executive board members, a man whom this industry as a

The 1926-1927 Presidents of the Two National Associations

The New N.P.O.&V.A. President

Dudley W. Figgis

Dudley W. Figgis, the newly elected president of the National Paint, Oil and Varnish Association, is one of the younger men in the industry who have been active in the affairs of the organization. He was born in Lehigh, Iowa, March 7, 1883, of Scotch-Irish ancestry. Two years later his parents moved to Brooklyn, N. Y., where he received his education in the public schools and was graduated from the Brooklyn High School.

In 1900, Dudley Figgis started his business career as an office boy for the American Soda Water Company. Two years afterward he went to the American Can Company, as an office boy, where he has since remained—but he is now district manager in charge of the Eastern sales division.

Mr. Figgis first attended a convention of the National Paint, Oil and Varnish Association in Pittsburgh, Pa., in 1906. Since that time he has been one of the regulars. He has been chairman of the entertainment committee of the association at many of its conventions. For three years he has been treasurer of the association, during the past year having also been treasurer of the National Clean Up and Paint Up Campaign, which position he has held since he came directly under the charge of the national organization. He has also been chairman of the executive board of the Paint, Oil and Varnish Club of New York. He is

a member of the Essex Country Club, the Orange Tennis Club, both in New Jersey, and of the Bankers Club of New York.

In 1908 Mr. Figgis and Miss Ragna L. Haugen, of Evanston, Ill., were married. They now reside in South Orange, N. J., with their six-year old son, H. W. Figgis. Mr. Figgis has been a member of the board of trustees of that municipality for two years.

Mr. Figgis expresses himself as being highly appreciative of the sincere good wishes and congratulations that were extended to him following his election to the presidency of the National Paint, Oil and Varnish Association. He says that he enters his new office feeling that he has the wholehearted support of the entire organization. At a later date he expects to announce some of the objectives which he hopes, with the help of his fellow-members, to attain during the coming year.

The First A.P.&V.M.A. President

Frank P. Cheesman

Frank Page Cheesman, first president of the American Paint and Varnish Manufacturers' Association, which came into being following the consolidation of the Paint Manufacturers' Association of the United States and the National Varnish Manufacturers' Association, at a joint session held in Washington, D. C., Monday evening, October 11, has just completed a

service of twenty-four years with the industry. His most recent service was in connection with the work of combining the two associations, he having been chairman of the committee to draft a constitution and by-laws for the new association.

Mr. Cheesman, who is the president of the Cheesman-Elliott Company, Inc., Brooklyn, N. Y., was born in New York. He attended the public schools in this city and afterward went to Trinity School. At the age of twelve years, he started his first work as an office boy for the Cheesman-Elliott Company. He then went to sea as a private and then an officer in the Third U. S. Navy.

In 1886 he started in the paint business with Billings, Taylor & Co., resigning his position there in 1893 to become connected with the Cheesman-Elliott Company. He later he purchased an interest in the National Paint Works. This concern became the Cheesman & Elliott Company in 1910. In 1920 it was incorporated as the Cheesman-Elliott Company.

Mr. Cheesman is a member of the New York Drug and Chemical Club, of which he was president in 1922, and a vice-president in 1921 and 1923; a director in the Lincoln Club, an active member in the American Society for Testing Materials, the American Chemical Society, the Brooklyn Chamber of Commerce, the National Paint, Oil and Varnish Association, and the Paint and Varnish Club of New York.

Mr. and Mrs. Cheesman, with their two children, Walter Laidlow Cheesman and Marian Elizabeth Cheesman, reside at 81 Pierrepont street, Brooklyn.

the ramifications of business today that extend out and touch each and everyone of us. It is not only among industries, although the battle today is between individuals, but no longer between individuals. Industries today are out studying markets and carrying on selling campaigns just as you are doing in the magazines and newspapers of the land, and that is a new development in the last few years. It is growing bigger and bigger. I have in my pocket here a list of thirty-eight associations that are trying to sell something to take the place of wood—thirty-eight of them, from cement and face brick, down to celotex and all the rest of them.

I was in Philadelphia the week before last at the United States Fisheries Association. They voted three hundred thousand dollars to go out and sell more fish to you and me, and the next Tuesday in Atlantic City the Atlantic Baking and Confectionery voted four hundred thousand dollars to teach us to eat more white bread, and they have oysters and fish and a dozen other foods that are today fighting for place in the American stomach. I think the best man win and nobody get indignant.

Not only among associations but among commodities, they are fighting for new outlets. Oh, see the tremendous battles and whirpools of competition today! I gave my boy three dollars and half the other day to buy a baseball, a mitt and a bat, and he got them. He came back a couple of years ago I said to my coal-man, "I don't like this coal you are delivering. I am going to get a better heater. He said, "Don't do it, it is only an experiment. Last week I got a notice from him saying that his new kind of oil heaters and also fuel oil. I lost my coalman a couple of years ago because I put in an electric refrigerator. He came back the other day and handed me a nice pamphlet, a circular, a beautiful thing to read, and he said, "Remember that the cake of ice doesn't need a mechanic, and I just had sent for a new one with a refrigerator, and it hit me with terrible impressiveness.

And so we go on, see the picture as well as I, this great ramification of intricacy of industry, today—normal currents—and they are now coming to a business man to fight against. Instead of that, however, we go to work and add a great many artificial barriers and restraints by means of legislation and law, and it makes it doubly hard and doubly hard. But, however, we go to work and clean up commercial bribery inside your own ranks, doing the thing that that thing, heading off the criticism that comes from the bottom, which makes for legislation and regulations from the top, and that is the salvation.

Oh, we are in a tremendous economic age. You go over to the "General Manager" and call upon his shoulder today. If you could look over his shoulder today you would see a calendar of things to do quite a few things that our general manager of this great corporation—a six-hundred-million-dollar corporation—told me. Census Bureau tells us last month, of which you and I are stockholders—you would see a calendar of things to do. There are twenty-five great major subjects before him today, and he is reminding me of them to Washington. "You do this thing, it is a little bit hard. Appoint a commission. That is the first thing. Appoint a commission to appoint a commission. We have got over one hundred of them in Washington. The first thing is to appoint the first thing, or the first thing on the agenda of a commission—you know a commission is a thing to do—how to make the commission permanent.

Government Financing

Lets look at the first major item on this calendar over at the White House. The first item is finance. He made it his office the Vice-President, the secretary in charge of commerce, the secretary of agriculture, the secretary of finance, etc. There are twelve of them. They seat themselves around that mahogany table and they are well advised. "Gentlemen, I need some advice and counsel. Our board of directors will meet shortly now on Capitol Hill, and we are going to get four billion dollars to run this government next year." Well, it is a simple matter, is it not? You get a dollar and it didn't make any difference whether I paid or not, we got along. But now it has become a matter of such complexity and so big, that in working out an equitable assessment on each one of the stockholders we had to go to those dreadful intangibles such as obsolescence and good will and all the other things that go into a tax return today. And you might say, as Stockholder Baker out in Cleveland and some other stockholders are saying, "What is the value of those billion dollars' worth of bad debts on the books and we ought to wipe them off."

That is money, is it not? How to settle that question—you know if a man falls out in Detroit we say to him, "Go to the bankruptcy court and get started all over again." But there is no international bankruptcy law. That is one of the biggest questions today, how to work out an equitable adjustment between debtor and creditor, nationally and internationally.

I might say, too, that the bank called me up this morning and said that we have a note for dollars coming due, one of the five we took out a few years ago, real hard-earned dollars, and that is the only way we can get that note. How shall we pay it off? Shall we put an assessment this year on all the stockholders and say, "We will carry it over for a few years?" Ah! There is the rub. That is the big controversy today between the stockholders as to whether that note and those other notes should be paid up in twenty-five years within this generation, or whether Jefferson said, or shall it go over for sixty-two years, or will we hear a great deal of debate on this subject this year.

The secretary of the treasury might say to the general manager, as he said to me only a few days ago, "Put it into a bad political time the Federal reserve recharter may not be granted. It is a bad political time to recharter what you ladies and gentlemen think about the Federal Reserve System, but I believe it has been the one thing that

has kept this nation on an even keel during these trying days of reconstruction, the only nation on the face of the earth that is not threatened because of political machination and political controversy. You will hear a good deal about that too, and as business men you should study the question, that is if you don't know all about it already, and be prepared to extend your influences as to whether the Federal Reserve System is a good thing for business or not.

Problems of Transportation

Well, there are fifty other items under finance. I want to take one look at the next major item and then I will have to stop because it is already getting too late, and that is transportation. In our zeal to this job we have taken upon the government seven kinds of transportation. Rails for the first. I suppose that every man sends out a letter complaining of rail rates and isn't there any way to get selective rates? The railroads say that how rates were made in the beginning. I helped make some of them out in the early days of the country, fighting against the other county seat and getting a little bit of an edge until we were great.

It seems fair to say there ought to be scientific rate adjustment and so we passed a law last year and we said, "Let us set up a system of rates whereby bulky agricultural commodities may have lower rates," and the Interstate Commerce Commission took it over. They worked for several months and I remember one day, when dropped in, I saw the statisticians make a plan and work out through one hundred and seventeen cities and towns in a radius of fifty miles, southern New York State and northern Pennsylvania. Those statisticians came back one week later and said, "It can be done, it is impossible. It will take fifty million computations. That gives you an idea of the difficulty of that simple little law of working out a scientific revision of rates.

At the present moment we never repeal a law in this land. Well, sometimes, we repeal a law and we are either ashamed of it or we don't know it. Twenty-five years ago, we said to the railroads of the country, don't dare have any more rates than each other. J. D. Willard and Sam Ray had been seen talking on the street corner together. We sent them down to Atlanta. Five years ago we said to these same railroads, if you don't get together and combine and make a rate, we will take over. And then we said to the railroads, don't dare have any more rates than twenty-five great railroad systems, the government will take you by the back of the neck and the job for you. There is a pretty little repeal of a law, but not much said about the repeal.

Consolidation seems a simple thing. Who here would vote against a law that would say, let the roads consolidate and break into five or six groups. When the wheat law was passed there was a very strong road up in the Northwest, a rather weak road in the South. The ideal would be to tie them together, but things have happened in five years. Economies don't stay put. That road in the Northwest, that strong road, is to be auctioned off in Butte, Montana, in the Northwest, and the other road, the Southern, today is one of the strongest roads of the country. In that case, a Divine Providence has taken care of it. But the difficulty is in saying, we shall repeal this economic law we passed to transportation, we shall wish this upon the present situation, because we can't tell what normal course will come about.

There is the Federal Incorporation of the rails. We have forty-two Federal agencies today that tell railroad owners to get on and get off. I printed a list of them and I couldn't believe it until I saw them in addition to the fact that we have forty-eight States. The late president of the New York Central told me that he had been in the management left to him today and that the government was taking care of 32 Federal agencies. How could that be? It would do away with forty-eight States and still leave us forty-two Federal agencies and would allow the Santa Fe Railroad to run its trains through Texas as the Santa Fe and not under another name. The name is different, but it is all that goes with it, and it would allow the freight train that trundles across Illinois to go right on and not stop and change its caboose and put on another brakeman. Now it has become a matter of such complexity and so big, that in working out an equitable assessment on each one of the stockholders we had to go to those dreadful intangibles such as obsolescence and good will and all the other things that go into a tax return today. And you might say, as Stockholder Baker out in Cleveland and some other stockholders are saying, "What is the value of those billion dollars' worth of bad debts on the books and we ought to wipe them off."

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Merchant Marine

I have to touch on one more thing before I stop, that is the second item of transportation, the merchant marine. I remember a few years ago, they said, "Run the flag! Strike up the band! Greatest American business today, \$2,000,000, 2,000 ships!"

Where are those ships today? Seventeen thousand ships are ready and waiting, rusting down here in Chesapeake Bay, up the Hudson, and out in Puget Sound. The other day we were fully trying to operate them as a government, most intricate business known to man, and it is costing us some \$25,000,000 a year for the experiment. A member of the cabinet says that it is costing us some \$25,000,000 a year, but I am a plain editor and I believe in understatement.

Today, however, what he means is that if the shipping board had to keep its books the way the Bureau of Internal Revenue keeps its books, the government would be nearer \$40,000,000 a year. That is one of the difficulties with a government operation. We never can understand the bookkeeping as taxpayers and stockholders.

\$100,000,000 profit. And I will ask you to go out to the phone and call up the Post Office Department and ask them about making a trip to Europe next year, and will they send you some literature out to your home in Walla Walla, Washington. And when you get back to Walla Walla you will find a pound and a half book and great deal of other selling and promotional activity and it will all come to you under frank. And the selling and promotion of the shipping board is charged to the operation of the Post Office Department!

And you and the National Screw Commission, also, sends its material out on a frank. And there are forty of these, including the Potomac Park Commission, and others that use the post office. Now, should that be charged to the operation of the post office? And the rural free delivery, one of the best things that has ever been promulgated, should be discouraged? Will cost this year \$105,000,000. It will bring in less than \$15,000,000, both outgoing and incoming mail, leaving a \$90,000,000 deficit. Should that be charged to the operation of Postmaster General New's business over there or should it be charged to the general budget of the United States, general welfare work, something that we should very much like to see in the good customers of the Post Office Department be obliged to pay, eight and ten and one hundred times as much as our neighbors across the street?

And that is one of the difficulties of government operation. I am not sure of many things in this life, but one thing I am certain and that is, that government operation, State or municipal, of a good citizen can not be as efficient and economical as a private industry.

It seems so simple; 139 years ago a group of men came together to set up a thing, to protect the political liberty of the individual and that mechanism was drawn very carefully. It was made with many checks and balances, very delicate checks and balances. And it has done a pretty good job. It has protected political liberty.

It has taken a boy from Vermont, from a rocky farm that was the greatest of us all. And in President Harding's cabinet of twelve men, it had nine men who had come up from the labor with no inheritance. It has done that job.

But we are asking it in our eagerness to say, "Let the government do that, let the government do that," we are asking that same mechanism to do these business things. And you business men know that the first qualification of an executive is to have a rapidity of decision. And the government provides a slow mechanism. Changes must come slowly. There must be a wide distribution of referendum of 100,000,000 people and it is right that it should be. But we are asking the shipping board, when it has for fires an army of 100,000 people and get authority from Congress. And that is why it is not efficient.

But we have got an industrial philosophy that was arranged for by those same boys who set up the Constitution of the United States, and it said to the small boy who is going into business, "If you don't own the land, you can't own the land, give you the same chance here. The sky is the limit. Work hard, go as far as you can, and you will be rich. It is a pretty well, because it has taken a boy up in Detroit who, twenty-five years ago, almost nobody knew, and he has made a repair and it has made him the richest man in the world.

Business Has Public Confidence

However, the difficulty is that we are asking this design, this mechanism to do these business jobs and that is why it is breaking down. We are in great lack of confidence today. Never, I think, before has there been such public confidence in business. It is up to business men to see that those appearances, those good appearances are made good, and that will save us all and three associations. The only way that we can do that. The voice of the individual in this great world of economic current is a little bit lower than intricate because of legislative barriers and dams, and the only way for a politician to be heard is through his association.

And this great challenge to American democracy, the number of laws that are being passed the only way that can be met is through the association which I represent, and of which you are a honored member, the Chamber of Commerce of the United States, that stands between business and government, explaining each to each and going out to you when a national problem is before Congress, finding out from 700,000 business men like yourself what is the best thing for the country. And then placing that on the desk of John Jones, the congressman, and before the General Manager's Coolidge, in his cabinet and saying, "This is the business counsel of American business, take any action that you see fit, but don't buttonholing, simply an honest desire to be of help in this legislative program of making American business good."

I say that we are in an era of confidence today and we should do what we can to preserve it. And business men are almost as much to blame as the unscrupulous politician because in their unbelief of the current is the lack of information. I will put it that their lack of information arouse this suspicion which in the past has been the only way that we can be heard. I go into the shoe store down on the corner and say I want a pair of shoes and he says, "What size do you want?" and I don't know who I am, or he wouldn't start out in that good salesmanlike way, to say, "What size do you want?"

I say, "Fourteen dollars for a pair of shoes?" It is outrageous! You are a profiteer!

And what does this shoe dealer say to me? "Does he say, 'Well, we have shoes here for \$4 and \$5 that are excellent shoes, but that is the best pair of shoes that I can give you. Let me show you. Why, he had to hunt through a thousand hides to find the one hide from which this pair of shoes could be made, and then we had to cut it right out of the backbone of the hide. And we have to carry a good many of these shoes which

we can't sell and the styles change and because they are expensive, it costs us more to do business. And through the other twenty odd items of additional expense. Does he tell me all that?" Oh, I ask you, don't you?

He says, "It is the wholesaler. He is holding us up. And we go to the wholesaler and he blames it on the manufacturer. And the manufacturer blames it on the railroads, and the railroads blame it on union labor. And everybody blames the banker."

I say that unintelligent way of answering the questions that we ought to know about and ought to pass on to the consumers is causing us a great deal of grief, and the business man should attempt to answer these criticisms of business.

I suppose some of your members (although there are a good many here from New York) have been seeing some of these new plays that are being put on attacking such associations as yours, "Butter and Egg Man," you remember. And there are two on the New York boards of the fall, new ones. I won't mention the names because I am afraid that you would all want to go and see them, and I don't like to encourage them. But they come from the intelligencia, the "Smart Aleck" paragraphs of our writers who are making in business but money grubbing, sordidness, unimaginative.

There was a man in the office the other day, one of these literary lights, and he said, "You are trying to get out a business magazine for business men. They don't read it, they get their shirts through their skins. The only way you can interest them is to put a bathing girl on the cover for the business man. He has no imagination."

Imagination in Business

I just thought while he was talking to me, "Imagination." The business man has imagination from morning until night. Why I have a fat and up in New Haven who is fighting today to get a shipment of alarm clocks through the factories of the Himalaya Mountains. Two boys up in Rochester set out twenty-five years ago to change the age-old ideas of the clothes we wear, and started the first greatest industry in the land, the ready-made garment.

A man named White, out in Cleveland, Ohio, was a shoemaker, and he went up and down the streets, saw the chewing toothpicks and straw, and he said, "I will capitalize that. I will go and he went to Yucatan, and founded the American Shoe Company, and taught this nation to chew \$50,000,000 worth of chewing gum.

Now Bill Wrigley, Jr. is over in China trying to get the things to throw away the betel nut and chew "Spearmint."

He has something, too, that the literary man has got. He has the courage of his imagination, and he means it. When you hear business attacked by the politicians this fall, there is one thing they always overlook, the hazards of business, that six out of seven business men fail in eleven years. The business man is not only imaginative, but has the courage of his imagination. He sits at his desk and dreams of the new factory building that is going up and what is involved in that dream, the assembling of machinery, the bringing in of the skilled labor and the unskilled labor, the raw material, the money, the case of your industry coming from the seven corners of the earth. After the fabrication of that raw material, it is the distribution of it into the markets that are to be found—and then the financing of the dream. And because he has the courage of his imagination, the thing is done.

I wish business men weren't so inarticulate. I wish they could articulate and say these things to their detractors and to the snarling orators. Probably if they could, I wouldn't have the courage of saying them in a magazine, so it is just as well.

When you go to the university and they told me that there were just three who were called jobs, medicine and the ministry, that business was just something, well, something a little bit lower than the professions, because the professions were of service to mankind; the doctor, he cures our physical ills, and the minister, he cures our spiritual ills, and the lawyer cures our legal ills. But, business—tradespeople, shopkeepers—they didn't cure anything many words, but I got it. I studied law.

But I have come to find out in my association with business men that there is the same professional spirit in their work, that there is in the professions; that they, too, feel that they are of service to mankind, that they are raising the standards of living of millions of people, and they are making, because of these material things, the world a more ready for spiritual and mental advancement.

And I'd like to say, as I say, business men more articulate to stand up and say these things. And if you can't remember any of the things that I have said, let me tell you one thing: When the American system of industry is attacked, say, "Yes, there are many mistakes made, but we have a short life of the industrial system of the United States has created three times the amount of material. And that material would have been able to create up to 1776."

I think you could rest your case there. In the minute remaining I would like to start another organization, one that would like to start this one here; because in the forty years you have had a good deal of experience and have come to full fruition. And this organization of mine will have no officers or constitution or by-laws or meetings or annual conventions assembled, or duck. Get that?

We will call this the "Fewer Laws Club." And every man who wishes to join can join. It is a free organization, no rights and privileges. One of its rights will be that when a neighbor stabs his wife or cuts her from a grocery store and says there ought to be a law against having craters there, this member's right will be to say, "Let it be. Let it be, and talk it over. Bill. Maybe we can get along without more legislation."

And then if we get going we will have a week, like "Wear Suspenders" or "Eat a Prune" weeks. I have often wondered what would

leaving the possibility of disappointment, injury to the crops, particularly in the Argentine.

Well, I think fortunately for a great many of us, certainly for this individual, that supply did not drop and very beautifully, it took time to bring about the effect of that big Argentine crop, but we got it.

At that time I took the trouble to present and recite quite a number of statistics, figures, going back over several years, to show that when there was seemingly a good crop prospect in the Argentine and in North America, we had come through with average promise, about the end of August or early September, unless it was absolutely devoid of supply of linseed. Europe just shut off buying for quite a while and waited for the new crops to come along. That has been the history of linseed buying for Europeans, and last year proved no exception to that.

From August 1 to the end of December 1924, this country received from Argentine shipments of about five hundred thousand bushels. That was because we had a more promising and, in fact, an actually better supply from a domestic source than that.

Last year I presumed, if you will pardon me for saying this, to say that I believed North America would require, August to December of 1925, twice as much as the quantity of flaxseed that Argentina shipped to us and that we required of Argentina the same five months of the year previous. The truth is that

Argentina did ship to us last year fifteen times the quantity that it shipped to us the year before, from August to December inclusive. Europe stood off. Then during the first several months of this year, Europe stood off very heavily shipments from the Argentine.

This year, the situation differs only in that we have before us the question, which cannot be decided or solved today, of the outcome of the next Argentine crop. The question of demand, that is, the current supply, as compared to the probable or current demand or nearby demand, is not one of serious question. The supply is reasonably adequate. The demand is somewhat diminishing, certainly in Europe, as a result of conditions developing which I referred to in this letter that I wrote to the convention daily.

So I believe that what we should do in this country is to consider the developments that may arise in the next six weeks or two months, but also, and more important, to consider the part of the supply that we must always have for our industries, a domestic source of supply of flaxseed to make linseed oil or suffer the consequences, and they will certainly be very unfavorable and untoward for our industry.

I hope and believe that we may find some way, and possibly the necessity even, of buying considerable part of the even, of buying considerable part of the northwestern small crop this year from our farmers and paying them the sort of price that will not be considered with their efforts. Thank you.

Linseed Oil Statistics

	1921	1922	1923	1924	1925
Stocks, September 30.....	9,280,180	9,204,758	12,220,048	7,549,711	11,524,879
Production, Oct. Nov., Dec.....	18,807,021	21,107,080	25,074,987	28,200,000	29,000,000
Imports, Oct., Nov., Dec.....	4,896,868	4,896,868	74,723	21,210	247,858
Total.....	32,984,069	35,208,706	37,369,758	35,770,921	40,772,737
Less stocks, Dec. 31.....	16,452,100	30,890,011	34,970,403	35,851,464	40,795,955
Consumption, Oct., Nov., Dec.....	16,531,969	14,318,695	12,399,355	14,209,145	20,726,268
Exports.....	10,000,419	10,976,906	21,374,114	21,592,821	20,686,089
Decrease over 1921.....					
Decrease over 1922.....					
Decrease over 1923.....					
Decrease over 1924.....					
Exports.....	91,848	92,117	88,708	69,954	71,281
Stocks, December 31, 1921.....	19,222	19,222	19,222	19,222	19,222
Production, Jan., Feb., March.....	16,829,150	16,829,150	16,829,150	16,829,150	16,829,150
Imports, Jan., Feb., March.....	9,080,297	9,080,297	9,080,297	9,080,297	9,080,297
Total.....	35,131,700	36,138,597	35,138,597	35,138,597	35,138,597
Less stocks, March 31.....	20,700,810	20,700,810	20,700,810	20,700,810	20,700,810
Consumption, Jan., Feb., March.....	18,500,428	18,500,428	18,500,428	18,500,428	18,500,428
Exports.....	88,794	107,822	67,181	90,896	84,194
Stocks, March 31.....	20,700,810	20,700,810	20,700,810	20,700,810	20,700,810
Production, April, May, June.....	9,879,827	9,879,827	9,879,827	9,879,827	9,879,827
Imports, April, May, June.....	9,080,297	9,080,297	9,080,297	9,080,297	9,080,297
Total.....	39,138,700	39,138,700	39,138,700	39,138,700	39,138,700
Less stocks, June 30.....	12,987,904	12,987,904	12,987,904	12,987,904	12,987,904
Consumption, April, May, June.....	26,150,806	26,150,806	26,150,806	26,150,806	26,150,806
Exports.....	104,153	95,255	94,557	91,505	91,505
12 months' consumption—					
In gallons.....	81,952,281	89,896,018	94,828,350	96,140,221	96,140,221
In bushels.....	22,780,912	26,749,408	27,444,944	28,220,058	28,220,058
Decrease over 1921.....					
Decrease over 1922.....					
Decrease over 1923.....					
Decrease over 1924.....					
Production.....	19,222	19,222	19,222	19,222	19,222
Imports.....	8,029,000	10,875,000	17,320,000	80,178,000	80,178,000
Less seedling supply.....	895,000	1,490,000	2,055,000	2,050,000	2,050,000
For consumption, bushels.....	7,334,000	18,580,000	19,585,000	15,774,000	17,078,000
Quantity of flaxseed crushed in the U. S. A. of domestic and foreign origin.....	23,275,904	32,806,788	35,629,212	40,783,250	40,783,250

Comment by Mr. Cornish

Mr. Cornish: I know of no reason why any personal relationship to Mr. Nolan should prevent the man who perhaps has the most intimate knowledge of the flax development committee to comment briefly thereon.

Of course, it is in the nature of a joke to me to see nearly all of the manufacturers of the better paints in the United States come from the same man, the president of the National Lead Company to pay their respects, and so forth, at the time in Mr. Nolan's office, recognize why.

I may, perhaps, show a little bit of the importance of the work that Mr. Nolan and his associates are doing by saying that I think the National Lead Company has been instrumental in having four hundred thousand dollars in the last year or so by reason of the attention to business that Mr. Nolan has given. You see, that is important.

There is not a man in the United States, I think, who knows more about the importance of the details of flax development, the acreage given over to the production of crops, not only in the United States and Canada, but in India and the Argentine, the market for the cake and everything that goes with it, the demand for soap, everything that can affect the price of it.

Whenever the government has had any serious question, they sometimes have come down and said, "We want to help you farmers, but we don't care for the oil crushers and other big trusts." Mr. Nolan has been the man who was able to show them that the price of oil necessarily limits the price of flaxseed, and if they

attempt to destroy the oil crushers of the land, they will destroy disadvantageously upon the farmer. When he has presented that argument to senators and congressmen and departmental heads in Washington, he has been influential in preventing injurious, narrow and prejudicial legislation.

It is very interesting to gentlemen to know also that there is not an agricultural college or department of college in the United States who do not welcome a visit from Mr. Nolan. Every expert of that kind in this land is in touch with him and has appreciated his work and profited by it just as he has profited by reason of their friendship.

On three or four different occasions, the oil and varnish industry in this country has been seriously threatened by a shortage of linseed oil or a price so high as to which come back to injure our business and dissatisfy our trade.

I consider no work that the National Paint, Oil and Varnish Association is doing more advantageous to the industry in every way than the work that is being done by the flax development committee. I thank you!

Comment by Mr. Daniels

Mr. Daniels: After a speaker like Mr. Cornish, hardly seems proper for me to say anything, but I want to supplement what he said about Mr. Nolan. I have been associated with Mr. Nolan for eight years on this committee, and it is astonishing what an influence Mr. Nolan has on the flax crop of this country. As Mr. Cornish has said, every agricultural

collage, every man who has anything to do with the raising of flaxseed, is always glad to have a call from Mr. Nolan. We have a meeting up there in the Northwest once every year, and they are the most interesting meetings that I have ever attended, because they are constructive.

President Robinette: I think everyone in this association is appreciative of the valuable work Mr. Nolan has done along this line, not this year, but last year, and the year before and for many years. It seems to me that there is nothing that we are doing of a constructive nature that is of any greater vital importance to this industry than this continuous work in flax development.

You, of course, all appreciate that to carry on this work and to get results it requires financial support. That comes voluntarily from the members of this industry, and I sincerely hope that when requests are made for funds to carry on this very valuable work we will loosen up the purse strings and contribute liberally to that work.

Your board of directors approved the report of the flax development committee and passed it along to the convention as a matter of information. What is your action with reference to this report?

(Upon motion regularly made and seconded, it was voted that the report be accepted with the thanks of the association to the committee.)

Mr. Chesman: Might I suggest that it might be well to put on the records here that we hope that next year Mr. Nolan's report will be presented to the joint associations meeting, where we will be able to have a much larger number and thereby avoid the duplication which has necessarily occurred this year between his reading his report to the paint manufacturers and second to this association. We would get a very much larger crowd by putting it on, as I know it can be done, at that joint meeting next year.

General Manager Horgan: I would like to say, for Mr. Chesman's information, that that very thing was considered by the committee on program this year, and we have done just that way, but some of the other members of the committee representing the manufacturers' association felt that they certainly wanted Mr. Nolan's report read to the manufacturers' group, that they were so primarily interested in supporting the activity, and that many of these men would not be here for the N. P. O. & V. A. sessions. The members of the N. P. O. & V. A. on the program committee also felt, in view of this important activity and the needed support from our all-inclusive membership, that it was worthy a repetition.

We have had in mind this year, as you have probably noted, avoiding duplication of these reports. That is one idea of all this closer co-ordination of program, but in this particular case, they did feel there were good reasons why that should be put before both meetings.

President Robinette: That brings us to the conclusion of the morning session. (The session was adjourned at 12:30 o'clock.)

Third Session: Thursday Afternoon

(The meeting was convened at 2 o'clock, Mr. Robinette presiding.)
(The roll was called by General Manager Horgan, the following being present):

Atlanta.....	1	Dayton.....	1	Milwaukee.....	8	Puget Sound.....	0
Baltimore.....	2	Detroit.....	4	Minneapolis.....	1	Richmond.....	1
Buffalo.....	1	Indianapolis.....	1	St. Paul.....	0	Rockford.....	0
Butte.....	1	Los Angeles.....	1	St. Louis.....	1	St. Louis.....	4
Chicago.....	1	Memphis.....	1	San Diego.....	0	San Diego.....	0
Cincinnati.....	1	Mobile.....	1	Savannah.....	0	Savannah.....	0
Cleveland.....	1	New Orleans.....	0	Tampa.....	0	Tampa.....	0
Columbus.....	1	Philadelphia.....	1	Terre Haute.....	0	Terre Haute.....	0
Dallas.....	1	Pittsburgh.....	1	Urbana.....	0	Urbana.....	0
Dayton.....	1	Portland, Ore.....	0	Washington.....	1	Washington.....	1

President Robinette: Mr. Horgan wants to say a few words.

General Manager Horgan: The next order of business, as you will see by the program, is the business promotion, and we are reversing the exact order, and we are first putting on the Save the Surface in order that Mr. Ross can be accommodated. He stayed over at our special request. This report of the Save the Surface committee has been printed and distributed. Therefore I assume it will be unnecessary for me to read it, because it is so informative, so full of recommendations and no resolutions, and the procedure, as you know, on these reports is to present them to the convention for their approval, the board of directors having approved them.

President Robinette: If it is agreeable, gentlemen, we will pass the actual reading of this report. We would like your approval on that by vote.

(The question was put to a vote and carried unanimously.)
(The report of the committee was as follows):

Report of Committee on Save the Surface

At your convention in Cleveland last year the paint industry, taking its cue from Secretary Hoover's Simplification Plan, again stepped ahead of other industries by adopting the idea of the "Elimination of Waste" to their association. This resulted in making all of our various activities carried on by the paint and varnish industry to the end that economies might be effected, duplication of effort eliminated and operating efficiency increased in carrying out this reorganization plan, the Clean-Up and Paint-Up and the Save the Surface campaign. In the present location the necessity for the supervision of the general manager. Following the resignation of Arthur M. East, business manager of the Save the Surface campaign, William R. McComb was appointed his successor. Before moving from Philadelphia to New York last year, the campaign was sorted out, and much that was obsolete disposed of.

The Save the Surface campaign has been so organized that every activity will be carried on with the view to economy, and yet produce the same results as heretofore. In the present location the necessity for the supervision of the general manager. Following the resignation of Arthur M. East, business manager of the Save the Surface campaign, William R. McComb was appointed his successor. Before moving from Philadelphia to New York last year, the campaign was sorted out, and much that was obsolete disposed of.

A year ago the Save the Surface campaign offered the paint and varnish industry a new and better way of doing business. It was accepted by the three associations, and later by the International Association of Master Painters and Decorators of the United States and Canada, and by the Paint and Varnish Advertising and Sales Managers' Conference held last June in Philadelphia. Advice received from the Department of Commerce indicated that production and sales for 1926 would exceed those of 1925. This encourages us to believe that we should reach our objective by 1931.

On July 6, the Save the Surface executive committee held a meeting at Del Monte, California, in connection with the Western zone convention of the National Paint Oil and Varnish Association. This meeting, which was attended by a number of guests representing far-western manufacturers, and at which a comprehensive display of campaign activities was made, had as its main purpose the giving of a better idea of the campaign, its methods and its accomplishments to far-western firms. In this it was successful, if we are to judge by the enthusiastic response of those who attended this meeting.

Four committee feels that every investor in the Save the Surface campaign

You know, the farmer doesn't care much for raising flaxseed. He got out of the habit of it during the war when the government said, "Raise wheat and more wheat," and since he has got out of the habit of raising flax, it has been a hard struggle to bring it back. But this committee has saved the flaxseed crop of the United States, and Mr. Nolan is the man who is responsible for it, as Mr. Cornish says.

President Robinette: I think everyone in this association is appreciative of the valuable work Mr. Nolan has done along this line, not this year, but last year, and the year before and for many years. It seems to me that there is nothing that we are doing of a constructive nature that is of any greater vital importance to this industry than this continuous work in flax development.

You, of course, all appreciate that to carry on this work and to get results it requires financial support. That comes voluntarily from the members of this industry, and I sincerely hope that when requests are made for funds to carry on this very valuable work we will loosen up the purse strings and contribute liberally to that work.

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National Advertising

Our advertising has exerted an educational influence on the millions of potential customers in the paint industry, and it is our purpose to present the consumer's mind to receive the manufacturer's appeal optimistically. We are interpreting the slogan so that it is becoming a national habit to think in terms of surface protection, and the economic value of painting and varnishing. Advertising is carried in the trade papers, is reaching the dealer and distributor, so that they, too, are becoming educated to the importance of selling surface protection and increasing upon their customers the value of paints and varnishes.

That the effectiveness of this advertising may continue, an analysis has been made of the investors, as to the nature of their interest in the application of paint and varnish products. This analysis will help us in re-checking our view of the market as to its broad division into industrial, architectural, interior and exterior possibilities. It is our desire to point our advertisements as closely as possible to develop the industry broadly in all directions, without losing the striking and original qualities which have made them outstanding.

Local Sales Drives

Local paint and varnish dealers are cooperating in the Save the Surface campaign. Each year many of them use our co-operative advertisements in their local newspapers. We have fostered the plan to the extent that the annual expenditure in this form of advertising has exceeded that spent in national work.

This year eight new advertisements were constructed, but into mat form and offered in our official house organ, "The Save the Surface News."

Trade-Mark and Slogan

The slogan is now registered in forty-four countries where there is complete protection. Application for registration has been made in eight other countries. Very little opposition has been experienced by the committee to the slogan. Some few instances of violation of the policy governing the use of the slogan both design and wording, have been brought to the attention of the committee, and without exception the firms incorrectly using our slogan, or co-operatively, discontinued using it. We call again to your attention that experts have placed a valuation of a million dollars a word on the slogan. It is evident therefore that our design and slogan should be of great advertising value to those who use it in conjunction with their own advertising.

Save the Surface News

The "Save the Surface News" is the house organ of the campaign. The great number of direct returns received shows that the committee is successfully filling the gap between our organization and the individual manufacturer. One example of this is the fact that the Philadelphia Paint and Varnish Club, as the official booklet of the Save the Surface News at the Sequental. The flexibility of this publication has given us a consumer's booklet which we have offered in our national advertising, and which has been impractical from a financial standpoint.

Publicity

The demand for authoritative, unbiased articles explaining the use and value of paint and varnish increases steadily. Today the demand from editors and writers for such material exceeds our productive ability. August and September of this year have been by far the biggest months our publicity department has ever had. The move to New York for this aspect of our work is concerned, has proved highly beneficial. The large number of publications issued in New York enables us to strengthen old editorial contacts and form new ones.

It is impossible to approximate the amount of publicity received by means of publicity. The display which has been prepared and which is an excellent speaking element for this work. We urge you to take a few minutes and examine the type of material which is being published. One series of articles published every other week appears on home building pages of Sunday newspapers in twelve cities. The combined circulation of these newspapers is in excess of 3,250,000. Another series of articles being prepared for weekly publication in the "American Home" magazine, a circulation in excess of 1,150,000. There is hardly a publication in the home building, interior, and garden magazines, and "Gardens," "Own Your Own Home," "Kith's Beautiful Homes," "The Regular," "From month to month," "The doing more work for the small town," "Women's publications such as 'People's Popular Monthly,' 'Household' and 'Necessities.' In the building field we are equally active in such publications as 'American Builder,' 'Lumber Manufacturer and Dealer,' 'Building Supply,' and so on. Our material is being used in newspapers, our radio talks and other material prepared for specific newspapers, magazines and radio stations. The resulting circulation which cannot be computed but which undoubtedly runs into millions each month.

Save the Surface Magazine

Last November the publishing of the "Save the Surface Magazine" was taken over by the General Printing Corporation of Fort Wayne, Ind., and with the January issue, physical improvements in the magazine were made. Under the new management the magazine is growing and we ask your co-operation in stimulating this growth.

Save the Surface Calendar

Orders for our co-operative calendar have come in more than in any of the cases, from dealers and painters who used the calendar last year. Repeat orders are what prove its value. What is needed is wider distribution and to help us secure this we ask your co-operation in circulating the magazine. The publishers of the calendar bear all the producing and selling costs.

Market Surveys

By an analysis of reports from economists and departments in Washington, we feel that it is quite necessary that we should try to forecast as accurately as possible the future of the industry, and thus adjust our advertising campaign to such a condition as we expect to face.

In collaboration with the research department and other points of contact we hope to successfully work out statistical information and develop charts that will be of value not only to those outside the industry, but to every paint and varnish manufacturer. At present, the market is nearing completion. Initial work on several others is under way. Judging from the demand for the already issued, this is a type of work which is winning favor with advertising and sales executives.

Salesmen's Clubs

The part the salesman has played in bringing about the last increase in business is recognized by all. Valuable as has been the assistance so far rendered, many of us are quick to see that a small percentage of the salesman's full power and enthusiasm has been utilized. Salesmen's clubs have become a major factor in promoting the campaign. By convincing the dealers and their clerks, master painters and journeymen, to a broader view of the opportunities which they are an important arm of the industry.

when co-operating with such activities as the Clean-Up and Paint-Up campaign, the Save the Surface campaign, and local sales drives.

Advertising and Sales Managers' Conference

The printed proceedings of the fifth annual Conference of Paint and Varnish Advertising and Sales Managers held in Philadelphia, last June, had a larger sale within the industry than previous proceedings. Next June these groups will meet in Chicago. Like the salesmen's clubs, these conferences provide opportunity for men to contact with one another. Consequently friendship and better business ethics are developed.

Motion Pictures

The motion pictures prepared by the committee have had a wider showing during the past twelve months than in any preceding year. Our last film entitled, "The Paint and Varnish Industry," originally a four-reel picture, has been cut down to two reels. Experience shows that there is a large demand for a film than for a four-reel film. These films as well as the others are available, and



Ernest T. Trigg
Chairman on Save the Surface

your committee hopes that calls for them will increase in number. There is no cost other than transportation charges. Some prints of our last films have been purchased by paint clubs and individual manufacturers. Prints are furnished at cost.

Our four-reel print of the "Romance of Paint and Varnish" has been taken to Chicago by Comins and taught by Julius Arnold, where it is being shown in connection with the Save the Surface Museum at the Institute of Technology at Pekin.

An effort is being made to secure the co-operation of the Department of Agriculture in producing and supervising the distribution of a film that will graphically show the value of paint and varnish and the resulting depreciation in property when not properly protected.

Conclusion and Forecast

During the last year nothing has more pointedly indicated the value of the Save the Surface campaign than have the number of requests for advice and suggestions which have come to us from the paint and varnish industry. These industries, struggling with problems we have to a considerable degree been overcome by our industry, want to know how we did it, and in many cases their efforts have been so numerous and their progress so formidable as to be well worth our serious consideration.

The most significant thought in the situation is this—there is now a keen competition between industries for the favor of the consumer. The forecast shows that this competition is to become sharper and the weapons employed more powerful. The question is: Are we proceeding with methods and momentum adequate to the needs of our industry and the battle before us?

A second significant thought is that most other industries which have followed the lead of the paint and varnish industry in co-operative advertising and sales promotion, are following rigidly the assessment of the industry in the use of their funds. Thus they insure adequacy of funds for the tasks they have in hand—their being in a competitive line of business is proportionately equal to that of its competitors—they remove completely the stumbling block in all co-operative efforts. The sense that all are not upon an even footing in carrying the load, whereas those who are not are in a position to have an even footing in reaping the benefits.

And the other is a very noticeable series of comments coming from various sections of our industry to the effect that the "Save the Surface" campaign is a color. When it is explained that the funds available do not at present permit this, bringing forth the amount of funds needed, for the reason that the contribution do not stand upon a uniform basis. Considerable more could be recorded along these lines of thought which are current in the industry. The fundamental strength of the Save the Surface campaign, as one reviews it from the inception of its inception, is the cohesion in this work that has existed within our industry. It is now time, in view of what has been said, to turn our eyes to the past eight years, particularly in

the field of co-operative advertising, to take stock of our opportunity, and to make such an effort as will bring our industry to a point of adequacy in all these matters.

The industry has demonstrated its fore-sight in developing new products and finishing through research in our laboratories. We realize that we are in the

President Robbette: "I want to now present to you Mr. Ross, the advertising manager of the Save the Surface campaign, who gave a most interesting talk in connection with that wonderful trade promotional activity of this industry, and we have asked him to stay over in order that that talk might be presented again today for the benefit of those who were unable to hear his talk at the joint meeting of the manufacturers' associations the other day. Mr. Ross."

Co-operative National Advertising

By F. J. Ross

Mr. Ross: I hope enough of you are New Englanders or sons of the soil to have an appetite for hash. Hash is twice cooked food, and while this address came across on Tuesday afternoon, you are eating it now as the second cooking. Maybe it needed a second cooking. However, I am going to try to keep it as fresh and as interesting as possible, but I am going to eat it now as the second cooking. The message of Tuesday afternoon, truth is at least one thing that never comes back.

The first thought which it seems to me belongs in our minds as we consider the problem is the thought of change. It is a philosophic thought. Change is one of those things that we know is going on all the time, theoretically, but we don't see it going on. Sometimes we are slow in adapting to change that may be going on. Nevertheless, in the successful conduct of business or of government or of anything that has to do with human conduct, change is a mighty factor, and we cannot close our eyes to it.

There has been a great deal of change going on in the business world since 1919. You were forth under this "Save the Surface" banner in 1919. At that time you took out your pencils to write the industry this policy and the varnish business was, and the nearest figure you could come to was \$200,000,000. There were no exact statistics available at that time, but that seemed to be, in the judgment of a number of your manufacturers who had good reason for an accurate estimate of the size of the industry.

If you have been figuring lately as to the size of the paint and varnish industry, you will probably change it from \$200,000,000 to \$600,000,000. \$600,000,000 and there are those who would put it at \$800,000,000—some perhaps would put it below \$600,000,000, but that is immaterial; it is a much higher figure than it was in 1919.

In the interval since 1919, some very important changes have occurred. One that we shall never forget was the black year of 1921, or to put it in the vernacular, the greatest depression since the Civil War. This country has probably ever seen. Certainly there were mornings when the business minds of this country saw and saw very little sunshine. But also since 1919 you have seen the greatest building boom you have seen since the manufacturing boom. Take it all in all, you have seen the greatest and most highly sustained wave of prosperity in this country since you as an industry launched this "Save the Surface" banner to the public.

It is no matter a bit how much credit you shall give to the building boom or to general prosperity, how much allowance you will give to the black year of 1921, when you are considering the growth of this industry since 1919. There is nothing to be gained by trying to plot exactly where the credit lies. The big thing to plot out is where were we then, and where are we today, what do we confront today, and what do we confront tomorrow? And with that kind of thinking in our minds, we should remember that we are in something that contains many factors, and forces. It is a military term.

No one ever heard of a cavalry campaign or an infantry campaign, because neither cavalry nor infantry could operate successfully without a commissary and intelligence division and all the other factors which together make an army or a fighting machine. Consequently, a campaign of this nature has been a combination of a great many factors of which that banner and what has been behind it is one, and which favorable or prosperous conditions have been another, and of which internal co-operation within your industry has been certainly a mighty factor.

And so we could add up the whole tale and show that it has been a campaign in the broadest and best sense, meaning that the entire resources of the industry as well as of the times have been brought to bear in order to push this industry forward.

That is why it doesn't do any particular good to say, we won the war, or we lost the war, or someone else won the war; it was won by co-operation, and it always has got to be won that way. That is why campaigns call for co-operation.

And so here we are today. We possess this "Save the Surface" symbol, a symbol which the business world of this country and of many foreign countries is a symbol of co-operation, is an evidence of what the industry has accomplished by co-operation, even when the co-operators are competitors. It teaches the lesson that in business we have no need to be afraid of our competitors. One is the competitive line of thought, that what matters is not the measures must I take that the company with which I am identified may progress?

And the other is what thoughts must I hold, what measures must I take that the industry of which my company is a part may progress? The one is competition and necessary; the other is co-operation and equally necessary, and the business world today believes in it. Co-operation is now removed from debate. It is one of those things which all the world has accepted. You remember that in 1861 and thereafter there was a phrase which was constantly coming out of the country, a phrase which more nearly than any other resulted in the final settlement of the Civil War and the restoring of this country to a constitutional basis. It was that little phrase, "United we stand, divided we fall." I think it was Daniel Webster who uttered it first in a significant way, but it has been a phrase which civiliza-

tion has always known the truth of. It is one of those settled facts. And, gentlemen, co-operative effort in the field of industry is one of those settled facts. If we don't believe it, let's look at the list of industries now engaged in co-operative effort.

That list shows some of the fields, perhaps most of the principal fields, which already in the short number of years which associational advertising has been in operation, have adopted the principle of co-operative advertising and some of them co-operative marketing as well.

The automotive field—that doesn't mean automobiles, but it means some of the other accessory divisions which belong in the automotive field. Building materials is a broad field in itself. Mr. Thorpe told us this morning that he knew of some dozen campaigns all of which were trying to sell the public a substance called wood. Several groups in the clothing industry are very much interested in underwear, knitted wear, outer wear. The electrical field is perhaps the most pretentious and most formidable of all of these industries in the manner in which it is spreading out to make use of mass play in order to win the game. The electrical industry feels that it has a great future and it is spreading out to make use of mass play in order to win the game. It must go into the consciousness of the American public and show it where electricity belongs, and that is a big move because electricity can belong in a great many different places in our domestic and business activities.

And so we go on through food, fuel, furniture, household equipment, jewelry, leather, linens, paint and varnish. The list is not complete, and miscellaneous will stand for the rest.

In each of those broad fields of American industry the reason is accepted as a settled fact that co-operative effort is necessary to the industry, and the reason that it is so accepted is because the best minds of those industries have also accepted the fact that the maintenance of the industry and the progression of the industry is necessary to the best future of the units within the industry, whether they be large or small units—United we stand, divided we fall!

I don't believe, I don't think you believe, I am certain that Mr. Thorpe who spoke this morning does not believe that all of these fields of industry are deceiving themselves by going into co-operative advertising, some of them in co-operative marketing as well. The reason is that they are growers rather than businessmen or salesmen or distributors. The orange growers of Southern California, for example, are carrying like yourselves a message to the public which is the fundamental message of the industry in the case.

In addition to the fifty-nine established it, I can most have started this year. That means that they are now actually at it. In addition to those, there are nine which are on the verge of starting. By the way, I am going to mention a few of their conventions such as this, have committed themselves to programs of co-operative effort based on a systematic financing method and are committed to go forward with as nearly unanimous approval as you ever get on such a measure, and they are in the process of raising their funds, and some of them have very fully completed the raising of their funds.

In other words, when we say "on the verge," we are not thinking of those many who are thinking about it, talking about it, but haven't officially done anything about it. There are a great many of those; we don't know how many.

I spoke with Mr. Thorpe this morning, after he made his very interesting address. He quoted this figure "seventy-eight," which I quoted here on Tuesday afternoon, and he pointed it to Mr. Thorpe and I said, "Mr. Thorpe, I am sorry you gave that figure because it isn't a complete figure."

He said, "I know it isn't." We both said that seventy-eight will do, for it proves the fact that there are seventy-eight that are definitely known and have a typewritten list of. But when we commence to see how many more there are, seventy-eight will run up to a hundred, but seventy-eight will do for the purpose of this discussion.

Now, in 1919, when you began your adoption of this principle of co-operative effort, there were thirty-five industries represented in that form of activity, of which probably very few were significant. That kind of activity was too meagre to be untied for it to be an outstandingly accepted American business fact. There were still much skepticism. Even in our own industry, there were those who said, "Why paint and varnish—everybody knows about paint and varnish. Everybody buys all they want. How can we make them buy any more?" It was some new product that the public had never heard anything about, of course, co-operative effort would be a good thing, but gentlemen, we have heard of paint and varnish that reasoning, while it sounds good in words, wasn't sound in practice.

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well, that is the time that we are going to put a little humor on the door. To give you a little humorous touch, I happen to have a father-in-law who is a retired clergyman. One day we were fishing, and I said to him, "Grandpa, you have been preaching for forty or fifty years." "He is a very shrewd old gentleman, what you might call a Scotch-Irish type with a fine sense of humor—of all the people you preached to in your long life, what proportion would you say took what you told them from the pulpit and swallowed it whole, and what proportion thought things out for themselves?"

You should have seen the twinkle that came in his eye. He said, "Well, that is conservative—I would say that certainly seventy-five percent of them swallowed it whole."

Gentlemen, if there weren't seventy-five percent of them there would be no room for Almes McPherson and a lot more of that particular kind. We probably wouldn't get our sympathies actively. There are a great many people who are subject easily to the art of persuasion.

Now, the art of persuasion is the one great force by which policies are put into execution, by which a new era of sentiment; the very thing we put into effect so actively in this country, and that did in England and in France during the Great War, to persuade the people, bring them to the point of view that they are co-operative to win the war by making it clear to them.

The pacifists had their day for a little while, but the time came when by Four-Minute Men and by the utterances of statesmen and by articles in the press, the public that needed persuasion was persuaded, and we had mass action or very nearly mass action in perfection.

The art of persuasion, then, enters into all propositions. Gentlemen, any industry that depends upon the American people, that is, the private consumer, for its existence, cannot afford to let the mind of that consumer be undisturbed. Why? There are too many other people trying to cultivate the same mind for their own ends.

These seventy-eight industries represent in funds now in treasurers' hands, that is, under three or five-year contracts, signed pledges, a total sum of ten and a half million dollars, existing funds, and those on the verge of being raised, a total of half million dollars more. The longer this idea of co-operative effort runs, the more carefully analysis is being made of the individual problem to determine what is adequate action.

We don't put a gang of ten men to work on a job which calls for a gang of one hundred. If it is a small cottage to be built, three or four men are put to work. If it is a great factory plant that is to be built, three or four hundred men are put to work.

And so, in analyzing the problem of a given industry in relation to its market, in your case in relation to the American people, the 48 States, for you are one of the industries that has a universal product, where perhaps some other industries have a product that isn't universal in its application, the analysis in the case of new campaigns being directed out now is constantly rising rate. And we find now in existence or coming into existence a total of \$14,000,000 about to be spent by American industries in competition with each other and with you to reach the consumer, and the number is increasing.

When I speak of raising money—for instance, the lumber manufacturers have had a problem in getting money for many years. As Mr. Thorpe said this morning, there are a number of industries doing cooperative advertising in order to persuade you and me to buy something else in the place of wood. Well, the lumber manufacturers have raised, up to date about \$800,000, which is good for five years, that is, they have raised \$4,000,000 to be used during the next five years, out of a total of \$5,000,000 that they are after. When they have secured their pledges for \$500,000 more per year for the next five years they will be ready to start. They believe they need \$1,000,000 a year in order to fight competition.

Now, what is all this subject that we are discussing? It really isn't "Save the Surface at all." It isn't "Paint and Varnish." The thing, gentlemen, we are discussing in this talk, is the new competition.

You recall in the opening sentence I spoke of change and the difficulty of recognizing change when it was at our door and of adapting to change. The change that has come over American business—and it is coming over these figures show, let us say, the advance start of it—is that with a public so enormous to be reached, with industry so enormous and numerous in its units, we have got more and more to depend upon mass play on the consumer's mind in order that the industry of which we may be a part may survive.

I don't think I ever had a sharper realization of how this idea of what can be accomplished by cooperative advertising, cooperative advertising, more than one day in my own office, a gentleman, whose name I have forgotten, was announced in the mind in order that these three other gentlemen, and they were a delegation from, let us call it, the National Association of Manufacturers.

I said, "Gentlemen, what have you got on your mind?"

"Well, we have heard a great deal of what the paint and varnish industry has done to increase sales and we wonder what we can do."

I couldn't resist the temptation to say, "Well, are you going to try to sell me two coffins instead of one?"

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and we might just as well understand it as to understand about paint and varnish, because we have got to use that, too. It is a different use, one has to do with the living, the other has to do with the dead.

But this thing of associational advertising hasn't stopped with those who have gone in it. There are some enormous fields of American business activity in which today, although so far as I know no definite campaign of action has been adopted and is proceeding, but in which the statement, "We can accomplish much if we will get together and operate collectively for our common interest." For instance, life insurance. I hope every man knows the size of the life insurance business. It is one of the very greatest of the businesses of this country. It is a matter of billions annually, whereas the average industry is a matter of millions annually. Fire insurance, the public utility field, just think of what the relationship of public utilities with their public means to those companies and what it must mean to that those relationships, cleared up and the right understanding built. They have got the problem.

The electrical field is far too diversified to analyze here, but you find it in your homes, in your electric irons, in your washing machines, your electric refrigerators, your lighting, your ventilation, your fans. You find it all through factory management, all through production, and find it on the streets, in the air, underground. And in the electrical field this

up Mr. Sparks, who handles that bureau for the Metropolitan, and I said, "How in the world did your company happen to get out a bulletin on co-operative advertising?"

So he explained to me the origin of the bureau, the policyholders' service bureau, and said, "We have people writing in here all the time on the question of co-operative advertising. Some of them who write in are really important men. Some are writing individually, some of them are writing simply as agents in a town. Some are writing in as representatives of industries which have this subject under consideration, so we have issued it."

All through this booklet, I should say, there are six or eight or ten mentions of "Save the Surface" campaign as an example of this, that or the other thing in co-operative procedure, and it winds up with this sentence, the last sentence in the book. I have paraphrased the first three words, so I can omit what goes before. These examples indicate that co-operative advertising may be used to advantage by manufacturers in almost any line for the general benefit of the industry. That given proper organization, whole-hearted co-operation and efficient management, the co-operative campaign is pretty sure to pay for itself many times over in actual results."

There is another evidence, that this thing seems to be one of the settled facts. The Periodical Publishers' Association, perhaps with more self-interest than the

try's expenditure is one of the large ones. Associational campaigns run anywhere from \$50,000, even \$25,000 perhaps, up to \$1,000,000 or more. The average is very rapidly growing, because associational activity is now accepted as a settled fact, is being approached in principles of what is adequate for the job, just as you will put an adequate gang of men to dig a certain sized ditch or canal, a little one a small gang, a big one a big gang. The engineers will figure that all out. It is more a matter of mathematics than anything else. And so this indicates that there are many industries who are going after that consumer's dollar even harder than our own industry. They are not entitled to their share any more than you are entitled to your share. There are others that are going at it about as you are going at it. There are all others that are going at it less adequately than you are going at it. But it seemed to me it is an interesting picture for this industry to look at as they take stock of the few essential matters.

One is the importance of co-operative effort to our industry and therefore to the community within our industry. Now is our industry going to hold its own against the other 77, so we will be sure of getting sure to pay for itself many times over in actual results."

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Sometimes it has been a little hard to grasp this principle of co-operative advertising when we have spent a day or a week on plans and methods for the promoting of our own brand of merchandise. I say that whether it is paint or whether it is shoes or any other product, gentlemen, when industries get large, and particularly those industries that deal with staples as distinct from those that deal with novelties—radio is still a novelty, paint, ink and has been for years a staple—there are only two ways we can grow. One is to grow by taking it away from a competitor, and that is a darn hard and a very expensive thing to do. It can be done. It is being done in varying degrees throughout American business life today. The other way that we can make our brand grow is to create more room for our brand to grow in, and there is only one truly great reason why this idea of associated effort in promoting industry has made such headway, and that is because it has been found to be very economical. It is better than taking it out of each other's hides, it costs less, and it actually gets the thing we started out for, it gets us more growth for our individual brands.

Five years from now or ten years from now, a totally different kind of a battle can be made on the same theme, the new competition. You can't arrest other industries from going forward with the same lesson that you learned before they did, but as more industries learn the lesson we are going to find the struggle at work more and more for the movement of merchandise in this country, we are going to find those influences at work in their relative proportion to each other, and again, it behooves us as business men to keep watch and seeing the change that is going on around us.

And so as your advertising counsel I do not conceive it all within my province when so many of you are such experts, both in merchandising and in advertising, to say what shall be done. I do conceive it a duty to have gathered a few salient, unmistakable evidences of the changes that are taking place or have been taking place since 1919, put them before you, invite your statements, like quality of thought and say, "There is the picture, it is for you to determine what it means to you, and if it calls for you to do anything about it, it is for you to determine what that shall be." Thank you very much.

President Robinette: Mr. Ross, we are very appreciative of your staying over today and giving us this very interesting insight on the "Save the Surface" campaign, and I think it would be very opportune at this time, gentlemen, to present to you our new business manager, of the "Save the Surface" campaign, with Mr. McComb and letting him look into your faces. Mr. McComb, will you present yourself and say a word, if you wish?

Frank P. Cheesman: Might I introduce a resolution just at this time to the effect that we appreciate and regret the fact that Hoskins Gates is not able to be with us and Samuel Matlock, on account of illness is not able to be with us, and that our general manager be instructed to send both of those gentlemen telegrams of condolence from this association expressing our regret.

(The motion was seconded by Mr. Felt.)

President Robinette: That is a very fine thought. Our general manager, however, tells me that both of those men and their condition are being covered in a resolution that is coming up on the program tomorrow.

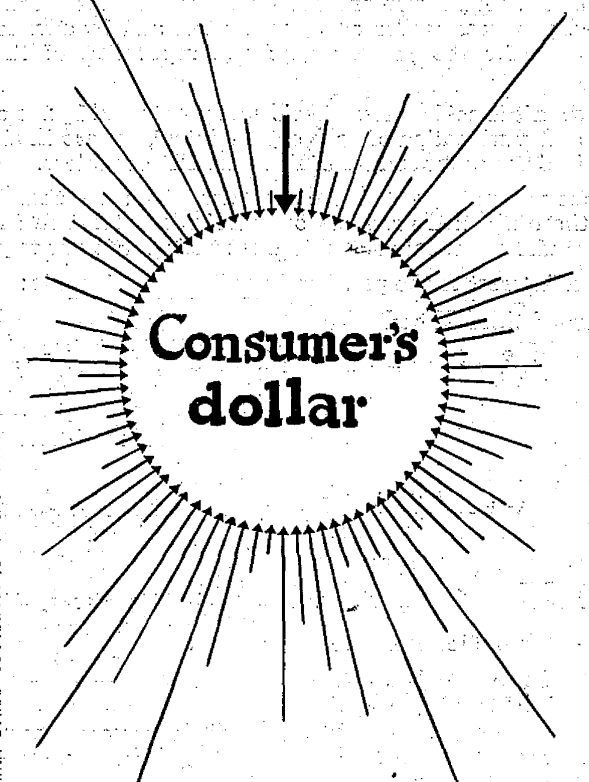
Mr. Cheesman: I thought it might be better to get it in today. If he has resolved, I will be glad to withdraw mine, but I think the condition that those gentlemen are in, they would appreciate having it just as soon as it can be sent.

(The question was put to a vote and carried.)

Discussion by Mr. McComb

W. R. McComb: I don't think there is much that I can say at all that will add to what Mr. Ross has said. Just as I said the other day, and what has been said several times to you in the course of the convention.

I want to say this, though, right now. It just came to me that I am going to take a little liberty, taking a little of the credit for what has been given you.



Campaigns for the Consumer's Dollar

movement of what can be accomplished, if we get together, is very, very far advanced.

Broad—Mr. Thorpe spoke about bread this morning. Men's apparel, even soap, and each one of those industries has gone far enough in its study of this question of what can be accomplished co-operatively to realize that something ought to be done, and when the best minds of an industry realize that, gentlemen, it is only a matter of time before something happens.

My own thought is that the paint and varnish industry is in a some very largely responsible for this development. While you were not the first industry to undertake successfully or apply successfully the principle of co-operative advertising and promotion of your industry, you certainly have been one of the outstanding examples of what co-operative effort can do. And you are almost invariably quoted.

The Metropolitan Life Insurance Company has what they call a policyholders' service bureau, a bureau that has received millions of policyholders; has grown up and been established because that company from its policyholders receives so many requests for information of various sorts. These requests become so numerous that the information could be classified into broad groups, and they established a service bureau and proceeded to issue regular intervals bulletins covering certain broad questions on which they knew there were many policyholders interested.

And I found on my desk the other day, July 20, 1926, a little letter from the Metropolitan Life, a form letter, calling my attention to co-operative advertising report number eighty-nine. While preparing these remarks for today I called

Metropolitan, have issued a book called "The Experiences of Associations in National Advertising," and they cover the experiences of some sixty or seventy industries now engaged in co-operative advertising or co-operative marketing.

New York University, one of the great universities in this country from the standpoint of the number of students, and one which devotes perhaps more attention to commercial subjects than any other university, has a professor named Agnew who has found this question of associational activity sufficiently important and, as he conceives it to be, a sign of the times, to have prepared and issued one or two or three months ago a textbook upon the subject which I think Harper & Brothers published.

Gentlemen, we are into something that is here to stay, and it is not a bad idea for us to take stock. The whole thing is summed up in this chart here, my last little picture, "The Consumer's Dollar." The red arrow indicates yourselves, your own campaign, every other arrow—there are seventy-seven besides the red—indicates some other campaign going direct to the consumer's dollar, that is, to the consumer's mind, to make an impression, the result of which will be that this industry shall get its share of the dollar that this industry shall get its share of that dollar.

Some are going to be worsted in the effort, and some are going to win big. I think those industries that will be worsted will be those that are in the least scientific and in the least adequate way bringing to bear upon the consumer mind the importance of their consumer message.

This long arrow means that this indus-

"As you business manager it is my duty, as I see it, to take the ideas that are presented to me by the individual members of the individual members of the committee, by our committees and sift out of those the best that I think are there, pass them back to the committee if they have come from you, and get their reaction, and then try to carry them out with the help of the general manager to get the best results for the money spent."

"When I got into this business about six months ago, and then as I looked around later and started inquiring and talking with men in advertising fields, being an industrial engineer, I saw the possibilities of co-operative advertising, but I realized that there was a much keener advertising in co-operative advertising than there had been before, and as I tried to get it I kept running up against it. I came back to Mr. Ross not so long ago and he gave me very briefly what he has given you, and when he got through I said, 'Mr. Ross, I think that the industry ought to have that.'"

"And his first thought was, 'No,' that he shouldn't do it as a man doing this advertising for you, and then, as he said to you just now, he said he was his duty as your advertising counselor to tell you what you were up against. That is the way he has been, and his business manager to get him to tell you the new competition that you were facing to-day."

"We have a report here which has been submitted by the various chairmen of the committees which I don't want to read to you. I think it will save you time and

President Robinson: Our next order of business is the report of the chairman of the National Clean Up and Paint Up Campaign Bureau. (The report of this bureau was not read but was distributed in printed form, as follows):

Report of Committee on Clean-Up and Paint-Up

This is the first formal report of your committee since the National Clean-Up and Paint-Up Campaign Bureau became an integral part of the National Paint, Oil and Varnish Association, Incorporated, and was removed from St. Louis to New York, in order that the offices of the bureau be placed adjacent to the offices of the national association, and come under the close personal supervision of its general manager, George V. Horgan.

The formal acceptance of the bureau by the national association, as a gift from the American Paint Journal Company of St. Louis, and Allen W. Clark, the founder of the bureau, did not take place until the first of January, 1926. The bureau's present fiscal year was under way. Considerable time was required to complete the transfer of the bureau's physical removal of the bureau's working equipment and supplies from St. Louis to New York, and the new quarters in New York. The American Paint Journal Company was paid a pro-rated administration charge, on the same basis as its previous arrangement with the committee, for the months of October, November and December, 1925. This constituted the first quarter of the fiscal year. The necessary minimum payroll to maintain the activity of the bureau and to effectuate a transfer of the national association was maintained with the approval of the committee, by the former management in St. Louis, but the bureau had been actually moved to New York, and the transportation charges and other expenses incidental to the transfer had been disbursed.

The books of the bureau and the books of the treasurer in St. Louis were then audited and found correct by H. W. Hagdon & Co. of St. Louis, certified public accountants, and a cash balance amounting to \$2,081.81 was turned over to W. Fligis, treasurer of the National Paint, Oil and Varnish Association, Incorporated, who, under the new auspices, also is treasurer of the National Clean-Up and Paint-Up Campaign Committee and the bureau. The books of the committee and the bureau, under the new management, were opened February 10, 1926, and for that reason the bureau's first annual report covers only the period, February 10 to October 6, inclusive—a period of approximately eight months. The previous month's coverage in previous reports, which were made under the old management.

Campaign Re-established Without Interruption

When this is considered, together with the severe problems which had to be surmounted in transferring the bureau, and at the same time maintaining its national contacts, it is gratifying to find, upon consultation of the treasurer's report, which appears on another page, that the affairs of the bureau have moved forward favorably in the new location and under the new auspices, and that this initial period of approximately eight months closes with the work upon a conservative and sound financial basis. While the situation of the bureau was considerably handicapped by inability of the committee to definitely announce the new location of the bureau and the details of the reorganization plan until well into the spring, investments from the treasurer's fund for the month period have totaled \$53,245, which is a larger amount than ever before was secured during an eight month period. Numerous important increases in the amounts of individual investments were received, important new funds have been secured, and your committee has received numerous assurances of increased support for 1927.

Expenditures Restricted

Your committee has deemed it wise to restrict expenditures during the past eight months solely to the necessary taking any promotional work which could not be carried out successfully within the period of the temporarily shortened working calendar. In this connection the fall campaign work for 1926, contemplated in the budget, was paid to a minimum without sacrificing its contacts. In this connection the committee wishes it to be thoroughly understood that the bureau's cash balance is not by any means a "surplus," but is necessary to insure

your comfort. It is there in print in full to be read by you.

"I want to say again as your business manager that it is my desire to do only those things that, as I see them, are the best for the industry as a whole. If there is anything that the Save the Surface campaign promotes, or an activity that is so worth carrying out which, in your opinion, we shouldn't do, the money isn't being properly spent, I want to hear what you have to say, and you can rest assured that as far as I am concerned the first thing that I want to consider, 'is this the best thing for the paint industry as a whole?' not for me as business manager, not for the campaign, but for the industry as a whole, because the campaign belongs to you. That is my wish."

"And as I said the other day, I ask all of you men when you come to New York to come in and see us. It helps us a great deal. You take an interest in our headquarters staff. It is your headquarters staff. It is your office. Come and see us and I am sure that after you see what we have there it will help to increase the efficiency of office and your suggestions will be well worth while."

"I don't think there is anything else that can build up or help in getting the greatest efficiency out of my office and the men with me than to have them realize that you men of the industry are interested enough to come in and see how we are doing the job, see it right at first-hand, meet most of them, that we have a working organization, and then I am sure that they will take a great deal more interest in helping the things that are of very much an active part of the paint industry."

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Important Economies

Whenever practicable, it is the practice of the bureau to secure comparative prices, and to buy materials at the lowest possible price, consistent with quality and service. For example, in equipping the Bureau, advantage was taken of special mid-winter sales of office furnishings, some of which were obtained at one-half the ordinary price, and important savings were made by securing competitive bids for installation of steel shelving and other necessary items of equipment. The furniture was purchased second-hand. Although secured and furnished at relatively low cost, the offices are attractive and are well worth a visit by members of the trade who may have an opportunity to inspect them.

One of the many advantages of the location is that it enables the bureau to buy only such electric as are actually ordered, and thus to avoid tying up money in stocks of electric, some features of which may not be equally saleable.

Maintained Sales of Supplies

The exigency of transferring the bureau to New York for re-establishing it in new quarters, together with uncertainty as to what funds would be available, made it impossible to produce more than a few new features in display material for 1926, and necessitated the continued sale of features which were no longer new. Despite this handicap, the sales of supplies during the eight months in its new quarters totaled \$4,900.50. The sale of supplies from New York was started on the same day that the shipment of the bureau's property was received from St. Louis.

New Art Work

A complete new series of drawings for newspaper matrices were produced this spring, and resulted in a large number of letters of approval from publishers, many of whom saw in the new material an opportunity for promoting the Clean Up and Paint Up campaign, not for a mere week, but for all the year. A general request that the bureau begin its actual distribution of its material to the newspapers by January 1, 1927, was received. Some requests for material for 1927, reached the bureau as early as July 1 from members of the trade who wished to use Clean Up and Paint Up illustrations in their own 1927 printed matter. This new art work was prepared under the artistic direction of W. W. Livingston Larned of the Ethridge Company, who is one of the foremost authorities on newspaper advertising copy in the United States, with the close cooperation of H. C. Bureale, chairman of the advertising sub-committee, and Executive Secretary Emerson.

Advance Work for 1927

In order to readjust the working calendar of the bureau and to enable the work to be put upon an all the year around schedule, the art work for the 1927 newspaper and promotional literature was ordered this spring and is now being completed. This material largely represents the "mold" in which the 1927 campaign is to be cast, and its value to the trade will depend upon the promptitude and liberality with which the 1927 finances are secured.

Collections

Collections of monies due the bureau for investments and purchases of supplies have been excellent. Unpaid accounts, including some which probably will be paid at a later date, amount to less than one percent of the total.

Civic Co-operation

During the past eight months the bureau has enjoyed the widest and increased active co-operation, not only of the newspapers and the trade, but of such organizations as the National Fire Protection Association, the National Association of Real Estate Boards, the United States Public Health Service, United States Government Departments of Agriculture, Labor and Commerce, City Officials, Chambers of Commerce, Women's Clubs, Boards of Education, and organizations of junior citizens, Boy Scouts, Girl Scouts and Camp Fire Girls. The American Legion and the Outdoor Advertising Association, the National Association of Real Estate Boards, the National Fire Protection Association and the National Safety Council also have been co-operators.

Newspaper Co-operation

A. C. Kieberg of the advertising committee, in a report on this phase of the work at a meeting of the national committee in June, said:

One of the most remarkable accomplishments of the Clean Up and Paint Up Campaign has been the co-operation secured by the newspapers. No similar campaign has been able to enlist this support to any such extent. It is estimated that the publicity for the Clean Up and Paint Up movement in editorial and front page space, which, of course, cannot be valued at clipping advertising rates, was worth in 1926, when the last publication of the bureau's clipping was made, some three and a half million dollars. It is important to note that this campaign creates its own publicity in the form of live local news about local people who are community leaders, and in the kind of real information that newspapers and magazines are of benefit to themselves in their own community, and which they like to print. In 1926 it is estimated that a considerable increase of publicity appeared in the newspapers, which raised for themselves a high financial harvest with a much larger amount of advertising.

Trade Press Co-operation

The trade press has co-operated generously in the movement during the past year, frequently devoting full pages and double pages, and sometimes several pages in a single issue to phases of the campaign. Numerous instances of the trade press have been given publicity through the columns of trade journals, and numerous instances of the trade journals have printed lengthy articles of

their own origination, in support of the Clean Up and Paint Up movement.

Among the many publications specializing in paint and varnish news, whose valuable assistance the committee has knowledge, and to the publishers of which it extends its thanks, are included the "American Paint Journal," "American Paint and Oil Dealer," "American Painter and Decorator," "Arts and Decoration," "Automobile Trimmer Varnish Painter," "Decorating and Painting Contractor," "Drugs, Oils and Paints," "Industrial Finishing," "Master Painter and Decorator," "Oil, Paint and Drug Reporter," "The Painters' Magazine and Paint and Wall Paper Dealer," "Painter and Decorator," "Paint, Oil and Chemical Review," "Western Paint Industry Review," and the "Western Paint and Trim Shop." and in the hardware and lumber fields of "Journalism," "Better Hardware," "Hardware Age," "Hardware and Metal," "Hardware in Canada," "Hardware Retailer," "Hardware Trade and Automobile News," "Hardware World," "New England Hardware News," the "Gulf Coast Lumberman," and the "California Lumberman."

Many trade magazines outside of the paint, hardware and lumber fields are co-operating with us vigorously. For example, "Outdoor Advertising Association News," the official publication of the Outdoor Advertising Association, runs a regular monthly page headed "Clean Up and Paint Up," the copy of which is supplied to them by our bureau.

Films

The sub-committee on film, of which Horace S. Felton is chairman, has made a preliminary survey of the film field, and it is hoped that the finances of the bureau will justify the production of two films in 1927, one on the commercial side of the campaign to be shown to the trade, and one on the altruistic phase of the movement to be shown to the public.

Reorganization Plan

The National Clean Up and Paint Up Campaign Committee, at a meeting held April 16, 1926, in the offices of the National Paint, Oil and Varnish Association, Incorporated, formally approved and adopted a plan of reorganization, in which the respective functions of the committee and the bureau were defined as follows:

(a) Functions of the National Clean Up and Paint Up Campaign Committee

The functions of the National Clean Up and Paint Up Campaign Committee shall be to determine the general direction of the National Clean Up and Paint Up Campaign, and the National Clean Up and Paint Up Campaign Bureau, solicitation of the necessary funds for the conduct of the national campaign, and the responsibility for all receipts and disbursements by the committee and the bureau.

(b) Functions of the National Clean Up and Paint Up Campaign Bureau

The National Clean Up and Paint Up Campaign Bureau is the workshop or factory of the active promotional agency of the national committee. Its function is not only to handle all of the detailed work of the campaign, but also to promote local campaigns for the future in towns and cities where campaigns have not been carried on before. This promotion is not aimed primarily at local business interests, although they are advised concerning the campaign, but is directed at such organizations as women's clubs, chambers of commerce, rotary clubs, city administrations, health commissioners, street commissioners, fire commissioners, superintendents of schools, and newspaper publishers, and other civic agencies. The bureau furnishes suggestions as to how to successfully organize and conduct the campaign, and it purchases the necessary Clean Up and Paint Up Campaign material, such as banners, art work, newspaper mats, etc., for the conduct of the promotional work.

The executive secretary of the national committee is in immediate charge of the bureau and such other work as may be assigned to him by the committee.

The reorganization plan, as it was approved and adopted, calls for the following:

1. Appointment by the president of the National Paint, Oil and Varnish Association, Incorporated, and the chairman of the National Clean Up and Paint Up Campaign Committee, through the general manager of the National Paint, Oil and Varnish Association, Incorporated, the Paint Manufacturers' Association, and the National Varnish Manufacturers' Association, of members to the National Clean Up and Paint Up Campaign Committee as follows:

One or more members to be appointed as district managers from each district. There are eleven (11) within the boundaries of the United States, and one member to represent the Dominion of Canada; these members as a whole, together with the treasurer of the committee, and the general manager of the National Paint, Oil and Varnish Association, Incorporated, and representatives of trade associations whose representation on this committee is considered desirable, such as the National Association of Paint Distributors, the International Association of Master Painters and Decorators, etc., to form the National Clean Up and Paint Up Campaign Committee.

Sub-Committees

The members of the following sub-committees and their duties shall be as follows: (a) Sub-Committee on Plan and Extension. It shall be the duty of this sub-committee to aid in securing subscriptions to the national campaign and to promote the campaign from the national center to the district centers, etc. It is understood that the members of this sub-committee, or its appointees, as such, shall be members of the National Clean Up and Paint Up Campaign Committee.

(b) Sub-Committee on Finance. It shall be the duty of this sub-committee to aid in securing subscriptions to the national campaign and to promote the campaign from the national center to the district centers, etc. It is understood that the members of this sub-committee, or its appointees, as such, shall be members of the National Clean Up and Paint Up Campaign Committee.

The chairman of the National Clean Up and Paint Up Campaign Committee shall be the chairman of the Plan and Extension Committee.

Company; E. L. Bullock & Sons, Inc.; Emil Calman & Co., Inc.; Chadeloid Chemical Company; Devco & Raynolds Company, Inc.; Henry A. Dewey Company, Inc.; Fezandle & Sperris, Inc.; M. Ewing Fox Company, Inc.; Robert Gair Company; Gelgy Company, Inc.; General Naval Stores Company; Georgia Pine-Turpen-

time Company; L. O. Gillespie & Sons; Gillican-Chipley Company, Inc.; The Heller & Merz

Company; Morris Herrmann & Co., Inc.; Olsey & Held Company; Innes & Co., Inc.; International Association of Master Painters and Decorators of United States and Canada; Kasebler-

Chattfield Shellac Company; Fred L. Lavenburg
Company; Irving A. Lewis; George H. Linck;

Longman & Martin; The L. Martin Company; Metal Package Corporation of New York; Benjamin Moore & Co.; Muralo Company, Inc.; Mutual Chemical Company of America; National Lead Company; New Jersey Zinc Sales Company, Inc.; Paterson, Boardman & Knapp; G. W. S. Patterson & Co.; F. O. Pierce Company; Rall Brothers; Albert R. Ritter Company; The Sapolin Company, Inc.; Smith Chemical & Ice Co.

Standard Chemical & Color Company, L. Sonneborn Sons, Inc.; Standard Varnish Works; The Tintor Company; Thompson, Walman & Co.

Inc.; Titanium Pigment Company, Inc.; The Ultramarine Company; U. S. Industrial Alcohol Company; Valentine & Co.; E. M. & F. Wadlow, Inc.; Willocks, Martin, Willocks Co.; S. Winterbourne & Co.; Wisniewick-Tumpeier, Inc.; William Zinsser & Co., Inc.

Niagara Falls

Rowe Paint & Varnish Company, Inc.
Rochester
Barnard, Porter & Remington; Humphreys
Paint Company, Inc.; F. P. Van Hoesen Com-
pany.

Cook & Myers Company, Inc.; Empire Wall.

paper & Paint Company.
Troy
William Connors Paint Manufacturing Com
pany; Charles H. Dauchy Company.
Utica

Genesee Paint & Glass Company.
Watertown

New York State Master Painters and Decorators Association.

Ohio

Cincinnati

Poly Paint Company; The R. F. Johnston Paint Company; B. H. Meyer & Co.; Th. Charles Moser Company; Rich Pump & Ladder Company; Wilson Paint Company.

Cleveland

Acorn Refining Company; W. A. Alpers Company; Arco Company; Billings-Chapin Company.

pany; The John P. Cochran Company; Davie Gun Company; Dwyer Manufacturing Company;

nish Company; Gihson Homans Company; The
 Glidden Company; Grasselli Chemical Company;
 Hale & Holmes Company; Harehaw, Fuller &
 Goodwin Company; National Paint & Varnish
 Company; Ohio Varnish Company; Pioneer
 Manufacturing Co.; Tropical Paint & Oil Com-
 pany.

Dayton

Delscamp Paint & Glass Company; The Low-
 Brothers Company; Thresher Varnish Com-
 pany.

London

The Williams Company.

Middlefield

Ohio Pail Company.

Toledo
De Vilbiss Manufacturing Company; Dolphin
Paint & Varnish Company; Stollberg Hardware
& Paint Company.
Wooster
Bauer Manufacturing Company; Wooster
Brush Company.
Oregon
Portland

Beaver Varnish Works; Rasmussen & Co.

Pennsylvania
Easton
C. K. Williams & Co.
Jamestown

Jamestown Paint & Varnish Company.
McKees Rocks

Enterprise Stamping Company.
Philadelphia
Baeder-Adamson Company; Biebes Klineco
Company; Dowdy Brothers; Denney, Hillborn
Rosenbach, Biebes, Denney, Fulton, Biebes
Co., Inc.; Pinnaren & Halsey; Samuel I.
French & Co., Inc.; G. H. Hooker Company
Impervious Paint & Varnish Company; Job
Lucas & Co., Inc.; McClenkey Varnish Com
pany; M. J. M. Co.; M. J. M. Co.; M. J. M.
Tausig; Eugene E. Niles Company; Peaco
Paint Company; Gilbert Spruance Company;
F. Weber Company; J. D. Webster;
Co.; Xarmall Paint Company.

Pittsburgh
Homer D. Buter; Impervious Varnish Com
pany; W. W. W. Co.; Co.; T. H. New
Company; Pittsburgh Paint Supply Company
H. B. Glass Company; M. B. Sup
dam Company.

Schenectady
Euston Lead Company; Matthews Brothers
Inc.

Rhode Island
Providence
Oglet Johnson & Co.; Starkweather & W
H. H. Glass Company; J. H. Glass Company;
U. S. Glass Company; J. H. Glass Company.

South Carolina
Charleston
Laland Moore Paint & Oil Company.

South Dakota
Sioux Falls
Sioux Falls Paint & Glass Company.

Tennessee

Chattanooga
 American Cement Paint Company.
 Memphis
 De Soto Paint Manufacturing Company; Far
 well Calhoun & Co.
 Utah
 Ogden
 Ogden Paint, Oil & Glass Company.
 Salt Lake City
 Bennett Glass & Paint Company; Salt Lake
 Hardware Company; Salt Lake Glass & Paint
 Company.
 Vermont
 Burlington
 Burlington Drug Company.
 Newport

ong very rapidly in our program this afternoon's schedule.
moment to go back to this very interesting
its appreciation to this young man here
his wonderful clean up work? I intended
y there was given the floor. Mr. Breinig

President Robinette: We are getting along very rapidly in our program this afternoon, and this brings up the last item on the afternoon schedule.

Mr. Wessels: May I interrupt just a moment to go back to this very interesting matter and ask this convention to extend its appreciation to this young man here who has labored for quite some time in this wonderful clean up work? I intended to get on my feet before my contemporary there was given the floor, Mr. Breiling.

The intense state of competition existing amongst the dry color manufacturers may perhaps be best illustrated by the reduction of prices on iron blues, in the face of advance of raw materials.

There are constructive influences at work to better the conditions amongst color makers. The Dry Color Manufacturers' Association is functioning, and while little has been done, it is thought eventually these meetings will produce a better understanding of conditions. The Tariff Commission and the Department of Commerce are collecting data which is informative and gives light on the present situation.

If Mr. Bonnie, of Louisville, is in the room, he would probably like to add something to this synopsis.

Sevier Bonnie: I have nothing more to add.

The full report of the committee was as follows:

Government figures covering the production and sale of colors during the year 1925, are not yet available. The figures are compiled by the Department of Commerce only every odd year. So your committee finds it impossible to do more than estimate the volume of business done over this period. A preliminary bulletin of the United States Tariff Commission does give the figures on iron colors for 1925, and they represent an increase of approximately 10 percent over 1924, though they are approximately



A. V. Crary
Chairman on Containers

the subject was one properly within the jurisdictional scope of his committee.

Lead

W. H. Crawford: The next report is on Lead. John A. Schaeffer, chairman.

During the year 1925 there was generally an increased demand for lead pigments and oxides of lead, while there was a falling off in consumption of white lead in oil.

There is evidence of a continued increase in the consumption of lead pigments during the present year which has resulted in firm prices for pig lead.

Interesting statistics through the government form make part of the report.

In Mr. Schaeffer's room? (No response.)

The full report of the committee was as follows:

During the year 1925, there was generally an increased demand for lead pigments. This resulted in a very firm price for pig lead throughout the year, though during the summer months, there was a marked softening in the pig lead price. There was an increase in the use of oxides of lead. A part of this increase can be attributed to the greater demand

for storage batteries, though the use of red lead and orange mineral in the painting industry showed an increase.

There was a falling off in the consumption of white lead in oil during the year 1925 though some of this decrease can be attributed to the fact that in the latter part of 1924 the industry was faced with rapidly advancing pig lead prices, which resulted in a most marked increase in the purchase of white lead in oil during the latter months of 1924. Dry white lead shows a small increase during the year 1925.

There is evidence of a continued increase in the consumption of lead pigments during the present year, which has resulted in firm prices for pig lead throughout the year.

Output of Refined Primary Lead and Lead Pigments in 1925

Refined Lead. The production of refined primary lead in the United States in 1925, from domestic ores, amounted to 65,491 short tons, valued at \$13,956,000, according to statistics compiled by the Bureau of Mines, Department of Commerce. These figures represent the greatest quantity and highest value for any year in the history of the lead industry of the country. As compared with 1924, they show an increase of 16 percent in quantity and 26 percent in value. The



J. A. Schaeffer
Chairman on Lead

value of the output is based on the average price per pound as reported by the lead smelters.

Missouri ranked first in the source of lead smelted or refined, 17,119 tons in place, and Idaho was third. Mexico was the chief source of foreign ore refined in this country.

The apparent consumption of refined primary lead in the United States in 1925 amounted to 63,000 tons, as compared with a consumption of nearly 60,000 tons in 1924.

Refined Primary Lead Produced in U. S.—1923-25 (In Short Tons).

	1923 (Short Tons)	1924 (Short Tons)	1925 (Short Tons)
Domestic desilverized lead.....	20,280	20,829	24,645
Domestic sort lead.....	190,749	209,516	280,550
Domestic desilverized sort lead.....	51,382	63,449	45,832
Foreign desilverized lead.....	543,841	646,407	654,921
Total refined primary lead.....	795,452	930,791	925,948
Antimonial lead.....	11,190	12,947	7,021
Supply—			
Stocks in bonded warehouse, January 1.....	21,247	12,947	5,045
Imports of pig, bars and old metal.....	618,322	600,498	760,050
Production.....	689,421	705,337	779,033
Withdrawals—Exports of foreign lead—			
From warehouse.....	48,786	78,758	98,424
From manufacturers, with benefit drawback.....	12,526	15,275	9,211
Exports of domestic lead.....	1,990	5,332	4,965
Stocks in bonded warehouse, December 31.....	2,817	5,045	5,762
Apparent consumption.....	63,878	102,410	120,892
Imports and Stocks of Lead in Ore and Bullion			
Imports of lead in ore and matte.....	40,441	47,000	44,481
Imports of lead in bullion.....	80,748	77,731	70,527
Remaining in warehouse, December 31—			
Lead in one end matte.....	88,016	51,787	82,942
Lead in bullion.....	40,123	47,004	45,943

Lead Pigments Sold by Domestic Manufacturers, 1924 and 1925

	1924 Short Tons	Value Per Ton	1925 Short Tons	Value Per Ton
Sublimed lead—				
Blue.....	14,772	\$2,301,035	14,506	\$2,092,000
Orange.....	1,093	178,880	1,090	210,932
Red lead.....	58,813	7,709,241	41,869	9,445,627
White lead.....	831	80,825	840	257,490
Litharge.....	74,724	14,597,434	96,548	18,687,300
White lead.....	42,222	7,900,510	43,426	8,022,977
In oil.....	144,872	35,008,194	120,470	31,352,776

* Includes basic sulphate lead.

(Authority U. S. Department of Commerce No. 1255.)

Linseed Oil

Mr. Crawford: The next is linseed oil. W. H. Eastman, chairman.

This is a most interesting report, and it is the belief of your summary committee that such a report should be made in the future. It is a report of reading this comprehensive report will be more than compensated.

The full report of the committee was as follows:

The linseed meal educational campaign is credited as resulting in material advantages to the jobber, dealer, consumer and crusher.

The advantages to be derived from the adoption of uniform cost accounting system are as follows:

A resume of the program resulting in the

adoption of tentative specifications for raw linseed oil. The wire-typing system for the elimination of losses on package car shipments is clearly explained.

Considerable space is given to the subject of the production of special linseed oil to meet the individual requirements of consumers. The special advantages in the adoption of the steel drum versus wood cooperage for linseed oil is explained.

A new policy upon the part of the linseed oil manufacturer in co-operating to a greater extent with the mass printer is the subject of an interesting paragraph.

The statistical position of the industry indicates very careful preparation of facts and figures and is set forth in an interesting manner.

(The full report of the committee was as follows):

The linseed oil manufacturers of the United States have cultivated some very fertile ground during the last year and the harvest has been a bounteous one, measured in terms of service to the consuming public. While the industry has an investment of something like fifty million dollars and does an annual business aggregating approximately one hundred and fifty million dollars, it has not received public recognition as an industry of importance commensurate with its investment, business done or service rendered. The industry has been generally recognized as a backward and undeveloped industry and perhaps up until more recent years this criticism has been justly administered. However, that is not true today. The industry, like many others, is leaping forward. It has harnessed the latent power and underdeveloped resources of young men of broad vision and modern training who have been quick to realize that the existing needs of the consuming industries must be met. The leaders have been quick to appreciate that we are entering an age of chemical science and that the next decade will see a radical departure in manufacturing methods. Metaphorically speaking, we have just opened the big bronze doors to the secret chambers of the flaxseed kernel and it is hopefully predicted that revolutionary processes in manufacturing and refining linseed oil to meet the existing needs of the consuming industries, will be employed in the not far distant future.

Flax Development

This report would be incomplete without mention of the splendid work done by the flax development committee under the leadership of its very able and efficient chairman, C. T. Nolan. A separate report will be made by the flax development committee and regardless of its scope it cannot possibly cover the vast amount of work carried on by this committee. The industry owes this committee a debt of gratitude for its untiring and incessant effort spent for such a worthy cause.

Linseed Meal Educational Campaign

The industry through its linseed meal educational committee has done some very effective work in creating a domestic market for its by-product instead of sending it abroad as it has been customary in the past. The European farmer had been educated to appreciate the feeding value of linseed meal in comparison with other feed-stuffs, but the American farmer because of ignorance did not recognize the feeding value of linseed meal as a concentrate in balancing his feeding rations. By a carefully planned educational program in which a large part of the industry has participated, a steady demand for linseed meal has been created twelve months in the year, thereby taking the output of the mills as fast as produced and eliminating storage of large quantities during the summer season as in years past.

The feeders and dairymen are indebted to the crushers for bringing their attention to the merits of linseed meal because of the big returns to those using it. The steady demand has tended to stabilize the price of linseed meal and has been beneficial to the jobber, dealer, consumer and crusher. The price has remained steady as measured by the demand and has resulted in an economic saving for the oil buyer as it has helped to eliminate extreme variations in price. It has made possible lower oil values because of the economic savings effected by eliminating storage and handling charges, and the necessity of disposing of surplus supplies in Europe.

Uniform Cost Accounting

For several years the Chamber of Commerce of the United States has urged the linseed oil manufacturers to make a study of cost accounting. This study, in vogue with the idea of ultimately establishing uniform cost accounting procedure in the industry. During the past year, a committee composed of one member from each manufacturer and representing about 95 percent of the industry, has made a very careful and comprehensive study of the cost accounting methods employed and came to the unanimous conclusion that the present modus operandi does not reflect true costs but creates a speculative and perilous condition for the crushers at all times. It seems to be a fact that profits, if any, have been made by speculation on one sort or another rather than on a basis of knowing ones production costs. There is one major problem involved which, if solved, would place the industry on a sound business-like accounting basis, and it is believed by some of the leaders in the industry that this step would outdistance any accomplishment by the industry insofar as it would level the advantages or disadvantages of the consuming public and tend to create a more stable market for the products of the industry.

According to present methods employed a crusher does not know whether he has made a profit on a single transaction or not. It is seldom that both the oil and meal products from a bushel of flaxseed are sold at the same time that the bushel of flaxseed is purchased, and the sale value of linseed meal is estimated to determine the cost of the oil. An oil sale is made and the flaxseed purchased to cover the sale and if the linseed meal is later sold for more than the crusher estimated, he makes a profit and vice versa. An unequal burden is placed on the consuming public because of the fact that the cost accounting committee holds that

Sevier Bonnie
Chairman on Chemical Colors

the same as the value of goods produced in 1923. Taking this as a guide and based on other controlling factors, it appears that the increase in the sale of chemical colors during the past year has not been more than 5 percent to 10 percent.

The following are available government figures:

	1923 Pounds	1922 Pounds	1921 Pounds
Total dry colors.....	17,130,430	20,120,438	20,094,092
Total pulp colors.....	80,634,301	9,522,738	18,758,098
Total coal tar.....	1,205,892	4,217,578	

A questionnaire was sent by your committee to the thirty-five manufacturers of chemical colors in this country, asking their opinions on certain vital matters affecting themselves and indirectly the paint and varnish industry. Replies were almost unanimously to the effect that competition has been more severe this year than last and prices less satisfactory. Very few plant extensions or increases in production have been put into effect. Production and selling costs have slightly increased. Everyone is of the opinion that there is an excess of color making capacity available.

The industry this year did one of the inexplicable things of lowering the selling price on one of its most staple articles of production—iron blues—in the face of a very clear advance in the cost of raw materials. This move clearly than anything illustrates the intense state of competition among dry color manufacturers.

There are constructive influences at work to better conditions among color makers. In the first place, the present unsatisfactory condition is becoming more apparent each year. The Dry Color Manufacturers' Association is functioning and though very little seems to have been accomplished, these meetings will eventually result in a better understanding of conditions among the members. The government, through two bureaus—the Tariff Commission and the Department of Commerce—are collecting data from dry color manufacturers which is informative and gives light on the present situation.

Containers

W. H. Crawford: The next report is on Containers. A. V. Crary, chairman.

The work of this section of the manufacturers' committee is necessarily limited to development of the desires of membership, and such service as may be performed in assisting the joint simplification committee of the industry when and if called upon.

The committee again makes the same recommendation as last year, that the industry adopt standard size cans for colors in oil, and various other colors, because no action was taken during the year by joint simplification committee.

(Edward J. Cornish assumed the chair.) Chairman Cornish: What will you do with the recommendation of the committee? It has been suggested that it be referred to the simplification committee. If there is no objection, it is so ordered.

(The full report of the committee was as follows):

$\frac{1}{\sqrt{\pi}} \int_{-\infty}^{\infty} f(x) e^{-x^2} dx = \frac{1}{\sqrt{\pi}} \int_{-\infty}^{\infty} f(x) e^{-x^2} dx$

livered, before this great influx of Southern flax came upon the market with the very low price. And all the linseed oil people, as I told him, must in that interim have lost considerable money.

It is not Mr. Daniel's serious condition, however, that I speak about, but rather Mr. Nolan's very remarkable report, wherein he traces the industry and its members thereof to reconcile themselves to paying a satisfactory price for linseed oil during the season or at least to the extent of taking care of the flax produced by the American farmer, for only in that way could we expect a continuance of a satisfactory production in this country.

A hear a recommendation of that kind from a large corporation, I might say a trust, rather confirms what I used to argue years ago, that there can be good trusts as well as bad trusts, and there have come into this meeting that note of reconciling ourselves, or as he put it more vividly, "chasing the lion," endeavor to reconcile yourselves to paying a satisfactory price for oil that is made from American seed.

Now there is a thought advanced that is modern, that is in sympathy with the spirit of the times, that I might say a trust, rather confirms what I used to argue years ago, that there can be good trusts as well as bad trusts, and there have come into this meeting that note of reconciling ourselves, or as he put it more vividly, "chasing the lion," endeavor to reconcile yourselves to paying a satisfactory price for oil that is made from American seed.

I think we should, in this industry—I thought at the time, and I think I think—have one of the brightest and most intellectual members of the association, who for years has been used to play the linseed oil game. He came to the paint meetings and the national meeting, telling of his knowledge of the market at this price and the market was now 12 cents a gallon more. He was known as the gambler of the linseed oil industry, but in the end the release occurred and as some of us know he lost his life, virtually testing himself on account of the linseed oil game.

Therefore, in this day and time, when there is so much talk about helping the farmer, let us carry the thought of Mr. Nolan, of the National Lead Company, to pay a satisfactory price for the linseed oil that is made from American seed. I thank you, Mr. Chairman. (Applause.)

Inasmuch as he knows that I am a William Jennings Bryan democrat, he realizes this is praise indeed.

Chairman Cornish: I certainly realize it is praise indeed, coming from Colonel Callahan, but since he has said that when it was deserved, everything would be coming from Colonel Callahan.

I want to thank him and the other gentlemen for calling to your attention what I consider one of the most remarkable advances that is being made in this meeting at this time, and I think after ten to fifteen years of agitation on the part of this association for the gathering of statistics which would be so much needed by all of us, after being called before grand juries for the purpose of getting statistical information, and having had judges say that no man would give private information of his business except for the purpose of committing a crime, contrary to all fundamental law, this convention at this time has been invited by the Federal Government to contribute to its officers and its departments, full and complete statistical information that in the future might prevent the calamity that Colonel Callahan has described so well. It is the greatest step forward that has been taken, and I have been an attendant of this convention. And I hope, sincerely hope, as your chairman said a few minutes ago, that the industry will recognize the opportunity presented and report to the government statistical information in a prompt, accurate and arrange for the government to tabulate and give it back to us to avoid losses that could be avoided.

I see your president has returned. I took advantage of his absence, as usual, to make a speech.

(President R. B. Robinette resumed the chair.)

Lithopone

W. H. Crawford: The next is the lithopone group. E. C. Thompson, chairman, drew your attention to the fact that this was one of the years in which you were unable to secure any statistical information at all. In my opinion, Mr. Thompson has been gathering from and through the government the best line of statistics on any of the groups presented this year. His report follows:

Ability to secure a tabulation of domestic production for 1906 to 1925 and imports from 1926 to 1925, which would give us in the constructive, comprehensive report by the chairman, shows the remarkable growth of the industry.

It is emphasized that the increased production of 1925 over previous years reflects the growth of those in the paint and varnish industry which have always consumed lithopone and the increased consumption due to manufacture of lithopone in the industry of products heretofore not using lithopone.

Probably the two outstanding new uses of lithopone is its rapidly growing use in outside paints and so-called "brushing lacquers." No figures are available for 1925, but it is the general opinion that the year will close with a larger usage produced and consumed than during 1924.

Comment is made that no marked improvement in quality has accompanied the increase of quantity is satisfactory; but it is expected that further improvement will be made to further strengthen the position lithopone already occupies with the paint and varnish industry.

Is Mr. Thompson in the room? (No response.)

The full report of the committee was as follows:

During the year it has been possible to secure from the Department of Commerce, Bureau of Mines, Division of Mineral Research, a reliable report on lithopone production over the past twenty years, and I am submitting herewith tabulation of that information, together

with the imports of lithopone from 1910

Year	Domestic production—Pounds	Value	Imports—Pounds	Value
1906	20,550,000	\$231,250		
1907	20,550,000	250,850		
1908	16,684,000	433,488		
1909	16,684,000	1,205,251		
1910	23,210,000	916,512	3,728,135	\$90,964
1911	33,728,000	1,243,108	6,853,312	184,190
1912	44,440,000	1,702,119	8,814,078	183,938
1913	53,870,000	2,170,445	5,096,000	132,860
1914	60,538,000	2,490,580	8,072,600	277,522
1915	92,988,000	3,700,472	2,352,000	144,257
1916	102,832,000	5,788,927	4,744,000	414,692
1917	127,422,000	8,497,299	458,000	29,100
1918	124,808,000	7,923,278		
1919	154,730,000	10,218,850	1,477,294	122,708
1920	178,740,000	15,484,528	2,097,321	260,240
1921	110,032,000	6,671,653	10,403,088	482,019
1922	108,720,000	8,214,040	12,525,824	585,671
1923	194,368,000	11,608,448	20,878,025	1,000,483
1924	218,938,000	12,651,397	13,600,000	645,023
1925	290,038,000	15,645,675	2,690,000	173,833

This tabulation shows the remarkable growth of this industry, practically from the time when it was placed on a commercial basis in 1910, and in 1925, which quantity in these days, would hardly be considered a fair output for one of the most important industries in this country in 1925, and 6,830 tons of imports.

No large increase in production for 1925 over previous years, undoubtedly reflects the growth of those products in the paint and varnish industry which have always consumed lithopone, together with the increasing use of lithopone in products which heretofore had not used it, or had not been manufactured as paint and varnish products.

Probably the two outstanding instances of new uses for lithopone in paint and varnish products are its rapidly growing use in outside paints and in so-called "brushing lacquers."

No figures are as yet available for 1926, but it seems to be the general opinion that the year will close with a large tonnage produced and consumed, than during 1925.

No very marked improvements have taken place during the year, as regards quality of lithopone as compared to 1925, and the rapidly growing amount of lithopone produced and consumed would seem to indicate that the present quality is satisfactory, nevertheless, it is to be expected that further improvements will take place, and that lithopone will, on the whole, continue to grow in strength in the position which it already occupies with the paint and varnish producers.

Naval Stores

Mr. Crawford: The next is the naval stores group, and because of the fact that some people, particularly the gum industry, have always wanted to be first, we have had to put in the program first, by J. E. Lockwood, chairman.

The increasing production of wood rosin and its kindred products, steam distilled turpentine and pine oil, has become a material factor in the supply of naval stores.

Wood rosin production, initiated in 1910, has gradually increased as gum rosin production has declined. During the past four seasons, the increased production has been continuous and greater than during any previous period.

The production of wood rosin for the season of 1924-1925 was 258,000 barrels, which for 1925-1926 was 265,000 barrels, or an increase of 7,000 barrels.

This efficient chairman, who may be regarded as the expert of the wood rosin industry in the United States, states that by research and co-operation with consumers the full possibilities of the naval stores industry are being determined and developed. "Gum products and wood products have each their advantages and limitations. The proper uses are being studied and demonstrated. Each kind should be used chiefly for the purposes for which it is best suited, so that the combined supply of both may be made available to satisfy the demand for domestic and export products. We commend the reading of the interesting statistics and the complete report."

Mr. Lockwood present? (No response.)

(The full report of the committee was as follows.)

Wood Products

The increasing production of wood rosin and its kindred products, steam distilled turpentine and pine oil, has become a material part of the world's supply of naval stores.

Wood rosin production, which started in 1910, has gradually increased as gum rosin production decreased, and thus made possible providing the supply required for domestic consumption and for exports. During the last four seasons the increase in wood rosin production has been continuous and greater than during any previous period.

The following statistics show clearly the extent to which wood rosin has become material to our rosin supply, which constitutes the greater part of the world's supply of rosin. The figures given for domestic production of gum rosin are from Gamble's Naval Stores Year Book for 1925.

Rosin, Barrels, 500 Pounds

Year	Domestic production—Barrels	Value	Imports—Barrels	Value
1906	1,889	283	1,884	1,083
1907	1,889	283	1,884	1,083
1908	1,889	283	1,884	1,083
1909	1,889	283	1,884	1,083
1910	1,889	283	1,884	1,083
1911	1,889	283	1,884	1,083
1912	1,889	283	1,884	1,083
1913	1,889	283	1,884	1,083
1914	1,889	283	1,884	1,083
1915	1,889	283	1,884	1,083
1916	1,889	283	1,884	1,083
1917	1,889	283	1,884	1,083
1918	1,889	283	1,884	1,083
1919	1,889	283	1,884	1,083
1920	1,889	283	1,884	1,083
1921	1,889	283	1,884	1,083
1922	1,889	283	1,884	1,083
1923	1,889	283	1,884	1,083
1924	1,889	283	1,884	1,083
1925	1,889	283	1,884	1,083
1926	1,889	283	1,884	1,083

During the last four seasons the average balance available for domestic consumption, or current production, was above 500 thousand barrels. During this period stocks of rosin at all points in the United States, including stills, ports, distributing points and in consumers' hands, decreased from approximately 1,200 thousand barrels to 600 thousand barrels, an average decrease per season of 100 thousand barrels. This indicates an average annual domestic consumption of 850 thousand barrels.

During these four seasons the wood rosin production aggregated 811 thousand barrels. It is therefore apparent that without this production the entire domestic rosin supply from gum rosin production and stock would have fallen at least 300 thousand barrels short of supplying the demand that was satisfied from combined gum rosin and wood

rosin production. With further decrease probable in domestic production of gum rosin and with combined exports and domestic consumption now exceeding our total rosin production, it is apparent that consumers must encourage further increase in wood rosin production if our domestic consumption is to be met and consumers to act at present rate.

It is further evident from developments of the last few years that the naval stores industry has reached a new period in its existence and is now actively seeking a constructive policy and program through co-operation with distributors and consumers of its valuable products.

By research and co-operation with consumers, the full possibilities of its products are being determined and developed. Gum products and wood products have each their advantages and limitations. Their proper uses are being studied and demonstrated. Each kind should be used chiefly for the purposes for which it is best suited, so that the combined supply of both may be available to satisfy the demand for consumption and export.

In conclusion, attention is again called to the need of a constructive and accurate statistics of production, distribution and consumption of naval stores as practicable, so that production and consumption

association and the Paint Manufacturers' Association of the United States, we influenced the government to vacate its attempt for the establishment of new classifications for gum rosin and your committee successfully obtained the establishment and promulgation of a grade known and designated in the official Naval Stores Standards as opaque rosin.

Your committee attended the get-together meeting of the naval stores industry held in the city of New Orleans, March 3, 4, and 5, coincident with the Southern Zone Conference of the National Paint, Oil and Varnish Association, and both of these meetings proved inspiration vehicles for a better understanding upon the part of the paint and varnish people of the problems confronting the naval stores producer, and likewise the naval stores industry represented there were afforded the opportunity of a better understanding of the requirements of the consumer as to quality and distribution.

The two resolutions introduced by the New York and Chicago clubs at the Cleveland conference and referred to the suggestion of the manufacturers' committee to the Pine Institute of America, an organization of the naval stores industry, a constructive thought of the naval stores industry as constituted today, after careful investigation by capable and representative committees have reports back to the manufacturers' committee, naval stores section, complete reports being appended, the gist of which are:

Committee on weights and measures reports "Until the methods of handling gum and turpentine in wood are changed your committee deems that selling by net weight is impractical, and the package committee members of its were unanimous in the belief that at this time at least the metal package for rosin shipment and handling of rosin was not practical under the present conditions of operating."

Y. H. West, rosin have been relatively high, but such values represent in their increase largely an expression of its market strength, general increase in wages, labor, taxes, and manufacture in keeping with the trend in other industries.

Marked improvement is noted in the co-operative effort of the efficient men in charge of the Bureau of Chemistry, Department of Agriculture, in the enforcement of the naval stores act in bringing about more uniformity in standard grading of rosin. The adulteration of turpentine from distributing companies in the North and East seemingly continues, and an intelligent enforcement of the provisions of the naval stores act as it applies to turpentine will be beneficial both to the producer and consumer alike.

And following the report on production, export and stock rosin and turpentine gum group from NSRT (3) 4/4 and from D&RFA No. 894-1.

Year	Turpentine—50-gal. Barrels	Rosin—50-gal. Barrels	Turpentine—50-gal. Barrels	Rosin—50-gal. Barrels
1910-20	409,000	1,330,000	214,636	780,200
1920-21	325,000	1,748,000	174,022	608,872
1921-22	300,000	1,748,000	200,848	671,721
1922-23	320,000	1,731,000	170,055	649,837
1923-24	318,000	1,831,000	228,568	1,170,610
1924-25	330,000	1,831,000	240,848	1,170,610
1925-26	480,000	1,800,000	225,000	1,005,000
1926-27	480,000	1,800,000		

* Estimated by committee April to July 31, 1926.

Stocks, turpentine and rosin, at all ports and 99 percent Southern stills, August 31, 1925 and 1926:

Year	Turpentine—50-gal. Barrels	Rosin—50-gal. Barrels
1925	75,808	341,066
1926	75,242	300,392

Paint

Mr. Crawford: The next report is from the paint group by J. Shibley Felton, chairman. The report is as follows:

All factors contributing to a satisfactory year of production and sales were present during the twelve months drawing to a close, and at the moment no elements of a serious disturbing nature appear to interrupt this condition.

The Bureau of the Census graciously adopted the new form recommended by this committee jointly with A. D. Graves, chairman of the varnish group, making its use effective from the first half of 1926.

Interesting comparative production statistics for paint are made the feature of this report.

In connection with this, it has been impossible to do anything up to eight o'clock this morning because of the failure of the paint and varnish manufacturers to sufficiently approach the 100 percent answer to this questionnaire, and in fact it is very much further this new form agreed to, prepared by these two able chairmen, Mr. Felton and Mr. Graves, will become historical before it is issued.

Does Mr. Felton of Philadelphia care to add anything to this synopsis?

J. Shibley Felton: I would just like to emphasize the fact that it is very necessary for every manufacturer of paint and varnish to make his report on this recommended form, making its use very early all the way to date 85 percent of those interested have done so. Why the remaining 15 percent have not done so, I do not know.

For the first time in our history I think we have a form which is quite satisfactory. It is concise and just sufficiently comprehensive for all practical purposes. It has met the approval of the manufacturers of paint and varnish as well as approval of the Department of Commerce, and covers very fully all that is included under the general heading of paint and varnish.

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got back into our hands soon enough to be alive rather than historical.

There is another thought that may possibly have interfered with the reports being sent in as is desired.

The department, through Assistant Secretary Drake, stated to us very clearly the other day that no information that comes into the hands of the Department of Commerce can be made available to any one, even to another department in the Federal government, even in their own department. He mentioned he had received a request not long ago from the head of one of the divisions in the Department of Commerce for a list of concerns reporting statistical information, simply that that division might use that list as a mailing list to place in the hands of those concerns certain bulletins and information which they wished to distribute. The Bureau of Census refused to give the other division of that same Department of Commerce that list of names.

I simply impress that upon you to bring out clearly the fact that any information placed in the hands of the Department of Commerce through the Bureau of Census will be treated as strictly confidential and released to no one.

Another suggestion that Assistant Secretary Drake made, and I have since received a letter from the department during the week of the convention, urging that these various groups maintain a permanent chairman, and that they cooperate with and work with the Department of Commerce throughout the year. They court and are anxious to have us

feel perfectly free to come to the department with our troubles, explain to the department wherein requests that they are making are not in conformity with our method of operating, or, they want any suggestions that we can make that will make it easier to furnish the information that they desire. They state that they need our help and co-operation in carrying on their work and stand very freely and willingly that they will do everything that they can to further these group meetings and the gathering of statistics.

Mr. Drake made it very clear that no one need hesitate to come to the department, as you would go to any friend and discuss freely your problems. He said, "We are human. We play golf; we bet on the ball games; we go to the prize-fights, some of us if we can afford it; in other words, we are regular human beings. Come in and talk over your troubles with us."

It seems to me that there is one of the biggest fields open to us for constructive development in this industry through a concerted effort along this line in co-operation with the Department of Commerce, and I am very hopeful that the start that we have made this year will lead to an expansion of that progress so that not only during the year but in our future conventions we may make a broader use of that opportunity.

(The full report of the committee was as follows):

All factors contributing to a satisfactory year of production and sales were present with us.

during the twelve months drawing to a close, and at the moment no elements of a serious or disturbing nature appear to interrupt this condition.

The Bureau of the Census graciously adopted the new form recommended by this committee jointly with A. D. Graves, chairman of the varnish group making its use effective the first half of 1926.

Production (Paint)

	1920	1921	1922	1923	1924	1925
Paints.....	17,235,000	19,183,100	21,814,750	21,883,750	24,889,500	23,642,600
Ready mixed.....	50,852,000	45,758,000	56,070,000	52,070,000	59,274,000	59,769,000
.....	78,987,000	64,941,100	87,885,750	104,028,750	112,054,500	123,851,600
Percent production increase.....		Decrease 12% Dec.	35% Inc.	19% Inc.	8% Inc.	8.5% Inc.
Previous year percent increase population.....		.0089	.022	.0189	.0129	.0132
Percent production per capita.....	.68	.59	.79	.84	1.005	1.053
Increase over 1920.....		12% Dec.	15%	41%	47%	67%

Value Average Per Capita

All paint products including varnish (unable separate)

.....	\$0.58
1879	.80
1880	.92
1890	1.10
1904	1.85
1909	1.58
1914	1.66
1919	1.78
1921	2.37
1922	

Report of Committee on Simplification

Mr. Crawford: The next report is that of simplification which will be read as follows: (The full report of the committee was as follows):

At the last annual meetings of the associations, the following resolution was adopted:

Resolved: That effective July 1, 1926, further simplification shall be adopted, as follows:—
1. Maximum number of colors in the house paint line shall not exceed twenty-eight.
2. Pint cans shall be eliminated from interior floor paints, enamels, exterior porch floor paints.
3. Half-gallon cans shall be eliminated from enamels, wagon and carriage paints and enamels, oil stains, spirit stains.

In November, 1925, the Department of Commerce was requested by your committee to obtain the consent of over 90 percent in volume of production of the paint and varnish manufacturers of the United States to the adoption of the above program. You understand that before the Department of Commerce will give the influence in bringing about simplification, they require the acceptance by at least 90 percent in volume of the manufacturers.

In February, 1926, not having received sufficient acceptance, the Department of Commerce sent out a second letter requesting acceptance of the program but were again unsuccessful, and your committee was unable to carry out the resolution above, and so notified the industry in June of 1926.

Your committee feels, however, that the simplification program which was adopted September 1, 1924, was a distinct "simplification" of the paint and varnish industry, and since that program has been in effect the industry has been well simplified. A large number of manufacturers have adopted the further simplification program and have carried out the resolution passed at the last convention, and your committee is sure that some manufacturers have reduced their lines still further, even to the extent of a reduction in the number of house paint colors to twenty-four.

Report of Committee on Tariff

Mr. Crawford: Next is the report of the committee on tariff by D. B. Faloon.

Your tariff committee's report records little change materially from 1924, and states that international trade was more strongly influenced by financial factors than by tariff barriers. The increase in imports continued at an accelerated rate, growing in proportion to the rehabilitation of European industry. Europe buys small quantities of our products and sends us finished goods which helps to swell our import total.

The present schedule (operative since 1922) has been much criticized by both the proponents of high and low schedules. However, the weight of opinion regards the present as unpropitious to make changes. The tariff Commission has been functioning more smoothly than during 1924, but has failed in accomplishing any of the services its creators had hoped.

At present there are no issues or questions of importance that warrant consideration or action. Your committee makes no recommendations.

Is the chairman present? [Not present.]

(The full report of the committee was as follows):

The year 1925 was one during which imports and exports of the United States closely approximated each other. Especially was this true during the first half of 1925. Conditions did not change materially from 1924 and international trade was more strongly influenced by financial factors than by tariff barriers.

The statistics of our foreign trade during the past four and one-half years are as follows:

Calendar Year	Imports	Exports
1921	\$2,124,649,722	\$3,831,932,193
1922	\$3,792,169,868	\$4,123,121,928
1923	\$3,811,344,038	\$4,655,067,248
1924	\$4,238,000,000	\$4,909,626,000
Average monthly favorable trade balance		\$28,959,371
1922		\$28,959,371
1923		\$28,959,371
1924		\$28,959,371
1925 (6 mos.)		\$17,855,956

* Unfavorable.

Your committee in last year's report indicated a tendency toward increasing imports, especially in manufactured goods. This increase has continued at an accelerated rate, growing in proportion to the rehabilitation of European industry. Europe is buying smaller quantities of our products and is sending us finished goods which help to swell our import total.

The present tariff schedule, which has

Report of Committee on Trade-Marks

Mr. Crawford: Next is the report of the committee on trade-marks, D. W. Edgerly, chairman.

In the following language your trade-mark committee announce their decision to publish a book containing the names of the trade-marks the concern using the same and the product upon which it is used. It has also been decided to revise the circular on "Trade-Mark Protection."

An unexpectedly large return was received from the listing blank sent out in May to some fifteen hundred concerns. The work of tabulating the new marks received, also the compiling of data of some thousands of marks for this publication is of such magnitude that several more months than planned is necessary. There is every expectation that the book will be completed by the end of the year.

The present plan of distribution is to furnish one copy free to members of the association requesting the copies. Extra copies will be furnished at a moderate price. Details of the method of distribution will be mailed to members.

Proposed Revision of the Trade-Mark Law by Congress—This is the Ernst bill which was first introduced in Congress in 1914 and again in 1925. There have been several hearings by the patent committees of the Senate and House, and the bill was reported for action by Congress. It was not acted

upon by the recent Congress. It will probably be reintroduced in future Congresses.

A general trade-mark registered in the United States Patent Office in 1907 should be re-registered immediately. The trade-mark bureau has sent individual letters to members of the association calling attention to specific marks which should be re-registered in 1927.

The adoption of many new trade-marks during the past three years; the awakening of both new and old marks; the complexity of the subject with its legal and commercial phases has naturally resulted in inquiries for detailed information, some of them beyond the scope of trade-mark work which any association can assume.

The trade-mark committee is confronted with the problem of handling the greatly increased work of the bureau so that practical results may be obtained at a cost commensurate with its value as one of the numerous activities of the association.

The present plan of distribution is to furnish one copy free to members of the association requesting the copies. Extra copies will be furnished at a moderate price. Details of the method of distribution will be mailed to members.

The new trade-mark name book will necessarily contain many of these dead trade-marks. However, through the continuation of the work, future editions or supplements will be made more valuable.

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work is continuous and has to do with trade-mark listings, reports and registrations. During the year more than one thousand trade-marks have been added to our file record. Over three hundred detailed reports have been issued, the largest in any one year.

The committee expresses its appreciation of the faithful, efficient services rendered by Robert K. Shannon.

Is Mr. Edgerly in the room? (Not present.)

We have a note from him in which he states that he has been up all night arranging for your comfort with respect to the seating at the banquet, which is the explanation of his absence at this time.

President Robinson: This report contains no recommendations that require official action. It is merely informative as to the work of the committee during the year, but knowing as we do the conditions and make-taking and careful and tedious work involved in this trade-mark bureau, I think it would be very fitting that this association go on record at this time with a hearty vote of thanks to Mr. Edgerly and his committee for the very earnest work that they have done, not only this year but in the past in this important work.

(Upon motion regularly made and seconded, it was voted to extend the thanks of the association to Mr. Edgerly and his committee.)

(The full report of the committee was as follows):

The trade-mark bureau's work is continuous and has to do with trade-mark listings, reports and registrations. During the year more than 1,000 trade-marks have been added to our file records. Over three hundred detailed reports have been issued, the largest number in any one year. The above work and the answering of many inquiries has required practically

patent and copyright clause which empowers Congress to grant a monopoly right good throughout the United States. For trade-marks common law rights are basic and appear to be the main means of protection. Therefore, any direct act of Congress affecting such a common law right must necessarily depend on court decisions to establish its workability under many diverse circumstances.

The act of 1905 and amendments, excluding the amendment by the act of 1920, has become fairly well established in numerous particulars by court decisions. There are still several important features about which one would like more definite conclusions as to their practical use in the protection of a trade-mark.

Over a period of time it can be somewhat definitely decided whether certain phases of any act should be strengthened, clarified, or changed to meet present-day conditions. We have had a twenty-year period for this present act, but only the last ten years have seen any widespread interest in the use of Federal registration of trade-marks.

It would appear that amendments to the present act for any specific purpose would accomplish more practical results than the introduction of a new act undertaking a radical revision and introducing several debatable new features which are in the present Ernst bill.

Slogans are not trade-marks, except in rare instances. There is a very considerable use of slogans and it is often desired to have some protection for these valuable phrases. "Printers' Ink," New York City, has established a clearing house for slogans and publishes without charge those sent to them. At the present time they have a list of over 4,200. We note that a number of concerns in our industry have slogans in the "Printer's Ink" list. We advise our members to use this method of giving publicity to such phrases.

General

Trade-marks registered in the United States Patent Office in 1907 should be re-registered immediately. The trade-mark bureau has sent individual letters to members of the association calling attention to specific marks which should be re-registered in 1927.

The adoption of many new trade-marks during the past three years; the awakening of both new and old marks; the complexity of the subject with its legal and commercial phases has naturally resulted in inquiries for detailed information, some of them beyond the scope of trade-mark work which any association can assume.

The trade-mark committee is confronted with the problem of handling the greatly increased work of the bureau so that practical results may be obtained at a cost commensurate with its value as one of the numerous activities of the association.

The present plan of distribution is to furnish one copy free to members of the association requesting the copies. Extra copies will be furnished at a moderate price. Details of the method of distribution will be mailed to members.

The new trade-mark name book will necessarily contain many of these dead trade-marks. However, through the continuation of the work, future editions or supplements will be made more valuable.

Proposed Revision of the Trade-Mark Law by Congress—This is the Ernst bill which was first introduced in Congress in 1914 and again in 1925. There have been several hearings by the patent committees of the Senate and House, and the bill was reported for action by Congress. It was not acted

upon by the recent Congress. It will probably be reintroduced in future Congresses.

A general trade-mark registered in the United States Patent Office in 1907 should be re-registered immediately. The trade-mark bureau has sent individual letters to members of the association calling attention to specific marks which should be re-registered in 1927.

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have and will arise as to trade-marks. Your committee opines that decisions of the committee on arbitration will be satisfactory.

Report of Committee on Transportation and Classification

Mr. Crawford: Next is the committee on transportation and classifications. William J. Pitt, chairman.

The annual report of the transportation and classification committee is so comprehensive in scope, dealing as it does with one of the vital elements of business, that your summary, as a representative attempt to synopsize the report would be just as disastrous as an attempt to quote in part a court decision so completely assures everyone privileged to read this report a rich harvest of knowledge awaits them.

(The full report of the committee was as follows):

The past year has witnessed the usual activity in matters pertaining to transportation, particularly in the field of rate readjustments. Service has been generally normal with the exception of the Northeast. The carriers are well on the way to prosperity if unhampered by additional burdensome regulation or slack business. Their equipment is in splendid condition. The percent of unserviceable to total locomotives is 17.3 percent, 1926, versus 13.8 percent in 1925, and the percent of unserviceable to total cars on the line is 6.7 percent in 1926 versus 7.9 percent in 1925. Operating conditions have been good. The car-mile per car-day increase in 1926 was 28.6 miles versus 26.6 miles in 1925. The net ton miles per car-day increased in 1926 to 490 as against 463 in 1925. The net ton miles per load-carrier increased in 1926 to 2,490 as against 2,345 in 1925. This is a fair average under normal business conditions, though below that of previous years. Nevertheless, it indicates shipper co-operation in loading in view of the substantial increase in revenue ton miles movement. The revenue tons carried one mile for the first four months of 1926 increased to 133,832,142,000 as against 129,822,000 in 1925. The miles per revenue ton per car increased to 138.64 in 1926 over 136.25 in 1925. The revenue ton miles decreased to 1,090 cents in 1926 under 1,107 cents in 1925. This reflects a lower general freight rate average inasmuch as the revenue ton per road remained unchanged at \$2.06. Revenue passengers carried one mile for the first four months of 1926 increased to 10,794,884,000 versus 10,654,851,000 in 1925, and revenue per passenger-mile increased to 3.051 cents as against 3.044 cents in 1925. A comparison of operating revenue and expenses for the five months ended May 31, 1926, with similar period 1925, shows a healthy condition by the following statement:

Railway operating revenue.....	1926	1925
Railway operating expenses.....	1926	1925
Net railway operating income.....	1926	1925
Operating ratio (Percent).....	1926	1925

Revenue car loadings for the latest month week (Nov. 1, 1926) were 624 against 566,193 for corresponding week 1925 and 767,904 for corresponding week 1924, indicating a tremendous increase in the volume of tonnage moving. The carriers as a whole, particularly in the Western district, continue to earn somewhat less than the rate of return (5.75 percent) fixed by the commission as a fair rate on the estimated value of their investment of \$18,900,000,000 as of December 31, 1919, adjusted to the present time. This statutory rate of return does not, however, give adequate inducement to the carriers to place the commission as a guide in the adjustment of freight rates in the aggregate.

Legislation

Railroad Consolidation

Senator Cummins introduced bill S. 1376 to amend the act of August 1, 1912, requiring the consolidation of railroads into systems in the hope that it would reduce charges for transportation. The bill is generally in line with the policy of the Commerce Commission. The Cummins bill failed to pass the last Congress but will probably be debated at length at the December session.

Railroad Labor Bill

A notable advance was made in passage of S. 2308, H.R. 7180 for the adjustment of labor disputes, abolishing the railroad labor board, and setting up an adjustment board. It is the result of agreement between the principal railroads and organized railway employees, and is generally considered in the public interest.

Gooding Long and Short Haul Bill. Senate bill S. 1375 to amend the Interstate Commerce act and provide an inflexible long and short haul clause (strongly opposed by a large portion of the public and the railroads) passed the senate committee, but was defeated in the senate. Public opinion generally, including the railroads, is continuing to concentrate the power in the hands of the commission to investigate and pass upon all departures from the long and short haul (4th section) provisions of the interstate commerce act.

Regulation of Motor Buses and Motor Trucks in Interstate Commerce

Senator Cummins introduced S. 1734 to place under the jurisdiction of the Interstate Commerce Commission, and in part by State commission, interstate highway transportation conducted by motor buses or motor trucks. Hearings were held, opposition was pronounced, and the bill was not reported out of committee. It will probably come up at the December session. In the meantime, the interstate commerce commission has initiated, upon their own motion, docket 13306, to investigate the general question of operation of motor buses and motor trucks by or in connection or competition with common

carriers subject to the interstate commerce act. These hearings will be held at principal points throughout the country and chairman at Chicago, Ill. This is a matter of great importance to every shipper, and steps should be taken to offset the propaganda, apparently in the interest of railroads, to so burden this



W. J. Pitt
Chairman on Transportation

modern means of transportation by regulation as to restrict it or not destroy it.

Regional Appointments to Interstate Commerce Commission

Senator Smith introduced bill S. 1547, to provide regional representation on the commission. This originated from serious conflict in connection with decision of the commission in the question of coal

	United States	Eastern District	Southern District	Western District
1926	2,493,494	1,148,742	506,454	838,710
1925	2,499,225	1,144,220	504,422	849,583
1924	1,909,961	856,948	272,330	677,811
1923	1,883,825	866,650	231,586	674,987
1922	377,522	175,144	72,712	130,666
1921	347,220	160,226	64,128	92,877
1920	76,78	77,45	72,71	78,30
1919	73,00	73,47	73,99	78,76

differential during an emergency. The general feeling is that the action is impolitic, and the President should, and doubtless will, be guided by public policy in the present emergency. The bill is generally accepted view of the most satisfactory solution of this controversy.

Hoch-Smith Resolution

The Interstate Commerce Commission has been diligently conducting investigation throughout the country in pursuance of this resolution. It requires a thorough study of the rate adjustments with a view to such classification as will relieve the claimed undue burden upon agricultural products in the matter of transportation costs, arising from the depressed value of such traffic. Manifestly it is aimed at industrial products, in fact the commission has adopted the policy of scrutinizing closely any reduction in pending cases on manufactured products in constraining its duty under the Hoch-Smith resolution. This is a matter of grave importance to all shippers.

There was a large number of bills introduced in the last session of Congress affecting railroad regulation, but none of any consequence passed. The Newton bill, H. R. 8964, to amend section 20 of the interstate-commerce act so that delivering carrier can be held liable for loss, damage or injury to property; also H. R. 8400, to relieve commission merchants from liability for undercharges in cases where the merchants have no interest in the goods. These bills are commendable and will probably be passed at the December session.

The Sheppard bill S. 1344, to hold the initial carrier liable for damages to shipments when such shipments have been reconsigned or diverted in transit without the knowledge of the initial carrier, was signed by the President July 3, 1926.

Valuation of Railways

The Interstate Commerce Commission is still engaged in finding the valuation of railways. Many tentative first valuations have been completed, more or less inventories, susceptible to adjusted prevailing values, but it is not anticipated that this work will be finished for several years. A considerable number of these valuations have been contested by the railroads. Late Federal court decisions interpreting the law in the light of constitutional property rights will delay completion of this work.

Regulation of Water Carriers

There has been a strong sentiment developed to give jurisdiction to the Interstate Commerce Commission over construction of water carriers. This power was vested in the United States Shipping Board but has not been exercised to any extent. It is quite evident that the proposed movement is in the interest of the railroads, particularly against Panama Canal routes operating between Atlantic and Gulf ports on the one hand, and Pacific ports on the other. This

is a serious problem for the shippers and receivers, and strong opposition to such legislation should be voiced. Our shippers should be left untrammelled by regulation. The laws of competition adequately insure proper public service at reasonable and non-discriminatory rates.

Inland Water Ways

The development of an efficient inland waterway system is gaining momentum. Secretary Hoover has pointed the way, and stressed its immeasurable economic value to the country, and every shipper and receiver should be a strong advocate of such development under Federal government auspices.

Intercoastal Rates

The United States Shipping Board conducted a hearing June 24, New York, experts 3, intercoastal rates investigation, to determine the relation of charges recorded with the board to the rates actually charged and carriers in the intercoastal service other than those having charges recorded with the board, to which the shippers and receivers are to apply. This investigation infirmation that the shipping board has finally seen the light on the matter of the powers vested in them to regulate water lines. These water lines have not heretofore shown disposition to do their part, but they have filed so-called "maximum rates" at wide variance with what they actually charged, a policy of secrecy that often leads to discrimination against various shippers and the imposition of unjust and unreasonable rates.

Standard Warehouse Forms

As the result of conference between leading warehousemen, shippers, bankers, railroad and others, under the auspices of the Simplification Division of the United States Department of Commerce, standard form of warehouse receipts and regulations respecting storage, labor, etc., were prepared and recommended for general use. This is a substantial step which will not only lead to economy but uniformity of practices in the public interest.

Shippers Regional Advisory Boards

These sectional organizations, composed of representatives of the shippers and carriers, are bringing about a genuine spirit of co-operation between the railroads and their patrons. Their work during the past year has been most commendable. They have accomplished a great deal in the matter of service on behalf of the shipping public. Their work deserves the support and co-operation of all shippers and receivers of freight.

Consolidated Freight Classification

Empty Tin Cans

The Consolidated Freight Classification Committee proposed increasing the rating on cans, empty, iron, steel or tin, new, loose or in packages, from class 4,000 to class 4,500. This was opposed by your committee. Final action has not as yet been taken by the carriers.

Iron or Steel Drums

Your committee has advocated reduction in the present ratings on iron or steel shipping drums 28 gauge or thicker. The classification committee, in its latest advice, indicate they are making a thorough investigation. Numerous conferences have been held and the subject will probably be docketed at an early hearing.

Paint in Cases, L.C.I.

In April, 1926, your committee appeared before the official classification committee urging reduction in ratings on paint in metal cans, packed in 5-gallon barrels, from third class to fourth class, in official territory. For correspondence with the classification committee, see separate report. The classification committee's final action would be docketed at an early hearing.

Varnish in Carrels

The classification committee denied application for reduction from fourth class to fifth class on varnish in cases, barrels or drums in Southern, Western and official territories. Your committee feels that formal proceedings should be entered before the Interstate Commerce Commission in view of the strong arguments to support this application for reduction. However, in view of the investigation by the commission in pursuance of the Hoch-Smith joint resolution of the last Congress, it is the opinion of your committee that it would be detrimental to our interest to institute said proceedings respecting varnish or any other manufactured product until the commission's investigation is concluded. It is felt that matter should be held in abeyance and proceedings started at first favorable opportunity.

Lacquer, Lacqueroid or Lacquer

Your committee had several conferences with the Consolidated Freight Classification Committee. The latter appears, instructed certain of their freight inspection bureau representatives to set up the ratings on this product, which had been tendered by shippers billed at paint when containing pigment.

Your committee has steadfastly maintained before the railroads that any product that is opaque and contains a pigment is entitled to the paint ratings, and that any clear or transparent product, except stains, etc., should be rated at the varnish ratings. On this principle we justify the paint ratings on lacquer. We deem lacquer, lacqueroid, or lacquer, for transportation purposes, nothing more than a pigment in a transparent medium, and should insist upon the lower paint ratings. A diversity of opinion exists among the paint and varnish manufacturers and their attention was

called to the fact that pigmented opaque lacquer, lacqueroid, or lacqueroid, should be described to the carriers as paint. Conferees were also held with the representatives of Explosives regarding the description or labeling of such products, which is acceptable to them, that is to say, opaque pigmented lacquer, lacqueroid, or lacquer containing pyroxylin as an ingredient is nevertheless paint, and if it is clear or transparent it should conform to the regulation on varnish. Recommendations have been made to the classification committee that the time in the classification be amended to obviate any misunderstanding on the part of the carriers' representatives.

Rate Adjustments

Eastern Class Rate Investigation

Interstate Commerce Commission docket 15873—Hearings in this case have been concluded and the matter is under advisement by the commission. Briefs are due by November 1. Your committee strongly opposed the carriers' proposal to materially increase these rates on manufactured or semi-manufactured products and we anticipate favorable decision by the commission.

Southern Rate Investigation

Interstate Commerce Commission docket 15844—This case has been decided after investigation lasting about three years. Your committee regards the decision as a whole as favorable to the shipping public.

Western Rate Investigation

Interstate Commerce Commission docket 17000—The commission decided July 14, 1926 the application of carriers in Western district seeking increase in freight rates generally averaging 5 percent, predicated on the alleged existence of emergency in their district, found that the circumstances do not warrant the increase sought.

Proposed Increase in Rates on Lined, Chinawood, Fish and Vegetable Oils

After your committee secured a favorable decision by the Interstate Commerce Commission against the carriers' efforts to establish discriminatory and unjust rates, the carriers have taken steps at a hearing July 28, to bring about similar increase in rates from Atlantic ports to Buffalo-Pittsburgh and points West, to be followed by substantial increases from Pacific coast and Gulf ports to the West. This subject will require the utmost vigilance and it is recommended that your incoming committee devote the work of your committee during the past three years to defeat the repeated attempts at unfair increases and take steps to safeguard the interests of the industry in the recently instituted proceedings.

Cancellation of Commodity Rates on Raw Materials and Paint Products in Central Freight Association Territory

Your committee opposed the efforts of the C.F.A. Western Trunk Line and Illinois territory lines to cancel all commodity rates on paint and varnish products, raw materials and containers. Several hearings were held at Chicago and no action has yet been taken by the carriers to increase these rates. Your committee submitted a counter proposal to the carriers, which they still have under consideration, and it is recommended to your incoming committee that they diligently pursue this subject and endeavor to secure the advantages of that counter proposal.

Southwestern Rates

For several years this subject has been an active one due to efforts by your committee to secure the addition of varnish to the paint commodity description, from paint in metal cans, packed in 5-gallon barrels, from third class to fourth class, in official territory. For correspondence with the classification committee, see separate report. The classification committee's final action would be docketed at an early hearing.

Simplification of Metal Shipping Drums

Your committee participated in conferences at the United States Department of Commerce, Simplification Division, with steel barrel manufacturers, to bring about simplification of these containers. Progressive manufacturers of drums were adopted and the manufacturers of drums will adhere to these standards wherever possible.

Bureau of Explosives

There is an attempt being made by this carrier organization to revise the specifications on wooden barrels, wooden boxes, wire-bound wooden boxes, solid fibboard boxes, corrugated fiber boxes, and pine plywood boxes. The proposed specifications have been made public and it is of the utmost importance for the protection of our members that your incoming traffic committee study these specifications closely to see that no changes are made that would materially affect the interests of the industry. Copy of these specifications may be obtained by addressing the Bureau of Explosives, 30 Vesey street, New York City. After a reasonable time for study of the subjects the Bureau of Explosives will recommend the adoption of the specifications by the Interstate Commerce Commission.

Your committee tenders its thanks to the officers and members for the co-operation given during the year.

President Robinson doesn't see Mr. Pitt, the chairman of that committee, but what I have said with reference to the trade in paint and varnish is almost a case of Mr. Pitt. He has been conscientiously on the job all year in your interest, and has moved this industry thousands of dollars by the activity along that line. I think it would also be fitting that he have a hearty vote of thanks for the work during the year.

(It was voted to extend the thanks of the association to Mr. Pitt and his committee).

Report of Special Committee on Interpretation and Extension of the Code of Ethics

Mr. Crawford: The next is the report of the committee on interpretation and extension of the code of ethics and reads as follows:

In the opinion of your committee, our code of ethics needs no extension, but it does need interpretation and more general distribution.

Your committee, therefore, urges each

Mr. Crawford: Next is the report of the committee on sesquicentennial by S. R. Matlack, as follows:

Owing to the original plans of this exposition being altered so materially and after repeated efforts of the committee

Committee on Sesquicentennial

The publicity features have been handled under the supervision of trained persons in advertising. Descriptive signs are in the building, at the entrances to the grounds, and on the grounds. Billboards are located at advantage points outside the Sesqui-centennial grounds. A booth is maintained in the Liberal Arts and Manufacturers' Building at which literature is

FOR THE PURPOSES OF THE CONSTRUCTION OF THE ABOVE

There are thirty-eight state legislatures scheduled to convene in January, 1927, and your incoming committee should keep careful watch on their activities for such anti-spray painting bills. Of particular importance is the report under concurrent resolution No. 13 of the last Oregon Legislature to be made to the approaching session of that legislature by the board of health regarding regulations to be adopted for the protection of the health of the

As to the attitude of journeyman painters, it is hard to report that no evidence has reached us indicating opposition to the spray painting machines; the instances of violence which occurred at Cleveland last year have not been repeated there or elsewhere, the force of the opposition has been dissipated, and we cannot say that they have shown any pronounced signs of accepting the machine. They seem passive and it is understandable that the process is making headway in general painting work in almost neutral

The handbook on spray painting, which has been under preparation for some time, is not yet completed. This book will form the advantages to the use of spray painting machines in various lines of painting. It will be published at the expense of the Spray Painting and Finishing Equipment Manufacturers' Association and it is anticipated it will go far toward enlightening the industry and the public as to the immeasurable value of spray painting.

Your committee extends its thanks to the officers and members of the association for their aid and co-operation during the past year.

President Robinette: Is there any discussion on the subject of this report?
(There was none.)

Sustaining Membership

Later the Philadelphia Paint, Oil and Varnish Club decided that they should sponsor an exhibit for the paint and varnish industry of the United States. Committees being appointed, they carried through such an exhibit. This exhibit is now in place as per the following report from C. Dunning French, chairman of the local committee.

Shortly following the meeting of the National Paint, Oil and Varnish Association in October, 1925, the management of the Sesquicentennial International Exposition altered their plans to such an extent that your committee felt they could not ask for the completion of the program.

He was therefore permitted the matter to drift until the Sequenctennual plans became final. This did not materialize until after the war or later.

At the request of your chairman, a special meeting of the members of the Philadelphia club was called at the Philadelphia club house on February 24. The question was whether the members of the Philadelphia club would support the idea of having a booth at the exult of some sort representative in the paint and varnish industry would be shown at the Sequenctennual plans. The committee of the Philadelphia club were instructed to submit plans for an exhibit at the Sequenctennual plans for the Philadelphia club at their next regular meeting in March, 1926. A letter calling for such action was sent to the members of the Philadelphia club through long work package; the bungalow to show the results produced by the use of our products, and the various practical demonstrations of our products was submitted. This committee suggested that the exhibit be held at the Sequenctennual plans.

Mr. Crawford: Report of the special committee on spray system of paint and varnish application by H. W. Rice, chair

This committee reports unprecedented progress has been made in the spray paint field. While the industrial field continues to absorb the greatest proportion, rapid headway is being made in general painting, plant maintenance and auto refinishing. The master painter's adoption of the new system of application may be attributed in part to the high cost of labor and the diminishing ranks of competent journeymen.

The committee confidently believes the painting machine has been the largest contributing factor to the remarkable consumptive increase in the use of our products.

No. 1264-10-10-99 regulation presidential

given out describing the house. All those who visit the "Save the Surface Home" are presented with picture postcards showing the house, and with a descriptive booklet, and a card with the address of the columns and, in addition to all this, at the end of the exposition the "Save the Surface Home" is going to be given away to the lucky visitor who has the card which visits the "Save the Surface Home" is entitled to a chance to win the house. Each one is given a card on which he or she has to write his or her name and on December 1, 1926, it is proposed to have a drawing to end the winner. To date, fifteen thousand signed cards have been deposited in the ballot box.

Mr. Crawford: Your summary committee commends your careful reading of the interesting report made by Mr. French.

Committee on Spray System of Fish Application

the progress of spray painting has been adopted during the year.

Attention is called to scheduled convening of thirty-eight State legislatures, January 1, 1927, and it is recommended that the incoming committee should keep careful watch on their activities should anti-spray painting bills be introduced.

(The full report of the committee was as follows):

During the past year unprecedented progress has been made in the spray painting field. The increase in the number of machines sold has exceeded any previous year. The industrial field, in which the economic value of the machine first proved its value, continues to absorb the greatest amount of the production.

ufacturer, distributor, salesman, master painter and journeyman. The potential markets for our products are incalculable. I am personally convinced that this subject of speculative estimating is based upon fragmentary data; manifestly it is not reasonably susceptible of determining how it should be generally admitted to be far beyond what we have contemplated. Your committee feels that traditional processes and methods of painting are being replaced and prosperity in the light of these facts and that the best interests of the industry and the public are served by the endorsement of the spray painting machine. It is our aim to make the best of our opportunities for public service and profit. Therefore we submit this resolution to the National Educational Bureau a resolution to this end, which they approved and will submit to the National Education Association. It is the earnest hope of your committee that this resolution, when presented, will have your

We are pleased to report that there has been a substantial increase in the number of master painters specializing in spray painting in numerous cities. It is a widely known fact that there is more widespread interest shown by painters toward the spray gun than ever before and manufacturers report increased sales for general painting work. While the saturation of the market for the spray gun has by no means been reached in the industrial field, nor in large plant maintenance, unusual effort is being exerted to promote it in the general painting field.

One manufacturer has designed for rural or farm work a small-sized equipment which can be affixed to the running board of an automobile to be operated by the power from the motor by jacking up the rear wheels. It is considerably cheaper than the ordinary portable equipment. The problem in this field has always been that of expense and difficulties of marketing, and at this time it is not clear whether or not this smaller equipment can be placed in the farming or rural community.

In the sphere of legislation or regulation we are pleased to report that no measure prejudicial to the progress of the spray painting machine has been adopted. The New Jersey Brotherhood of Painters and Decorators proposed to the Department of Labor that the State should adopt of certain so-called health standards for the painting industries of that State, prepared by the Workers' Health

Mr. Crawford: The "synopsizer" announces with pleasure that this is the last report, the report of the committee on statistics.

Your committee is pleased to report that in accordance with article two, section four, of the constitution of the asso-

clation, we have been successful in securing one hundred sustaining memberships, all of whom have paid, and the fund is therefore closed. List of subscribers is made part of this report.

This committee is pleased to report that the membership was readily responsible

1. *Journal of the American Medical Association*, 1997; 277: 1033-1037.

$$f_0 \text{ has degree } d \text{ if and only if there exists a monic polynomial } g(x) \in K[x] \text{ of degree } d \text{ such that } f_0 = g^2 \text{ and } g \notin K[x]^2.$$

ready been stated, is not being brought before this convention for its approval. This convention has already approved this simplified trade practice several years before the lined crushers actually put it into effect.

Likewise, the other interested trade associations and control groups, such as the Bureau of Standards, the American Society for Testing Materials, have approved this simplified practice.

The subject is being rehearsed here at this time for the enlightenment of those who are still hazy as to the practicability of the plan.

I have written a comprehensive brief covering the complete transaction as we have advocated that it be carried out in practice, and that brief has been made a matter of record, and I strongly recommend to this association to have it distributed either through the trade press or otherwise that there may be a more widespread and general acceptance of this simplified practice.

I might refer for just a moment the producers that I have advocated from the beginning, after having made a full analysis and study of this simplified measure.

Lined oil has always been sold by the pound, but prior to October 1, last year, the lined crushers complicated matters considerably by converting the pound into a seven-and-one-half-pound gallon unit, so-called.

This was a hypothetical unit, if you please, complicating every business transaction all the way down the line from the producer to the consumer.

The lined oil manufacturer keeps all of his records in pounds, figures his costs in pounds. And prior to October 1 complicated matters, as I stated, by converting it back to seven-and-one-half-pound units, so-called gallons, to conform to an antiquated trade practice which had been in vogue in the industry for a great many years.

Now, why the crushers did not in the early history of the industry try to adopt the pound as a unit with other vegetable oils I am unable to say, but I cannot find the origin of the seven-and-one-half-pound unit, or at least the reason for adopting it as a sales unit.

I have advocated from the beginning that lined oil be sold by the pound, whether by the manufacturer, jobber, retailer or what not, so long as the oil remained in the original unbroken package. The jobber buys the lined oil from the manufacturer by the pound, and there seems to be no good reason why he should not sell the retailer lined oil

on a pound basis simply by adding his margin of profit to cover his costs of distribution and other handling charges. There is no reason in converting the net weight of any one package to a seven-and-one-half-pound unit and selling lined oil on the old basis. I can't see any justification for it, but there is a justification for the retailer to sell lined oil by liquid gallon.

There are two units of measure commonly in vogue for the sale and merchandising of liquids; that is, the pound unit and the gallon unit. The gallon unit is used when we must, however, tender a liquid gallon, and a liquid gallon of lined oil weighs seven and one-half pounds at 62 degrees F., at which temperature lined oil has a gravity of 0.930. That is the standard gravity of lined oil comparing it with water having a gravity of unity.

It is a very simple conversion for the dealer to make, to convert his purchase unit to his sales unit. We have conversion cards provided for the dealers, and they have been widely distributed throughout the country—the seven-and-three-quarter-pound conversion table, so-called, and the seven-and-one-half-pound conversion table. All he has to do is to refer to that conversion card and he finds his cost per pound, and opposite, in another column, he finds the cost of a seven-and-one-half-pound gallon. That is the dealer's cost, even though he buys the oil on a pound basis and wishes to sell it on a liquid gallon basis.

Then all he has to do is to simply add his margin of profit, whatever he figures it to be for his particular business and locality, and there he has the selling price. I can't think of a simpler conversion than any dealer has in his business to complicate matters, as I stated, by converting it from his purchase basis.

It seems there are a few so-called "pirate" jobbers who do not belong to any trade association or group and haven't seen fit to carry out this simplified trade practice, and that seems to be the reason for the present time why there are complications. I think it is up to the members of this association doing business in these centers where the practice is not in vogue to try to convert those individuals to see this matter in the proper light.

Various distributing centers throughout the country are gradually getting it, and I hope in time I hope to see the entire country working smoothly on this basis.

Consideration of Resolutions

President Robinette: Thank you, Mr. Eastman. We will proceed now with the resolutions. Manager Horgan will read them.

General Manager Horgan: The resolutions are from constituent paint clubs, but under the by-laws the resolutions committee has authority to present any other resolutions they see fit.

The first resolution emanating comes from our own resolutions committee, of which George C. Morton is chairman:

Tax Reduction

Whereas, estimates for United States Treasury receipts for fiscal year ending June 30, 1927, promise gross collections 10 to 15 percent larger than has been collected during any year since 1922;

Whereas, business corporations pay in taxes to the treasury more than 10 percent of the gross collections; therefore be it

Resolved, by the National Paint, Oil

Mr. Morton: I move the adoption of the resolution.

(The motion was seconded and carried.)

General Manager Horgan: Resolution from the Paint, Oil and Varnish Club of Chicago:

Commercial Agencies

Whereas, the paint, oil and varnish and allied industries are assuming a greater importance in the business life of the nation, while at the same time the knowledge regarding the financial standing and habit of pay of individuals and corporations engaged in the line of activity is questionable and limited; and

Whereas, such existing commercial agencies as are covering this line of activity are not up-to-date on account of the large field they cover and cannot compare with information furnished by agencies devoting their efforts exclusively to the paint, oil and varnish business, such as in lumber and furniture; and

The action of the board of directors with respect to this resolution was that it be referred to the convention with the recommendation that the resolution be referred to the incoming credit and collections committee.

President Robinette: You have heard the reading of the resolution. What is your pleasure?

(It was moved, seconded and carried that the resolution together with the recommendation of the board be adopted.)

General Manager Horgan: Second resolution from the Chicago club; and this, I might add, was considered by the board of directors and was the most important resolution that came before them:

Licensing of Painters

Whereas, movements are under way in various cities and States to secure legislation requiring contracting painters and decorators to pass examinations and secure licenses; and

Whereas, there seems to be no occasion for an industry that is serving the public well to have government regulation and added taxation; and

Whereas, such legislation cannot be made effective without clothing the examining board with legislative powers and without encroaching on the rights of home owners building owners and manufacturing concerns; and

It was voted by the board of directors that the resolution be strongly approved and referred to the convention.

President Robinette: You have heard the resolution with the recommendation of the board. What is your pleasure?

Mr. Bennett: He put a great deal of time and money for speaking for a moment on this subject. There is a real danger that if one such statute is passed, of having a perfect volume of similar legislation proposed in other States.

In Massachusetts many years ago, it was believed there was a good deal of danger incurred on account of defective plumbing—in the old days gases were more dangerous than now—the plumbers succeeded in getting legislation enacted requiring all plumbers to come to court and be sworn up afterwards and found this alarm about the gases wasn't so serious as supposed. The result was to close up the plumbing trade so tightly that they had complete control of the situation. Other similar legislation was proposed.

varnish to their own property and products in any way that they may see fit; and

Whereas, paint and varnish are recognized as indispensable to health and sanitation and their use should be encouraged rather than restricted; and

Resolved, by the National Paint, Oil and Varnish Association, Inc. in convention assembled at Washington, D. C., October, 1926: That we recommend that the National Paint, Oil and Varnish Association appoint a committee to interview the specialized commercial agencies with the idea of one of these organizing a national paint and varnish knowledge pertaining to these engaged in the paint, oil, varnish and allied industries.

Resolved: That our legislative committee be instructed to act in compliance with the above resolution.

Resolved: That the resolution be referred to the convention for its approval.

President Robinette: You have heard the resolution with the recommendation of the board. What is your pleasure?

Mr. Bennett: He put a great deal of time and money for speaking for a moment on this subject. There is a real danger that if one such statute is passed, of having a perfect volume of similar legislation proposed in other States.

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The opponents were assisted by the fact that the bill that was pushed hardest was a bill to license barbers, and the sanitary arguments advanced in favor of the bill for licensing barbers was subjected to so much ridicule and so many dubious paragraphs in the newspapers that they succeeded in stopping the movement at that time.

But, based upon our experience there, I believe that you can be sure if we get one such bill enacted in the States around in the Union there will be a great many more that will have to be faced in other States.

President Robinette: You have heard the motion for the adoption of the resolution and it has been seconded. I might say that the board felt this was an extremely important matter and a matter that we should give very close attention to, for just as Mr. Bennett has said, if one such bill is enacted by any State we will have a party of about eight hundred men who, on account of their ability and knowledge are particularly fitted to present the problems of and ailments on our own home without she had a license, and you can appreciate what that means in this industry.

(The question was put to a vote and carried.)

General Manager Horgan: Another resolution from the Chicago club:

Speakers for Local Clubs

Whereas, the paint, oil and varnish clubs throughout the country have, in their local meetings, strayed away from the subject in hand, presumably due to the lack of interesting speakers familiar with the paint, oil and varnish business; and

Whereas, there are many features of our business which can be made very interesting if presented in an attractive way and which would probably appeal to a large majority of members of the local clubs; and

Whereas, the National Association prob-

I might say in this connection that there is a resolution along similar lines from the Minneapolis and St. Paul club, Twin Cities, and after discussion the board approved of the idea and referred it to the convention for action.

President Robinette: You have heard the resolution with the action of the board. What is your pleasure?

Mr. Morton: Move that it be concurred in.

(The motion was seconded and carried.)

General Manager Horgan: Another resolution from the Chicago club:

Chicago Centennial

Whereas, the paint, oil and varnish and allied industries, on account of their importance in the general business world due to the volume of business which it commands, have always been represented at every exposition of national importance; and

Whereas, Chicago is to hold an exposition in celebration of its hundredth anniversary in 1933, in which all industries and nations will participate; and

This resolution was referred to the convention without recommendation one way or the other from the board.

Mr. C. Caspar: I move that it be referred to the incoming administration for the appointment of a committee to provide.

(The motion was seconded and carried.)

General Manager Horgan: I have already referred to the resolution from the Minneapolis-St. Paul club along the lines of having the national headquarters assist in the preparation of club meeting programs, and I don't know whether you wish to read this one, because it is along similar lines, but I will say that it coincides with the one the you have just approved, and if you want to approve this without my reading it, all right; if not, I will read it.

Mr. Caspar: Can't we approve them both by the same resolution?

General Manager Horgan: They come from two different clubs.

Mr. Caspar: I know it is the same. I move that we approve it.

(The motion was seconded and carried.)

General Manager Horgan: Reaction from our resolutions committee. I might say that this is a similar resolution to one passed by the National Association of Manufacturers at their annual convention in New York, October 7. It relates to the housing of the United States Patent office.

Patent Office Building

The vital need for adequate and modern housing of the United States Patent Office is urgent. To this office the business interests have paid in fees the cost of its full maintenance and a sum of money sufficient for proper and sufficient quarters too long delayed.

Mr. Caspar: I move its adoption.

(The motion was seconded and carried.)

General Manager Horgan: Resolution from your resolutions committee:

Tools and Equipment

Recognizing the increased uses of paints and varnishes that have developed during the past decade;

President Robinette: You have heard the resolution, gentlemen. What is your pleasure?

Mr. Caspar: I move its adoption.

(The motion was seconded and carried.)

General Manager Horgan: This resolution was referred to in the report of the "Representatives" of this morning. It has to do with the paint distributors' section of that report:

Brush Simplification

Resolved: That the National Paint, Oil and Varnish Association strongly endorse the work now being done by the American Paint, Varnish and Brush Industries in conjunction with the Simplified Practice Division of the Department of Commerce, toward simplification and standardization of sizes in the production of paint and varnish brushes; and be it further

The board of directors approved this and refer it to the convention.

President Robinette: You have heard the motion with the action of the board of directors. What is your pleasure?

Mr. Caspar: I move its adoption.

(The motion was seconded and carried.)

General Manager Horgan: Resolution from the Paint, Oil and Varnish Club of New York:

Turpentine by Net Pound

Whereas, this club presented to the National Paint, Oil and Varnish Association, Inc. at its October, 1925, meeting, a resolution which was adopted, asking the naval stores industry to commence the sale of turpentine by the net pound; and

Whereas, the naval stores industry have not yet adopted such a plan, although the lined oil crushers put such a plan into effect on October 1, 1926, and have successfully used it since that date to the present time; and

Whereas, we believe that the present custom of selling turpentine on a net per gallon basis should be considered obsolete; therefore be it

Resolved, by the National Paint, Oil

This resolution has the approval of the board of directors.

President Robinette: You have heard the resolution, which was approved by the board and referred to the convention for action. What is your pleasure?

Mr. Caspar: I move its adoption.

(The motion was seconded and carried.)

General Manager Horgan: Resolution from the Paint, Oil and Varnish Club of New York:

Rosin by Net Pound

Whereas, this club presented to the National Paint, Oil and Varnish Association, Inc. at its October, 1925, meeting, a resolution, which was adopted, asking the naval stores industry to commence as soon as possible the sale of rosin by the net

and Varnish Association, Inc. in convention assembled at Washington, D. C., October, 1926: That we recommend that the members of this association be appointed to devise some plan for an exhibition at the exposition in celebration of Chicago's hundredth anniversary to be held in Chicago in 1933.

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In 1909 he established the varnish company of which he remained the head until his death.

Samuel P. Wetherill

Samuel Price Wetherill, one of the founders of the New Jersey Zinc Company, leader in the paint industry and widely known chemist, died at his Philadelphia home May 2 in his eightieth year. Mr. Wetherill was active in the zinc company until about a decade ago. It was formed out of the merger of several allied industries, notably the Lehigh Zinc & Iron Co. in South Bethlehem, Pa., and later became one of the largest industries of the kind in the world. In this project Mr. Wetherill had as his associates his brother, the late John Price Wetherill, and August Hecksher. Mr. Wetherill started his business career with the Wetherill & Brother Co., later forming his own paint manufacturing business, which bore his name. He served during the Civil War with the 11th Pennsylvania Cavalry and was brevetted a colonel. He is survived by his widow, three daughters and one son, Col. S. P. Wetherill, jr.

F. M. Whittier

Frank Monroe Whittier, a resident of Akron, Ohio, since 1897, and prominent in business circles, died January 4 at his home in that city, following a long illness. He was fifty-eight years old.

Mr. Whittier was an official of the Akron Varnish Company until last July, when he resigned, due to ill health.

He leaves a widow and one daughter.

Verne D. White

Verne D. White, vice-president of the Lincoln Paint & Color Company, Lincoln, Neb., died in that city on January 2. Mr. White was only thirty-six years of age and was one of the most promising young executives in the paint industry in the Middle West.

He was born in Edina, Mo. He attended the grade and high schools in that city, working during his vacations in a carriage factory and later in a paint factory in Kansas City. In 1907 he became shipping clerk for the Kansas City branch of Devoe & Reynolds and through merit made the climb to retail salesman, city salesman and country salesman. He was then transferred to Chicago and later sent to Montana and Idaho to open up new territory. With this accomplishment behind him he was made sales manager at Denver and then sent to Omaha to open a branch there. He was made resident manager at Omaha in 1924 with general supervision over Des Moines and Denver territories.

In November, 1924, he resigned from Devoe & Reynolds to become associated as vice-president in charge of sales with the Lincoln Paint & Color Company of Lincoln.

Mr. White was married in 1910 to Lillian Schrage, who, with one daughter, his mother, four brothers and two sisters, survive.

He was president of the Nebraska Paint, Oil and Varnish Club, 1924-1925. He was a Scotch Rite Mason, a member of the Kiwanis Club, the Cosmopolitan Club, the Lacombe Country Club and the Omaha Chamber of Commerce.

Edwin S. Wheeler

Edwin S. Wheeler, founder and president of the Wheeler Varnish Works, died suddenly at Rochester, Minn., December 19, aged sixty-seven.

In an early life Mr. Wheeler had been a fire insurance adjuster. In 1904 he organized the Noake-Wheeler Cough Company, which took over the business of the Walter D. Joyner Company, manufacturers of varnishes and japans. The company later was known as the Wheeler Varnish Works.

Several years ago he retired from active participation in the affairs of the varnish company, turning the manage-

ment over to his sons, Edwin G., who died in 1923; Wilberforce R., and Henry D.D. Wheeler, who, with their mother, survive him.

Mr. Wheeler's business and social activities were varied. He was a member of the Oak Park Baptist Church, a Mason and a Shriner. He held a life membership in the Illinois Athletic Club and was a member of the Oak Park Club and the Oak Park Country Club.

Howard E. Yarnall

Howard E. Yarnall, president of the Yarnall Paint Company of Philadelphia, retiring president of the Paint, Oil and Varnish Club of Philadelphia, and a prominent member of the local trade, died suddenly, less than a week after he had presided over the annual meeting of the club.

Mr. Yarnall was a popular and able executive and a good citizen. He is survived by his widow, Alice Hoopes Yarnall. Mr. Yarnall was in his seventy-second year.

James H. McNulty

James H. McNulty, president of Pratt & Lambert Inc., Buffalo, died in a hospital in the city October 17 from injuries received in an automobile accident the previous afternoon. He was fifty-three years old.

Mr. McNulty was prominent in the affairs of the national associations in the paint and varnish industry for many years. He was elected president of the National Varnish Manufacturers' Association in 1914, and had been chairman of various committees therein. He presented a report on tung oil development in the United States at the Wash-

(The question of the adoption of the resolution was then put to a vote, and it was adopted by a unanimous rising vote. The audience stood for a moment in silence out of respect for the memory of Mr. Atwood.)

ington meeting of the American Paint and Varnish Manufacturers' Association a few days before his death.

Memory of L. R. Atwood

Mr. Callahan: Before we adjourn, I would like to present a resolution having in mind that during the past year our association lost by death one of its past presidents, L. R. Atwood, of my city. I don't rise to speak of him as my devoted friend of over thirty years and a business associate, but rather of the wonderful service that he rendered to this association. I therefore move you that the retiring president be requested to express in the name of this association its deep regret and extend its sympathy on account of the death of Mr. Atwood, who stood for so much in the way of character and ability that he reflected on all of us and on our trade a great deal of glory. I move that as a resolution at this time.

President Figgis: I presume that this is to be sent to his family and his business associates.

Mr. Callahan: It is. President Figgis: I consider it a privilege to present this as my first resolution. Mr. Peters: I would like to rise to the privilege and honor of seconding that resolution submitted by Colonel Callahan. Mr. Atwood, as we all know, devoted years of unselfish work and interest in behalf of this industry and this association, and those of us not from Louisville share with his Louisville friends a pride of homage and a remembrance of that character who has been one of the monumental characters in the progress of this industry, and it is with a feeling of privilege that I rise to second Colonel Callahan's resolution.

(The question of the adoption of the resolution was then put to a vote, and it was adopted by a unanimous rising vote. The audience stood for a moment in silence out of respect for the memory of Mr. Atwood.)

(Upon motion of Mr. Bennett, regularly seconded, it was then voted to adjourn. The meeting was adjourned at 4 o'clock.)

Those Who Attended Washington Meetings

A

V. A. Auer, Spencer Kellogg & Sons, Buffalo.
L. F. Ahlman, the Harehaw, Fuller & Goodwin Co., Cleveland.
John Allegeart, United Color & Pigment Company, Newark, N. J.
W. P. Allen, Dupont Company, Wilmington, Del.
W. A. Alpers, Cleveland Window Glass & Door Company, Cleveland.
Roy E. Anderson, Brooklyn Varnish Manufacturing Company, Brooklyn.
U. S. G. Anderson, the National Ultramarine, Cincinnati.
Charles B. Andrews, Brooklyn Varnish Manufacturing Company, Brooklyn.
W. H. Andrews, A. Kilpatrick & Co., New York.
D. C. Ansbacher, A. B. Ansbacher & Co., New York.
Mr. Ansbacher, Aresno Paint Company, Inc., New York.
John Ayrault, Jr., Larkin Company, Inc., Buffalo.

B

Stephen C. Balcock, Snythe Copal Company, Inc., Buffalo.
Harry B. Bar, Toch Bros., New York.
A. C. Ballester, Boston Varnish Company, Philadelphia.
C. F. Beatty, N. J. Zinc Company, New York.
F. A. Bear, Western Dry Color Company, Chicago.
A. B. Bendall, Eagle Picher Lead Company, Chicago.
Dwight W. Bennett, T. F. Washburn Company, Chicago.
John F. Bennett, Bennett Glass & Paint Company, Salt Lake City.
J. C. Bennett, Wilson & Bennett Manufacturing Company, Chicago.
March G. Bennett, Samuel Cabot, Inc., Boston.
S. A. Bennett, Wilson & Bennett Manufacturing Company, Chicago.
W. F. Bennett, U. S. Glass & Paint Company, Salt Lake City.
W. C. Besckorman, National Lead Company, Cincinnati.
Jack G. Binswanger, Thomson Wood Finishing Company, Philadelphia.
John P. Birnbauer, Ellis Jackson & Co., Philadelphia.
C. H. Black, American Can Company, New York.
H. B. Blanke, American Paint and Varnish Manufacturers' Association, cost bureau, Chicago.
Henry Bonn, Henry Bonn Company, Milwaukee.
Henry Bonn, Jr., Henry Bonn Company, Milwaukee.
Sever Bonnie, Kentucky Cork & Chemical Company, Louisville.
S. Booker, Peaslee Gaulbert Company, Louisville.
Wm. A. Borland, Drugs, Oils and Paints, Philadelphia.
J. W. Bossert, Reichard-Coulton, Inc., New York.
J. B. Bouck Jr., Pratt & Lambert, New York.
H. G. Boutall, Detroit Graphite Company, Detroit.
Lawrence Bowen, Peoria Paint Company, Philadelphia.
John P. Boycill, Boycill Bros., Detroit.
F. A. Brand, Rohm & Haas Co., Philadelphia.
K. Brockenkridge, American Can Company, Chicago.
G. M. Breinig, Breinig Bros., Inc., Hoboken.
L. W. Brewes, the Arco Company, Cleveland.
W. A. Brinkman, Innis, Spelden & Co., Inc., New York.
E. W. Bromlow, Continental Can Co., Chicago.
Fred L. Brooke, Fred L. Brooke Company, Chicago.
E. R. Brooks, Devoe & Reynolds Company, New York.
Arthur F. Brown, Imperial Color Works, Glens Falls, N. Y.
Wallace B. Brown, Grand Rapids Varnish Corporation, Grand Rapids, Mich.

L. G. Bruggemann, Valentine & Co., Boston.
T. J. Buckley, Jr., Allied Asphalt & Mineral Corporation, New York.
R. M. Bullington, R. McC. Bullington & Co., Richmond.
J. M. Burgett, Imperial Color Works, Glens Falls, N. Y.
J. D. Burge, Peaslee, Gaulbert Company, Louisville.
Carle R. Burnett, American Oil & Supply Company, Newark.
P. W. Burnside, L. C. Gillespie & Son, New York.
B. Burnley, Murphy Varnish Company, Newark.
John C. Byrnes, Rogers-Pyatt Shellac Company, New York.

C

Wesley W. Cadwallader, A. J. Lynch & Co., Los Angeles.
C. E. C. Cullahan, Louisville Varnish Company, Louisville.
Henry L. Calman, Emil Calman & Co., Inc., New York.
Charles J. Carll, Cleveland Varnish Company, Cleveland.
Robert Carr, Geo. B. Cary & Son, Chicago.
C. J. Casper, Pittsburgh Plate Glass Company, Pittsburgh.
B. J. Casady, Pittsburgh Plate Glass Company, Pittsburgh.
P. J. Cascar, Titanium Pigment Company, St. Louis.
N. H. Chapin, Billings-Chapin Company, Cleveland.
R. S. Chatfield, Kasebier, Chatfield Shellac Company, New York.
C. J. Chatham, Eagle Picher Lead Company, Pittsburgh.
P. J. Chatham, Cheesman, Elliott Company, Inc., Brooklyn.
Sam D. Childs, J. C. Pushee & Sons, Inc., Boston.
Charles C. Chopp, the World's Products Trading Company, Louisville.
A. C. Clark, Kentucky Cork & Chemical Company, Louisville.
Alan W. Clark, American Paint Journal Company, St. Louis.
Charles Allen Clark, American Paint Journal Company, St. Louis.
Cummings C. Clark, American Paint Journal Company, St. Louis.
Samuel H. Clark, Whitaker, Clark & Daniels, New York.
H. J. Clements, Standard Glass & Paint Company, Des Moines.
H. M. Clements, Clements & Son, New York.
F. S. Cline, Carter White Lead Company, Chicago.
A. P. Cobb, New Jersey Zinc Company, New York.
A. P. Cobb, Jr., New Jersey Zinc Company, New York.
C. M. Cobb, Whiting, Adams Company, Boston.
Albert E. Cobb, Sterling Paint & Varnish Company, Boston.
K. A. Connor, Innis & Co., New York.
J. C. Cook, Cook Paint & Varnish Company, Kansas City.
John Henry Coon, Pittsburgh Plate Glass Company, Pittsburgh.
E. J. Corbush, National Lead Company, New York.
F. Cox, Krebs Pigment & Chemical Company, New York.
Wm. H. Coyne, Coyne Bros. Varnish Company, Philadelphia.
J. D. Craig, Sanderson, Peaslee & Co., Toronto.
A. V. Criss, Continental Can Company, Chicago.
Henry Craver, American Can Company, New York.
V. H. Crawford, Isaac Winkler & Bro. Company, Cincinnati.
Townsend H. Cushman, Downer, Hunnells & Co., Inc., Boston.

D

C. H. Dabstein, I. A. of M. P. & D. of U. S. & C. New York.
W. S. Dabney, Jones, Dabney Company, Louisville.
W. A. Dall, National Lead Company, Cincinnati.
M. J. Daly, Taylor, Lowenstein & Co., Cincinnati.

John W. Daniels, Archer, Daniels Midland Company, Minneapolis.
Charles A. Darby, Jr., Whiting, Adams Company, Boston.
Adam E. Damm, Impervious Varnish Company, Pittsburgh.
Albert David, Wisniewski, Tumpeo Company, New York.
E. G. Davies, C. K. Williams & Co., Easton, Pa.
A. S. Day, Spencer Kellogg & Sons, Inc., Baltimore.
James S. Day, James B. Day & Co., Chicago.
Paul E. Devoe, Rogers-Pyatt Shellac Company, Boston.
V. De Hogart, Hinks Spray Equipment Company, Chicago.
T. S. DeForest, T. S. DeForest Company, St. Louis.
C. E. DeLore, C. P. DeLore Company, St. Louis.
H. C. Delcamp, the Delcamp Paint & Glass Company, Dayton, O.
R. J. Demert, Demert & Dougherty, Chicago.
D. J. Devlin, Marine Paint & Varnish Company, New Orleans.
John Dewar, International Association of Mas- ter Painters & Decorators, Pittsburgh.
Alfred W. Dodd, American Zinc, Lead & Glass Company, New York.
C. K. Dodd, Fairclough, Dodd & Jones, Ltd., London, Eng.
Stanley Doggett, Stanley Doggett, Inc., New York.
Arthur Dole, Jr., H. M. Hooker Glass & Paint Company, Chicago.
W. W. Dougherty, Demert & Dougherty, Chicago.
Henry R. Dowdy, Dowdy Bros., Philadelphia.
Edward R. Drake, National Association Paint Distributors, Chicago.
J. C. Drouillard, J. C. Drouillard Company, St. Louis.
L. G. Duncan, International Lead Refining Company, East Chicago, Ind.
J. S. Dunn, Hughes Relly Company, Washington, D. C.
Dunnings, the Murelo Company, New York.

E

W. H. Eastman, W. O. Goodrich Company, Milwaukee.
Chas. W. Eastwood, U. S. Gutta Percha Paint Company, Providence, R. I.
C. E. Evey, Hastings & Co., Philadelphia.
D. W. Edgerly, Titanium Pigment Company, St. Louis.
A. E. Elde, American Zinc Sales Company, Columbus, O.
H. G. Edwards, American Can Company, Chicago.
Wm. B. Elwans, Sanders Bros. Company, Richmond.
Thos. W. Emerson, National Clean Up & Paint Campaign Bureau, New York.
Thornton Emmons, American Zinc Sales Company, Columbus, O.
E. E. England, E. L. England, Chicago.
Ray M. Evans, Evans Lead Company, Charleston, W. Va.
R. H. Everett, Keystone Varnish Company, Brooklyn.

F

Horace S. Felton, Felton-Sibley & Co., Inc., Philadelphia.
J. Shley Felton, Felton-Sibley & Co., Inc., Philadelphia.
George M. Ferguson, National Pigments & Distributors, New York.
D. W. Fiebig, American Can Company, New York.
Geo. A. Fisher, American Can Company, New York.
H. F. Fleming, Natroco Paint & Varnish Company, Tonawanda, N. Y.
T. A. Flynn, Butler-Flynn Paint Company, Toledo, Ohio.
Theo. Fobes, Burgess-Fobes Company, Portland, Me.
C. P. Fode, Wooster Brush Company, Wooster, Ohio.
D. F. Foes, The Wooster Brush Company, Wooster, Ohio.
Walter R. Foss, The Wooster Brush Company, Wooster, Ohio.
J. F. Fowler, Barnard, Porter & Remington, Rochester.
P. C. Frazier, Mound City Paint & Color Company, St. Louis.

G. W. Frederick, Smith Alcop Paint & Varnish Company, Terre Haute, Ind.
C. Dunning French, Samuel H. French & Co., Philadelphia.
Homer T. Friel, The Standard Ultramarine Company, Huntington, W. Va.
E. L. Furman, Jas. H. Furman Company, Chicago.

G

G. E. Gaddis, American Can Company, New York.
H. W. Galley, American Linseed Company, New York.
Henry A. Gardner, Scientific Section, Washington.
Harry G. Gates, J. M. Gates Sons Company, Charleston, W. Va.
W. H. Gerke, Sargent, Gerke Company, Indianapolis.
Fred H. Gettemuller, H. J. Gettemuller & Co., Baltimore.
H. O. Gibson, Gibson Homans Co., Cleveland.
Jesse Gibson, Hepburn Powder Company, Wilmington, Del.
H. S. Gidley, Pontiac Varnish Company, Pontiac, Mich.
C. B. Gihle, Grassell Chemical Company, Cleveland.
John T. Gillespie, L. C. Gillespie & Sons, New York.
W. F. Grady, The DeVilbiss Co., Toledo, Ohio.
John M. Graham, Smith Paint & Glass Company, St. Petersburg, Fla.
D. A. Graves, Pratt & Lambert, Buffalo.
H. B. Graves, McLaughlin Butler Company, Buffalo.
N. M. Graves, McDougall Butler Company, Buffalo.
R. H. Green, Easder Adamson Company, Philadelphia.
H. J. Green, Oliver Johnson & Co., Providence, R. I.
N. B. Grek, National Lead Company, New York.
Norris B. Gregg, Jr., National Lead Company, New York.
Henry L. Grund, Henry L. Grund Company, Cleveland.
John Grundy, Wm. E. Grundy Company, Philadelphia.
O. P. Guignon, Gilman-Chipley Company, Inc., New York.

H

M. H. Haerel, National Wood Chemical Association, Orange, N. J.
Ivan D. Hager, Titanium Pigment Company, New York.
J. C. Halle, Hercules Powder Company, Chicago.
Beverly F. Hall, Louisville Varnish Company, Chicago.
Harry A. Hall, Boston Varnish Company, Boston.
E. H. Hancock, Louisville Varnish Company, Louisville.
L. S. Hanline, Hanline Bros., Baltimore.
Charles P. Hannon, Pratt & Lambert, Inc., Baltimore.
O. C. Harn, National Lead Company, New York.
Wm. H. Harris, Ogden Paint, Oil & Glass Company, Ogden, Utah.
F. S. Harts, National Pigments & Chemical Company, St. Louis.
Glenn L. Haskell, U. S. Industrial Alcohol Company, New York.
W. H. Hatt, Eagle Picher Lead Company, Philadelphia.
D. J. Healy, Spencer Kellogg & Sons, Inc., Philadelphia.
O. B. Hecker, American Paint & Varnish Manufacturers' Association, Philadelphia.
G. B. Hackel, Jr., American Paint & Varnish Manufacturers' Association, Philadelphia.
H. Haddon, New Jersey Zinc Sales Company, Pittsburgh.
M. G. Helms, True-Targ Paint Company, Memphis.
Harry R. Held, Halsey & Held Company, New York.
D. B. Helm, Washington.
E. V. Hendrickson, United Color & Pigment Company, Newark, N. J.
Hendrick B. Hendrickson, S. Winterbourne & Co., New York.
J. C. Hennings, Hammer Bros. White Lead Company, St. Louis.
W. J. Hietrick, Eagle Picher Lead Company, Chicago.



A

Mrs. S. E. Duncan, Louisville.
Mrs. Stanley C. Dunning, New York.

E

Mrs. W. H. Eastman Milwaukee.
Mrs. Chas. W. Eastwood Providence, R. I.
Mrs. H. G. Edwards, Chicago.
Mrs. E. L. England, Chicago.
Mrs. R. H. Everett, Brooklyn.

F

Mrs. Horace S. Felton, Philadelphia.
Mrs. J. Shibley Falkner, Philadelphia.
Mrs. George M. Ferguson, New York.
Mrs. D. W. Fiegels, New York.
Mrs. T. J. Flynn, New York.
Mrs. Theo. Fuchs, Portland, Me.

F

Mrs. Horace S. Felton, Philadelphia.
Mrs. J. Sibbey Felton, Philadelphia.
Mrs. George M. Ferguson, New York.
Mrs. D. W. Figgis, New York.
Mrs. T. A. Flynn, Washington.
Mrs. Theo. Fobes, Portland, Me.

Mrs. Fred L. Somers, New York.
Mrs. March Clark Sprague, St. Louis
Mrs. S. H. Stewart, Chicago.
Mrs. E. H. Stichel, Buffalo.
Mrs. S. H. Stilling, Buffalo.
Mrs. Frank L. Sulzberger, Chicago.
Mrs. J. B. Swift, Cincinnati.

Mrs. J. B. Swift, Cincinnati.

T

Mrs. P. H. Thayer, Brookline, Mass.
Mrs. R. V. Thomas, Chicago.
Mrs. S. S. Thomas, Detroit.
Mrs. V. G. Thomas, New York.
Mrs. C. T. Thompson, Kansas City.
Mrs. S. W. Thompson, New York.
Mrs. T. C. Thorness, Chicago.
Miss C. F. Thornton, Duluth, Minn.

V

Mrs. L. R. Van Allen, Chicago.
Mrs. F. N. Vanderwalter, Chicago.
Mrs. C. V. Vanhook, Philadelphia.
Mrs. F. T. Von der Lehr, New York.

W

Mrs. Charles F. Walden, New York.
Mrs. Frank A. Warner, Jr., Baltimore.
Mrs. V. E. Warren, Atlanta.
Mrs. H. K. Watson, Pittsburgh.
Mrs. Margaret A. Watson, Pittsburgh.
Mrs. C. F. Water, New N. J.
Mrs. J. N. Weller, Chicago.
Mrs. B. Wheeler, Pittsburgh.
Miss Margaret S. Wheeler, Pittsburgh.
Mrs. W. H. Wierertz, Pittsburgh.
Mrs. F. J. Whitless, Philadelphia.
Mrs. T. A. Williamson, Philadelphia.
Mrs. H. R. Winter, Chicago.
Mrs. W. H. Winter, New York.
Mrs. W. B. Wise, New York.
Mrs. Robert Wihnick, New York.

Y

Mrs. David G. Yarnall, Philadelphia.

Z

Mrs. E. E. Zimmerman, Pittsburgh.
Mrs. Wm. E. Ziegler, New York.

This has been without question the happiest and most enjoyable year of my life, and I know that as I look back upon

it years from now it will still be in my memory just as fresh as it is today. This is a wonderful organization. No man can put a year's work into serving this organization without appreciating that fact. If you could stand here as I do and look into the faces of the people assembled here tonight, you would be as proud as I am to be engaged in it. The paint and varnish industry. How fortunate it is that as a business organization we can mix into our serious and deliberate business considerations such social affairs as we enjoy in our national convention. I am happy to see the ladies gathered together with us this evening. It should be an inspiration to our speakers this evening. It is to me, but the trouble is I am not a speaker, so that it does me little good, but I am very happy just the same to look into the faces of the colorful gathering that we have here tonight. If you could be at this table and get some of the side remarks that I get—for instance, our toastmaster a few minutes ago was looking seriously at his notes and seated in front of us here is a table of not only widows but official widows, and they were looking

I was rather pleased with what our ex-president said about the notes. One of those things he said I told him and I agree with him except in two particulars, and they have not met his gaze as yet. The bathubs are too small, but "Robbie" says he had a shower in his room (I thought he was going to use it Saturday night here until tomorrow), but the hooks for the strops, the shaving strops, are within one inch of the ceiling and the suite him all right. I haven't been able to reach mine yet.

We are now going to have some music. We regret to inform you that owing to illness, Miss Ruth Lloyd Kinney has been compelled to cancel her engagement to sing for us tonight, but we have been fortunate enough to secure in her place, Doris Atkinson Morrow, who will sing tonight and who will have as her accompanist, Mrs. Katherine Hill Howley. Mrs. Morrow will sing a collection of songs, the first of which will be the "Jewel Song" from Faust, the second "By the Waters of Minnetonka," by special request of "General" Morgan, and the third "Love's a Marching." It seems to me the composer of that song had never met a paint or varnish man or it would have been "Love's a Paint or Varnish Manufacturer Away from Home," Mrs. Morrow.

(Mrs. Morrow sang the three selections above mentioned.)

The Toastmaster Speaks

Toastmaster Chessman: I was slated at this time to tell a funny story, but it would be sacrilegious. Therefore, I am going to just say a few words about the eloquent address that our vice-president, Mr. Davlin, from New Orleans, made the other night. It aroused in me a recollection of a poem that we had during the war, written by one in the navy from North Carolina, and I think it particularly fitting with an audience assembled from the Northwest to the Northeast and from the Southwest to the Southeast:

Here's to the blue of the wind-swept North;
As we met on the plains of France,
The spirit of Grant was with us all as the
sons of the North advanced,
And here's to the gray of the sun-kissed
South;
As we met on the plains of France,
The spirit of Lee was with us all as the
sons of the South advanced,
And here's to the blue and the gray as one;
As we met on the plains of France,
The spirit of God was with you all as the
sons of the flag advanced.

It was twenty-five years ago that this association met just in the city of Washington. Thirty-nine years have been the life of the association, but it really started from when President William H. Andrews was our president, and it is said to think (although I hate to bring sadness into this joyous assemblage) that of his cabinet consisting of eighteen, only three survive, and while that does breathe a sad note, yet when we pause to think that the work has gone on (although those great leaders have also passed on,

what we were in 1902, and in size, well speaking for myself—forty-four by twenty-six.

I am asked by the president to ask if Mr. Caspar responded.

Now, Charles, did you send that barrel of apples to my home address yet? I just want to know about it.

Mr. Caspar: You are sure you want to keep the doctor away? I absolutely do, and what is more, I want those apples there. Charles promised that next year he is going to send a whole carload. There will be a barrel at each table. I don't think he knows exactly what he was talking about at the time.

A gentleman told us that the ladies used to talk about domestic science and the men talked about politics, but today the ladies talk about politics and the men talk about domestic science. You have to let it three hours longer and put two more raisins in, they say.

Well now to get serious again on this question of statistics. You know we are spending more in a day than we formerly spent in a whole year. Every twenty-five years the life of this association today means a greater expenditure than the whole year of 1902, but then our sales have increased correspondingly. Even in 1919 our sales then, we were told, averaged for that year \$200,000,000. Those same men today figure that our sales for this year will exceed \$750,000,000. It is worth while spending a little more, but not too much.

In 1912 (I am not going through all the thirty-nine years of the life of the association, but I am jumping up now ten years), President Somers in the chair, Chessman as secretary on the magnificent salary of three hundred dollars a year, and finance yourself. It was that year that I had to write that poem which you saw tonight, in the Good Old Somers time. But it is also sad to reflect (I must put in a few minor notes once in a while) that fourteen members of Mr. Somers' cabinet have passed on.

I took a walk with him yesterday. We went down to see the new building of the chamber of commerce. We wanted to see how they spent our money, and they have done it very well. Indeed, I didn't see anybody working but the marble is beautiful there. He told me his latest best. I have tried it on several here and they never heard it—some of them was dead.

He spoke of the City Bank of New York city. The City Bank in New York takes up a whole square on Wall street and it seemed that sometime ago they decided to pension off one of their old, faithful janitors, a colored man, and they gave him the sole permit to erect a stand for the sale of hot dogs and sandwiches on Wall street, and he made a lot of money. It was the only stand there and he had to tell the news around the colored section where he lived and finally one of his neighbors wandered down one day to see him.

"Rastus," he said, "I understand that you are earning money by the barrel."

this train was late one hot summer day this last July. The conductor on the train had been on this job a great many years and was one of the most respected conductors on that great system. He came through the train as it was approaching Baltimore and he was rather anxious. The train was a few minutes late and he'd get fined if it was much longer behind time. As he passed through the chair car an old lady (I should say an old lady, no ladies are old; some are younger but all are young) stopped him and told him that she would like to ask a few questions. Well she asked a few questions, and then some.

Finally, she said to him, "Now, Mr. Conductor, as you left West Philadelphia I noticed that you waved your hand and when we left Baltimore you did the same. Now, what did that signal mean and whom did you send it to?"

"Well, he said, I was signaling to the engineer in the cab and what I conveyed to him by that signal was 'Get the hell out of here, we're four minutes late.'"

Now, of course, none of these ladies here would make any such signals like that to any of these speakers, but should it happen, why the speakers now know what that signal means.



O. C. Harm
Chairman on Arrangements and Entertainment

up at the toastmaster seriously looking at his notes and they wanted to know what he looked so serious about. He said, "Well, you hear a dying man say to you, 'You left you'd be serious, too.' Now I am not a dying president, I am dead. I am three minutes late, and they simply permit me to appear this evening, at this time, complimentary to that fact that I have been your president for the past year."

It seems to me that I would not be doing the proper thing if I did not say at this time a few words about the wonderful entertainment and the arrangements that have been so well looked after this week. Certainly this gorgeous hotel has made a setting that we could not improve upon anywhere in this country. Our entertainment committee have been constantly at work looking after our welfare and they have done a wonderful job. Every detail of the arrangements in connection with this great meeting has moved along just like clockwork. I am very appreciative as retiring president of this organization, to that committee for the wonderful work that they have done in that connection.

I am not here tonight to make an address, but simply to appear before you as one of the wax figures at the head table; so I am not going to take a great deal of your time. But, friends, I do appreciate having had the opportunity to contribute even in a very small way to the success of this National Paint, Oil and Varnish Association. We stand in the eyes of the government and the people of this country as a whole, as one of the most progressive, most constructive, and most attractive trade organizations in this country. We stand for principles that are of the very highest and, I am sure, that there is no man living who could be honored with the presidency of this organization without coming to the end of his term with a heavy heart. I have endeavored, this year, to the very best of my ability, to serve you and as I come to the end of this period, realizing that now I suddenly sever all of the very fine and jovial associations and contacts that come with this position, I have a very heavy heart.

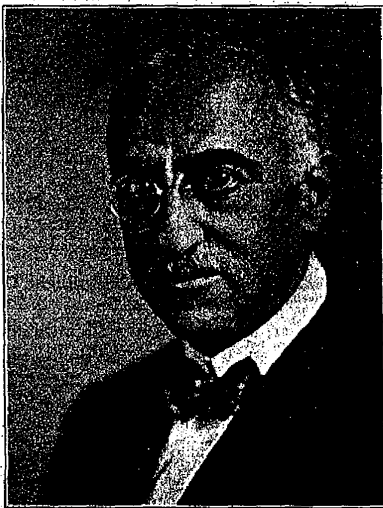
No man would wish to have longer than one year, but you cannot end that year without just that feeling. I shall always look back upon the twelve months that I had the privilege of trying to do something to carry on the great work of this organization, as the very best and most productive year of my life.

With those words, I will turn over the gavel to our toastmaster of the evening, a man to whom I am sure who will entertain you and at the same time handle the situation very well. I have seen him in operation before. He is in charge of this association, and I am very happy to turn over the gavel to him. Mr. Chessman.

The Toastmaster Takes Charge

Toastmaster Chessman: Mr. Ex-President and Mr. President: The king is dead. Long live the king.

When our presidents become ex-presidents we can then address them in rather familiar terms. It is now "Robbie" instead of "Your Honor." Up here you have "Torry" instead of "Mr. Grege." Very few of us can do this, however—only ex-presidents.



March G. Bennett
The New Treasurer

the young are coming up and they are making the world much better than our fathers had planned) it is a hopeful note, and one that I trust every young man will take to heart. Of course we have only young ladies here—I don't see a single lady in the audience that was on earth in 1902. That is the cheerful part of it.

Speaking of young ladies and young children, I was very much interested when our ex-president, Mr. Robinette, gave us some very interesting facts on statistics. There was one thing, however, he forgot to tell about. You know that the child of three years old today is four inches taller than the child of 1902 or three years of age, and why? I ask of you women, why? Because how could they reach mother's skirts unless they were higher?

We had at that banquet, which was held in the old Arlington hotel, about three hundred. Today, or tonight, judging from the noises that the people at the head table hear and we can hear every sound up here, although frequently you can't hear us there—there must be over two thousand two hundred, but the actual numbers we are more than double

"I certainly am," and then he went on to tell him how rich he was.

Sambo said, "Well, Rastus, I'm not lucky like you. Everything I turn my hand to goes bad and I'm pleased to hear this news that you have told me. What I want to do is very simple. Just loan me one thousand dollars. I'm going to get a similar permit down here where the Mechanics Bank is and I'm going to make some money. All you got to do is to give me a thousand dollars and you'll get it back some day."

Sambo, I'm certainly sorry to disappoint you. I entered into an arrangement with the City Bank and we have a bond and we have the contract signed, sealed, and everything, and I can't break it. They'll take all my money away. I have contracted with the City Bank that if they would not sell hot dogs I would not loan money."

Now I come to the sad message to the speakers. A word of warning to the wise. I guess I'd better make it two words. This is a story that was told by John D. Rockefeller. He is as good as anyone to hang it on. He said he came coming over on the congressional train when he heard the story. It seems

(C) Foyner
R. Fee Johnston
Re-elected Central Vice-President

R. Fee Johnston re-elected as vice-president for the Central zone of the National Paint, Oil and Varnish Association, is president of the R. Fee Johnston Paint Company, Cincinnati, having come into that position twenty years ago. Mr. Johnston has been prominently active in the work of the paint organizations, both local and national. He was president of the Cincinnati Paint, Oil and Varnish Club during the years of 1912, 1913 and 1914, and served as secretary of the organization in 1915. He has been a director of the N. P. O. & V. A. for several terms. He was a member of the nominating committee at the convention held in Louisville in 1915.

Mr. Johnston has also been enthusiastic in his support of the promotion activities in the industry, having served as chairman of the Cincinnati Clean-up and Paint-up campaign, and also has been identified with the executive work done in Cincinnati for the Save the Surface campaign.

When he went back into the club car he told the story to one of his friends and they thought it pretty good. One of them said, "Now just describe that lady," and he did.

He said, "Do you happen to know who that lady is?"

"No, and I don't care."

"Now, John, think a minute. That lady is the wife of the chairman of the board of directors of this road and she is on the board of this road and I believe you are going to get it in the neck very soon. Better go back and make yourself square with her."

Well he went back and apologized. "I certainly shouldn't have said those cuss words in the presence of a lady and I apologize. I was out of patience. The train was late, and I shouldn't have done it."

Well, after that he went back into the club car and his friends said, "Well, did you apologize?"

"I did."

"Didn't she say anything?" "What did she do?"

"She did this" (waving his hand).

Now one other caution to the speakers and then we'll unleash them—release them I should have said. This is a story told me by Col. Patrick Henry Callahan. I know it must be true. I never caught the colonel in an untruth in my life and he is a Southern gentleman. He wouldn't want him to think it. Thank you, Colonel! Nothing concealed about you, Colonel.

The colonel was one of the delegates to the last Democratic convention in New York when they were trying to select a standard bearer and he tells the story that one of the speakers, a well-known, very eloquent speaker, at the wind-up of his address finished with the words, "What we need is a Paul Revere," and the whole assemblage went wild. People got up on the chairs and yelled. The bands commenced to play and the colonel, knowing the character of the delegates, and realizing that ninety-nine and ninety-ninths were not native born citizens of America, wondered if they knew what they were cheering about. So he went to a friend of his in the Missouri delegation that adjoined the State of Kentucky, and said after a great effort he managed to pull a man down from a chair. "What are you cheering for?" "The man said, 'Don't you know?'"

S. A. FISH COMPANY,

was need for a wigwag signal, I thought, but one came from the church. And now of course after a clergyman I should describe the ceremony that took place on Monday. On Monday morning we were out of our minds from the association and why, I ask of you, did we do that? Well, I believe in helping a friend and assisting me that day a friend of mine. I won't mention his name but it was Randall Walker, and he borrowed from my desk a book of the year book, and looking on the list he suddenly grew pale. I said, "What is the matter, Randall?" He said, "I am at the list of ex-presidents. He was eleven on the list and the preceding year had that name on the list, which means that they had passed on. Well now Randall is not superstitious, neither am I. But I don't like to stand under a painter's ladder and this was a much more serious thing. I saw that he was just a trifle worried, and I said, "Fear not, Randall, your friend is sitting by your side," and I killed the association that morning.

In the afternoon we had the paint manufacturers' association, who also went under the axe because I was only three under the axe. The association was in the evening we had a rebirth. We consolidated the two remains into one new and greater and greater and greater. Of course I do not know that I should credit myself for having made one blade of grass grow where two grew before, but I did it anyway, and I just wanted to show what we do in this fast electric age. We divorced them in the morning and in the afternoon we married them in the evening and later on in the evening the new child was christened. Some speed!

And now I am going to a very pleasant place. We have here among us an old friend who just recently was a president of this association, and who has now left the business to enter into another one. I don't know why he should do that, but he did, and when I learned of the business that he was in, I said to myself, "My friends among the ladies there are some left—and they said if you will get him here and he will turn out to be a fine fellow. I am just going to tell you, I am just going to tell you, four ladies there were, among the most charming of the eight hundred we have in our association, and I am just going to cheerfully wear a suit like that as a model if he would give them a trunkful. Well, of course, I know how much money those suits made of silk could be put into a trunk. Why they could have a new one of them every year. But I have got him to say that he will send at least one dress suit full of each of those ladies and he has also promised that he would say a word or two to us this evening. I only gave him the notice a few moments ago, but he is equal to the occasion, I know. I am now going to have the pleasure of introducing one of the ex-presidents, and I don't have to be respectful to him, "Ned" Peters.

Mr. Peters Speaks

E. V. Peters: I want to revert back just a moment to the subject of the rebirth of President Robinetta. These distinguished gentlemen on my right and left have asked me to say that they are most heartily of the opinion that he said about the wonderful ethics and progress of this great association, and we are all of us most heartily of the opinion that he said about the charm and beauty of the ladies here this evening, but we resent the fact that he said that he was going to be charged with being stuffed figures, but not wax, possibly slippery, but not wax. If you could lend or borrow the great interest which these distinguished gentlemen on my right and left have indicated in my remarks, I don't want to call them wax figures. They are regular "he" paintmen.

Well, friends, after having been out of your midst for a few months, I feel that that salesman who was recently employed by a new concern and given the territory west of the Mississippi river. He started in St. Louis and he worked energetically and diligently for weeks and weeks, but he never got an order. He gradually went westward and westward and after several months finally landed in Seattle, Washington, and there he got his first order, and he was so glad that he rushed to it that he rushed to the long distance telephone and called up his firm in New York, and he said, "Hello, is this Smith & Co.?"

"Yes."

"Well, this is Brown, your salesman. Remember me."

Speaking of remembering me, my friends, leads me to the thought as to why Mrs. Peters and I are here. I am very much interested in that wonderful talk that Dr. Mellich gave us this evening, and I want to tell you that this association fully realizes that there are a great many other things in business besides making money, and this association of yours, this association of ours, is a wonderful example of spirituality in American business. I have no reason in the world to be here to night. I have left this industry regretfully. Mrs. Peters and I came down because of the fact that after twenty years this was the wonderful industry, the friendships and the associations which we have made in that time are so dear to our hearts that we cannot get along without you. So we are here because we love you. We are here to give you an opportunity to be with you this evening, and we carry with us into the new industry which we have gone into, the same intention, as far as we possibly can, to introduce into another branch of American industry that spirituality, cooperation, which you have inspired us with. I thank you very much.

Toastmaster Cheesman: Well, we are certainly going to miss you, but I am a realist and anything I can do to help a young man along I would like to do, and I don't for one minute think that he isn't a young man. You can, so by all signs. You know I didn't believe a word in that theory that a man with a little bit of hair, that it was due to his brain burning his hair up. I

had no reason to believe that at all until I met "Ned". Then I knew it was true. And speaking along his line, one of my friends told me what he thought was a joke on himself. His wife was going to give a very large dinner party and she came down to a dress rehearsal the night before and sat opposite to him and said, "Darling, what do you think of my new dress?"

He said, "It is lovely, dearest. I haven't seen the bill but I know it is lovely. But by the way, don't you think it is the matter, Randall?"

"Well," she said, "I want you to understand that my friends come to see me, not my clothes."

"Do you think that will help business any," Ned?"

We are now going to listen to a report of the attendance committee, William H. Eastman, chairman. You know we have had to have the roll call every day. The boys will go out and play hockey on the greens. How did they do this year, Mr. Eastman? Kindly report.

Award of Attendance Banners

Mr. Eastman: If I belonged to that group of alvingtons which adorns your speckly table, I would say your drums with gustatorial titillations, but never having had a hot air system installed, I'll not add to the list of oratorical efforts. Before I dispose of



Marshall Dill
Retiring Western Zone Vice-President

the results of these prizes, offered by Harry Schnell, of the Oil, Paint and Drug Reporter, I want to say for the benefit of the ladies and for the few members who did not find it convenient to attend at least one of our sessions, that the basis for the awards is the average percentage of the attendance at the four sessions compared with the total membership of the whole club. To Milwaukee, the beautiful city of the "wet-ages," goes the first prize of \$100. To Philadelphia, the second prize. To New England, the home of our ancestors and some of them journeyed down here to renew old acquaintances with the Mayflower, the third prize. And to New York, from whence they have inspired our president-elect, the fourth prize.

That constitutes the report of your attendance committee. I thank you.

Toastmaster Cheesman: Well, that is not as cheerful as it was last year, when I reported New York had the first prize. But I am sure that the announcement I had to give out in Dr. Mellich's church the other day, "We are going to have a christening and I said, 'Immediately after the service we are going to have a christening and I said, 'I'm delighted to see you, Mrs. Jones, you were late last year.' Well, it is going to be my privilege to introduce a speaker whom we have never had with us before. He is considered one of America's ablest orators, spent most of his life in that great Northwest, where men are men and even canary birds sing in baritone. We know that he has something to say. We don't know how long he is going to take to say it, but we know he will arrive, and although I was scheduled to bring this meeting to a close at eleven-five, we are not going to close at eleven-five because it is now eleven-six, but I know you will forgive me when you hear him, and I know you won't want to stop him when he gets going. I understand it takes a little while to get going, but I have his own word for that. I trust you will properly lubricate him and get him off on an early start and we will stay with him. I am now going to introduce the Honorable Raymond Robinetta whose subject will be, "The Present—The Future."

"The Present—The Future"

Hon. Raymond Robinetta: I suppose I am an old man, and I am getting old, and let you all go home happy. I want to let you in to a secret, however. I think it is only right and fair to Howard and myself. The toastmaster said, "Now here"—this was early in the evening when we met in the little secret room—"you and I shall have a chance to speak almost any time and any length of time. Now, I don't often have a chance to speak, but I have a little of the time of both of you." We said, "Certainly, being courteous folks, only right and fair to Howard and myself." Howard's time and thirty minutes of mine, with the remaining fifteen minutes going to the speaker of the hour, the toastmaster has done most surprisingly well.

In the summer of 1913, I sat in two ban-

quet halls at two banquets of which I am reminded by this one. One was in a great hall in the city of Berlin, where trade and technical persons were gathered. These men and women attached to the had eaten and drunk as you have today. They were certain of the future. There were speeches of the world, and the destiny of the German ideal. Everywhere there was confidence and assurance for the future. Germany was solving the problems of modern industry by the intelligent use of engineering and chemistry above the heads of the world, and world dominion was in their eye.

That same summer I was at a banquet in the old Hall of the Nobles in the city of Moscow. Through the courtesy of the man then Patriarch of the Greek Catholic Church, Joachim, I was privileged to sit in that presence and hear gentlemen who were at that time the masters in the old Russian Empire speak, with boundless confidence, of the future, having eaten and drunken as you have this day.

I speak of these two banquets in those two lands only this brief thirteen years ago to show that it is entirely possible for men to be intelligent, to be responsible, to have intimate relations with trade and commerce, to be scientifically-minded, and still to be wholly blind to forces that are operating within their own lands.

Today, if I were to speak of the two forces the relations of which are not understood in those great representative gatherings of the important citizens of the two lands I would speak of war on the one hand. I do not go into that system and what might say tonight, but the hour. The other force that was apparently in the Russian land if one were familiar with it at all, and it was my third visit to Russia, was the class struggle which was then engaging and dividing that great people, so that a people with more untitled fertile acres, more untouched virgin forest, more unmined mineral resources than any other people in the world should within a few short years be starving to death, literally, by the hundreds of thousands.

Here we are this evening in great confidence, masters if you will, of a great enterprise, citizens of the foremost nation in the modern world, entirely confident of the future, and yet, suppose I say that in this great hour of the nation and the world this America of ours and all that we care for is more challenged, more fundamentally challenged, than at any



W. P. Allen
Retiring Eastern Zone Vice-President

previous hour in its history or any similar nation's history in the story of the world. That challenge is the challenge of the class struggle, the class division, the class hatred which has ruined or divided and destroyed, temporarily at least, the Russian world, and which has divided and holds in its division every nation in Europe.

I would challenge your thinking with this statement: That there is no nation in Europe tonight competent to meet that class challenge. Take Britain—my people have been here better than two hundred years and when we get down with America we go back to Devonshire in old England on both sides. As culture goes, I take the Anglo-Saxon culture for mine. I'm grateful for Milton and Shakespeare and Burns and Pitt and Gladstone. I'm grateful for Wellington and grateful for the whole story. But there is no reason for us to confuse ourselves. Britain's Union Jack floats over more square miles of territory than at any other period in the story of the British Empire. The great fleet is more master of the seven seas than at any other hour in all the story of her maritime history. Yet within the temple the pillars bend with the strain, and I point that not so long ago certain soldiers mutinied at Hong Kong and at Dover, and for the first time in the history of the British Empire mutinied soldiers were called into conference. Certain officers were there that they didn't mutiny and as a reason, and the will of the mutinied soldiers and the will of the British Government prevailed. They were not so overzealous as they had been ordered to be, and for which they had mutinied. They went to the demobilization camps and were demobilized and sent home as they had mutinied that they should do.

Why was that so? Because Lloyd George was in sympathy with the mutinied soldiers? Not for a moment. Because his cabinet was in sympathy with them? Not for a moment. Because the division in Britain made it wise for this

competent politician to ease over that difficult hour and to enforce the plain provisions of the statutes military against the mutinied soldiers in Great Britain.

Why did he feel that way? He felt that way because there is in Britain tonight a class cleavage. The past historic story, not so much the present but the future, is a story of a class cleavage. The illeged government, a privileged class government, and a privileged class economic institution, had provoked a sufficient number of British men and women from sympathy with the British institutions as such to make fundamental cleavage.

I was talking to some of the leaders of the Triple Alliance in Great Britain just after the failure of the great strike. One of them said to me, "If certain men hadn't lost their heart, hadn't become frightened, we would have starved London into submission." That particular spirit is exactly the same spirit that has divided other European nations and has put under dictatorship some of the great nations of Europe.

This particular America of ours is able to meet that challenge, the challenge of the class struggle, the class division, the class division, and throw it back to the class-poisoned conditions of the old world that gave it birth.

Now, why do I say that? That is a very pleasant thing for Americans to say, "No Americans, but there are some people in this room that know that I wouldn't say it if I didn't believe it. Americans accustomed to catching bricks through the head, rather than better to take a certain amount of intellectual and physical agility to catch a brick, and any body can catch a bouquet, you know very well."

But it happens to be true that this America of ours is the only sound social control in the world tonight, and it is sound, first, because the three fundamental institutions yet hold, the faith, the masses of the people.

The institution of government in this land is sound. I have all kinds of difficulties with it, difficulty in Pennsylvania, difficulty in Illinois, that we are entirely familiar with just now. But there is a soundness in our political system, exemplified by this fact—I had nothing to do with helping to make Woodrow Wilson President; I did my best to keep him from ever being President; but as soon as he was President, he was my President, in common with every other decent citizen under the flag, and I was ready to go to a foreign land and die at his orders, and he wouldn't have been worth my salt if I hadn't been ready to go, and if need be, die. Behind the institution of government in Washington tonight, whether it is Grover Cleveland or William Howard Taft or Theodore Roosevelt or "Silent Cal," there is an overwhelming majority of the men and women of this country, without regard to party, who will support that government, fight for that government, if need be die for that government. That is the power of the institution of government in this land.

The other institution that holds together the social order is the institution of religion. There may be men and women in this room who regard religion as more or less unimportant, may really not regard it as important at all, may look upon it as a bit of superstition. But the less you can find no considerable group of men and women in this country, anywhere under the fact that you would find men and women in that group living a self-controlled and others-serving personal life because of their fellowship with Jesus as Savior and Lord, because of the authority of the religious sanction in their human hearts and deities.

In exactly the same way, the economic institution in this country is a valid institution. There are those who, like myself, have opposed and fought bitterly against what we thought were the evils in the American industrial system. I have been in jail a reasonable time in western Pennsylvania and in some other places in industrial struggles in this country. In western Pennsylvania, I was in jail because I was aiding men who were struggling for the right of free speech and free press against the twelve-hour day and the seven-day week and the twenty-four hours double shift in the steel mills of this country, and certain very great men and eminent men said that they had to run their mills on that system because of the continuous machinery, the political to the fact that many was running on an eight-hour shift and getting along very well, and today we are working out that question of justice in the economic life of our country.

I was able to say to Mr. Gary one day, when he spoke of the control and the confident future, that in spite of the control of the bourgeoisie of the western Pennsylvania mill towns, in spite of the control from Harrisburg, in spite of the control from the Federal power in the region, that the twelve-hour day and seven-day week and twenty-four hours on the double shift was doomed, doomed because it was uneconomic, un-American, unchristian, and would pass out of the American industrial system because of the power of public opinion, and it has largely passed.

So we have these three institutions valid in this country. In spite of every wrong, there may be if you were put on a ballot this evening three questions and have a perfectly fair referendum—shall we retain the American system of private property, production for profit, responsibility for the producing economic intelligence and power, or if or shall we have Marxian socialism or Russian communism—put it to debate, have a full ballot, an overwhelming majority of the men and women of this country, without regard to social status or any of the room, divide the world, note the power of the American system and against the other two systems.

In other words, whatever we want to remedy, we feel we can remedy within the constitution and the law. That is the true power of the old world tonight. Every nation in the old world is caught in this class cleavage.

George was in sympathy with the mutinied soldiers? Not for a moment. Because his cabinet was in sympathy with them? Not for a moment. Because the division in Britain made it wise for this

The results in the annual contest for the attendance record banners presented by H. J. Schnell, of the Oil Paint and Drug Reporter, were reported by W. H. Eastman, chairman of the attendance contest committee. The committee awarded the first prize to the Milwaukee club, the second to Philadelphia, the third to the New England club and the fourth and final banner to the New York club.

Your role call in the banner contest attracted much attention at such business sessions of the convention as the members actively canvassed the corridors to bring in the stragglers in answer to their names.

Proceedings of the American Paint and Varnish Manufacturers' Association First Regular Meeting, Washington, D. C., October 11 and 12, 1926

The ballroom of the Mayflower Hotel, Washington, D. C., was well filled with members of the Paint Manufacturers' Association of the United States and of the National Varnish Manufacturers' Association, Monday evening, October 11, who had gathered to effect a consolidation of these two organizations. On the platform were A. D. Graves, president of the National Varnish Manufacturers' Association, Monday evening, October 11, secretary-treasurer of the manufacturers' associations, Mr. Graves called the convention to order, and turned the gavel over to Mr. Felton to preside. It was reported that both of the organizations had unanimously voted to adopt the plans of consolidation. Frank P. Cheesman, as chairman of the consolidation committee, was called on to present a proposed constitution and by-laws for the new organization. This constitution and by-laws were read, section by section, and was adopted by the new association.

Constitution and By-Laws

Adopted
The text of the constitution and by-laws was as follows:

Preamble

Whereas, it is deemed desirable to promote and maintain friendly relations among the manufacturers of paints, varnishes and lacquers in the United States and Canada, to guard against feelings of distrust, to correct legislative abuses, to remove evils and customs contrary to sound business principles, ethics and to safeguard the interests of the public and the industry, we do form ourselves into an Association.

Constitution

Article I

Title
The name of this Association shall be the American Paint and Varnish Manufacturers' Association.

Article II

Membership

Section 1. Membership: Membership in this Association shall consist exclusively of individuals, firms or corporations manufacturing paints, varnishes or lacquers and such other products as are usually made in a paint, varnish or lacquer plant.

Section 2. No individual, firm or corporation shall be eligible to membership until they have signed the agreement relative to Non-Exchange of Products, and the Anti-Recall Agreement of this Association.

Section 3. Application for membership in this Association shall be made on the prescribed form to the Board of Directors, who shall pass upon the eligibility of all applicants. Upon approval of the Board of Directors and compliance with the Constitution and By-Laws, and upon payment of the initiation fee and dues, the Secretary shall promptly notify the applicant and the members of the Association of his admission.

Section 4. Honorary Membership: Any individual who has rendered distinguished service to the industry may, upon unanimous recommendation of the Board of Directors, be elected an honorary member, by unanimous vote of the members at any annual meeting.

Article III

Officers and Directors

Section 1. The officers of this Association shall be a President, a First Vice-President, a Second Vice-President, a Secretary and a Treasurer.

Section 2. Directors: There shall be nine Directors.

Section 3. Board of Directors: The Board of Directors shall consist of the President, First and Second Vice-Presidents, and nine Directors.

Section 4. General Manager: The General Manager shall have general supervision over the affairs of the Association and perform such duties as may be delegated to him by the Board of Directors. He, or his authorized representative, shall approve for disbursement by the Treasurer all authorized expenditures of the Association.

Section 5. Vacancies in Office: This Constitution may be amended or revised at any annual meeting of the Association by an affirmative vote of not less than three-fourths of the members present, but no such amendment or revision shall be considered unless it has been submitted in writing to the Board of Directors prior to their annual meeting and they shall report their action to the Association in annual meeting.

Article IV

Election of Officers and Directors

Section 1. Officers and Directors shall be elected at the annual meeting to serve for one year or until their successors are elected. Not less than sixty days before the annual meeting, it shall be the duty of the President to appoint a committee of five members, who shall report at the annual meeting the names of the candidates selected for officers and directors.

Section 2. Unless there be good and sufficient reasons to the contrary, the retiring President shall be nominated by the Committee for the office of First Vice-President and the retiring First Vice-President for the office of Second Vice-President.

Section 3. Of the nine Directors nominated at least three shall not have served on the preceding Board of Directors.

Article V

Duties of Officers

Section 1. President: It shall be the duty of the President to preside at all meetings of the Association and of the Board of Directors, and to make such appointments as are provided in the Constitution and By-Laws; also those required by action of the Association. He shall preside at the annual meeting and report upon the affairs of the Association together with such matters and recommendations as he may deem of interest. He shall perform such other executive duties as the Board of Directors may require.

Section 2. Vice-Presidents: In the absence or disability of the President it shall be the duty of the First Vice-President or in his absence or disability, of the Second Vice-President, to preside at meetings and to perform all the other duties pertaining to the office of President.

Section 3. Secretary: It shall be the duty of the Secretary to provide for the keeping of the records of the Association and to attend to all details of correspondence, and to inform members of all matters of the Association at least ten days in advance thereof when practicable.

Section 4. Treasurer: It shall be the duty of the Treasurer to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 5. General Manager: It shall be the duty of the General Manager to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 6. Honorary Members: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 7. Vacancies in Office: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 8. Amendments: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 9. Standing Committees: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 10. By-Laws: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 11. Disqualification-Resignation-Expulsion: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 12. Meetings: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 13. Special Meetings: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 14. Voting by Mail: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 15. Board of Directors: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 16. Standing Committees: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Section 17. By-Laws: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

By-Laws

Article I

Initiation Fee and Annual Dues

Section 1. The initiation fee shall be \$50. Annual dues shall be paid by members based on their capital rating as follows:—

\$50,000 to \$125,000 \$50
\$125,000 to \$500,000 100
\$500,000 to \$1,000,000 200
\$1,000,000 to \$5,000,000 400
\$5,000,000 or over 750

When the capital rating is not based mainly on the paint, varnish and lacquer business of the member, a suitable adjustment may be made in dues by the General Manager and the Treasurer.

Section 2. The fiscal year shall begin October 1st and the annual dues shall be payable in advance during the month of October.

Section 3. Failure to pay dues in full before May 1st shall be considered equivalent to resignation, and the name of the member thus failing to pay after thirty days' notice in writing, shall be dropped from membership in the Association.

Section 4. Members dropped for non-payment of dues may be reinstated during that fiscal year by a majority vote of the Board of Directors on payment of all accrued dues.

Article II

Disqualification-Resignation-Expulsion

Section 1. In the event of a member changing his business so much as to extend that he is no longer eligible under Article II, of the Constitution, his membership shall terminate. The question of qualification shall be decided by the Board of Directors.

Section 2. Resignation: Any member who has power to accept or reject by a majority vote of the Board, either in meeting or by mail, a member may be suspended or expelled for cause; the member thus suspended or expelled shall have the right to appeal from the decision of the Board at the next regular meeting of the Association, which may sustain or reverse the action of the Board by a majority vote of those present.

Section 3. The Board of Directors shall expel or demand the resignation of any member who, after due and open hearing by the Board, shall be found to have violated the Anti-Recall Agreement or who, in the opinion of the Board, shall have committed to its violation.

Article III

Meetings

Section 1. Time and place of the annual meeting of this Association shall be determined by a joint committee consisting of the President and two members of this Association, and the President and two members of the National Paint and Varnish Association, Inc.

Section 2. Special Meetings: Special meetings shall be called by the President upon the written request of ten or more members of the Association when such request has been approved by the Board of Directors.

Section 3. The Board of Directors shall hold a meeting within twenty-four hours after its election, and an annual meeting within thirty days after the annual meeting of the National Paint and Varnish Association, Inc.

Section 4. Voting by Mail: It shall be the duty of the Secretary to provide for the collection of the dues and to make disbursements therefrom, by check or by cash, after approval of the Board of Directors.

Article IV

Board

Section 1. Meetings: Fifty members shall constitute a quorum at any meeting of the Association.

Section 2. Board of Directors: Six members shall constitute a quorum at any regular or regularly called meeting.

Article V

Voting by Mail

Section 1. Board of Directors: The Board of Directors shall vote by mail through the Secretary on questions presented by the President or Board of Directors, which are not deemed of sufficient importance to call for a special meeting of the Board. A majority of the votes received within twenty days shall be decisive.

Section 2. Association: Questions which in the opinion of the Board of Directors are of sufficient importance for the consideration of the Association and not important enough for a special meeting shall be decided by mail to the Secretary and a majority of the votes received from the membership within thirty days shall be decisive.

Section 3. Standing Committees: The President shall appoint two members who will represent this Association on the standing joint committees representing the National Paint and Varnish Association, Inc., and this Association—Arbitration; Chamber of Commerce; U. S. A. Clean-up and Paint-up; Export; Flax Development; Legislation; Simplification; Tariff; Traffic.

Section 4. Educational Bureau: There shall be an Educational Bureau consisting of eighteen members appointed by the President of this Association.

The President may appoint as members of the Bureau representative men in the industry whether members or not members of this Association.

Immediately after the annual meeting in 1926 the membership of the Bureau shall be divided into three groups of six each, whose terms of office shall expire at the end of one, two and three years respectively. Beginning with the annual meeting in 1927 the President shall annually appoint six members to serve for three years. All appointments shall be subject to approval of the Educational Bureau by majority vote.

The President of this Association shall be ex-officio a member of the Educational Bureau. The Secretary and the Treasurer of this Association shall be the Secretary and the Treasurer of the Educational Bureau.

The Bureau shall elect annually a Chairman and a Vice-Chairman from among their members.

The Bureau shall make its own rules and regulations; shall have supervision over the Scientific Section, the Promotion Section, Save the Surface Campaign and such other constructive activities as they deem advisable; and shall provide ways and means for financing the Bureau and its activities.

The President may fill any vacancies in the membership occurring between the annual meetings, such appointment shall be for the unexpired term of the member of members whose membership has been vacated.

Section 5. Plant Managers' Committee: Upon receiving proper notice from the President of the Federation of Paint and Varnish Production Clubs, the President shall appoint a committee to be known as the Plant Managers' Committee of the Federation of Paint and Varnish Production Clubs, to consist of one representative from each constituent club of the Federation, said representatives employed to be members of this Association. This Committee shall have an advisory capacity on matters of common interest to their Federation and to this Association.

Article VII

Amendments

Section 1. These By-laws may be amended or revised at any annual meeting of the Association by an affirmative vote of not less than two-thirds of the members present.

Section 2. Any portion of the By-laws may be suspended by unanimous vote at any meeting of the Association.

On motion of H. L. Calman, the matter of the incorporation of the new association was deferred to the consideration of the incoming board of directors.

Resolutions and Elections

Herbert W. Rice, chairman of the joint committee on resolutions, reported the following selection of officers: President, Frank P. Cheesman, New York; First Vice-President, A. D. Graves, Buffalo; Second Vice-President, J. Sibley Felton, Philadelphia; Secretary-Treasurer, George B. Heckel, Philadelphia.

The secretary cast the ballot for the entire ticket as named.

The newly elected president, Mr. Cheesman, in his address to the platform, said the cheers of the delegates and members. In taking the gavel, he announced that the city of Washington seemed to hold a strange fatality that it was twenty-four years ago that he had first become active in associational work, and that since that time he had received almost every honor that the association could bestow upon him. With his usual grace and happy command, he gratefully recognized the large help that he might expect from the two vice-presidents of the association, who, by their efficient efforts, had been able to do so much for the two organizations that had now come to be one. He

The Officers

President

Frank P. Cheesman, Brooklyn, N. Y.

First Vice-President

A. D. Graves, Buffalo, N. Y.

Second Vice-President

J. Sibley Felton, Philadelphia, Pa.

Secretary-Treasurer

George B. Heckel, Philadelphia, Pa.

Board of Directors

Frank L. Suhrberger, Chicago, Ill.

Lawrence Phillips, New York, N. Y.

F. M. Brininstool, Los Angeles, Calif.

W. R. Carnegie, Detroit, Mich.

H. A. Melum, Chicago, Ill.

R. W. Levenhagen, Cleveland, Ohio

W. P. Allen, Wilmington, Del.

Harry A. Hall, Boston, Mass.

E. H. Hancock, Louisville, Ky.

George B. Heckel

Elected Secretary-Treasurer

[illegible]

(continued)

[illegible]

many of the plants, but or more methods were the rule. We all of us believe that this situation still exists in some other plants and it is recognized by us from time to time due to the fact that we have been in competition against prices which we could not understand or duplicate.

otherwise have been obtained with many of the seedlings planted by agriculturists during that period. The late frost experienced in Florida during April, 1926, was also most unusual. That section has not experienced such a period for over twenty years. It came at that time (April) when the growing season is well

1. *Chlorophyll a* (Chl *a*) and *Chlorophyll b* (Chl *b*) were determined by the method of Arar and Collins (1987). The concentration of Chl *a* and Chl *b* was expressed as $\mu\text{g mL}^{-1}$ of the sample.

1. *Journal of the American Medical Association*, 1997; 277: 1033-1038.

What the two committees of your association have endeavored to do during the earlier years has been to acquaint the entire membership with the need for better methods of cost accounting in the industry. Some success has been reached as the result of our efforts.

About two years ago both committees came to the conclusion that the cost accounting problem was one which could not be solved or properly handled by voluntary committees composed of busy men, each with problems of his own. As a result of this conclusion, the paint manufacturers association established a cost accounting bureau at New York City in 1923. This was for the purpose of handling from time to time among the individual firms in the membership of the association.

The head of the bureau was a very excellent cost accountant and executive, but unfortunately he had outside interests which meant that only part of his time could be expended for the bureau. This condition was found to be unsatisfactory and at the time of our convention in October, 1925, the arrangement was terminated.

At last year's convention in Cleveland, both committees recommended to the association the bureau plan of operation be continued and developed and that the bureau be a joint bureau for both the Paint Manufacturers Association of the United States, and the National Varnish Manufacturers Association. The approval of both associations was given this recommendation.

The first task that faced the two committees at the beginning of this last fiscal year was the organization of these two committees into one unit which was quickly accomplished under the able chairmanship of Frank L. Sultzberger and Wells Martin. The next and most difficult task was reorganization of the cost bureau along the lines outlined to you in our last annual report. To refresh your memory, may we say that your committee felt that it was imperative that the cost bureau be operated by an expert accountant, 100 percent of whose time was to be devoted to our industry. It was necessary then to select a suitable head for the bureau and to determine an objective for the work of the bureau. The bureau was meant to be a non-profit activity, but it was desired to have it automatically self-sustaining. Services rendered to the members were to be charged for at only sufficient cost to partially maintain the bureau and far below the usual commercial charges for such service.

It took several months before we finally selected Mr. B. B. Blanke to act as head of the bureau. Some thirty-eight applicants were considered, investigated and interviewed and the board spent much time and effort in trying to select the proper man.

Mr. Blanke came to us late in the spring from the Lupp and Millwork Company, where for seven years he has had charge of the installation and operation of that industry's cost work. Following his release from his former position, it was necessary for him to study and become acquainted with the manufacturing and accounting procedure in the paint and varnish industry. He spent a number of weeks in this self-education, the plan of which was members of the committee until he and your committee thought that Mr. Blanke had combined a thorough knowledge of the industry with his excellent accounting and business experience.

At the same time, we moved in Chicago to the North Western Hotel. Following the move from which to operate the bureau. You are all invited to visit at any time you wish at the Chicago office. The staff is there for your service.

All of this occupied the greater part of a summer season. The bureau under the management with Mr. Jordan, its former head, had started some work in four different plants at the beginning of this summer. At the time of our reorganization, there was an interval of more than six months which commenced to do actual work under Mr. Blanke's leadership. Since then, the greater part of the time has been spent in doing actual cost accounting work in several of the plants of our association members. We are now continuing this plan. Mr. Blanke's attention that will keep him occupied for at least the next two months.

We feel that now for the first time we have organized our cost bureau and our work along the lines and up to the standards which these industries require. We have built no large staff as yet but can enlarge our operations to almost any size depending on the requirements. The demand for service has been steady but not nearly as wide and large as our knowledge of the industry would lead us to believe the industry requires.

The fact that a company makes money over a period of time does not prove that its cost and accounting records are good or sound. In our industry, when the cost accounting is in an often entirely after the completion of one's business, then cost methods that are available in the industry are used.

Today in our own industry, the growth and development of lacquer is changing the nature of the business and many concerns who should all be sure that their cost methods and controls fit these newer conditions.

The cost bureau has prepared forms and we have had them printed for use in any plant so that installation work may proceed along uniform lines with the least possible delay. These forms are for sale to members at much less than any individual might supply his own requirements.

It is a pleasure to mention the Pacific Coast Paint Manufacturers Association for the cost bureau to do work for them. Recognizing the heavy expense connected with such a heavy trip, these members have made up a group and have promised the cost bureau enough work at least to defray the heavy traveling expenses of the interest of manufacturers on the coast and their willingness to contribute is greatly appreciated. We hope that other local groups will follow their lead.

Our opinion of the work of the cost bureau is one of the valuable activities in the industry. Your own committee members consider that the services to be rendered by Mr. Blanke and staff as it is added and trained, are so important that several of them desire his time when available for their own plant.

The method of operating is to consult with the individual member for the cost accounting work and to make an analysis of the cost methods now in use in that plant. We after this analysis has been made, we considered either advisable or necessary to make an installation of either all or part of the cost accounting system.

It is the suggestion of your committee that the services of the bureau be made available to non-member firms at a slightly higher cost than to the member firms. As before stated, we have found considerable work in the paint and varnish manufacturers who do not belong to the association.

It is not cost accounting means more intelligent competition, then we believe that our members will benefit by and approve of the above recommendation.

During the past few years, in the work

of the committees we have found that most executives in our industry are vitally interested in and want to know about complete yet understandable methods of securing accurate costs. In the smaller plants, a haphazard system is often followed. There is a fear that a cost accounting system is going to mean a lot of red tape, difficult accounting and extra expense. Our thought is to arouse interest in the smaller plants for it is often found in these that cost accounting knowledge is lacking. It has been suggested that the head of the bureau or one of its associates hold meetings with the proprietor manufacturers associated with the cost accounting clubs in these different cities to work in a similar manner to the production club and to be under the guidance of the bureau. Your committee feels that it is the desire of the association members that as much practical cost accounting knowledge be broadcast throughout the industry as is possible.

We have found a distinct difference between commercial work and association work in cost accounting. In the commercial work, an installation is done on a purely dollars and cents basis. Some of our members may have had

W. P. Warner, retiring president of the Federation of Paint and Varnish Production Clubs, presented briefly the work that has been undertaken by that organization during the past year. He expressed his keen appreciation of the close cooperation that will now obtain with the new organization. In his report he presented these three recommendations: (1) That rosin shall be sold by dead weight; (2) that turpentine shall be sold by the pound, and (3) that the metal package shall be used for rosin. It was stated that this would come before the convention of the National Paint, Oil and Varnish Association, but, on motion, the three recommendations made by Mr. Warner were approved.

G. C. McEwen, of Toronto, the newly elected president of the Federation of Paint and Varnish Production Clubs, was introduced, and also expressed the belief that the organizations will make much more rapid progress because of the close

any large group, the height of each individual be measured, the "average" height of that group is easily obtained, but that does not mean that a majority of the individuals will have that exact height; on the contrary the largest number will merely approximate that height and there will be many wide variations which, because of their opposing direction, will help to establish the average. Normal chromatic vision is likewise established by the separate examination of the individuals in a sufficiently large group. But, in the analogy cases, for in this case those selected as having normal vision are so selected simply because among themselves they all show the same "specific response to radiant energy of certain wave-lengths and intensities" as demanded by our definition of color.

Normal chromatic vision therefore is not an average ability, but in the uniform ability of a large class whose members agree among themselves, and all their classes meeting this condition of agreement among the members are far fewer in the number of members. In any group large enough to be representative, a very large proportion seems to possess essentially normal chromatic vision, but whether they constitute an overwhelming majority or not is a statistical question not readily answered. Such statistics as are available, however, seem to indicate that about forty males and four females out of every thousand are partially color blind, but it is possible that the proportion showing only a slight "tint," still demonstrable, deficiency in color perception may be much larger.

In view of what has been set forth it is clear that a manufacturer, offering for sale a commodity whose value depends wholly in part, upon its color, cannot be expected to conform to all the psychological variations which may reside in different observers. But it is quite feasible for him to maintain the integrity of his product as a definite stimulus to normal chromatic vision. In other words his main color problem is to maintain a uniform color in each successive unit of his product and in consequence of this he is concerned in any method of control that will enable him to attain this end with certainty and accuracy.

In the paint industry, and in some others, the only method heretofore available, has been to place a sample of the batch being prepared side by side with a similar sample of some previous batch regarded as a satisfactory standard, and these are then viewed by an experienced observer who is presumed to have, and generally does have, normal vision. And, in comparison is usually made in daylight, and when they show the same hue, saturation and brilliance, the samples are said to match, and it is assumed that the radiant energy reflected from each is identical in its capacity as a stimulus, although this assumption is not inevitably true.

Were it not for certain inherent sources of error in this method, we would leave little to be desired from the manufacturer's viewpoint; for when two samples of paint, intended to be alike in color, are placed side by side, especially if they be allowed to touch along a common edge, the trained normal eye can detect differences so minute that only an instrument of extraordinary precision could measure them. Greater precision is unnecessary, however, since when a paint is applied to its intended use, its color is likewise judged by the eye, and any departure in color not noticed in the factory would not be noticed elsewhere, other things being equal.

Long experience has disclosed two facts which render it imperative for the manufacturer to maintain an permanent set of standards as possible if he would lay any claim to uniformity in the color of his products. Despite a careful selection of materials and due attention to the grinding and mixing processes, a prescribed formula cannot be relied upon to produce a succession of batches all of one uniform color. It is especially true with formulas called for two or more pigments in admixture. Second, if in the course of the manufacturing process, the color of the paint is changed up to the next preceding one, without the intervention of a standard, there will ensue a drift away from the first batch that will soon be a pronounced difference in color. Apparently this occurs, whoever "does the matching," and it is not a matter of degree, but a definite direction. Under such circumstances standards are clearly necessary, and since the only words used in the "coloring" business are "hue," "saturation" and "brilliance," it has become widely customary to hold a master standard, against which the working standards are checked.

If these standards could be relied upon to hold their color unchanged for an indefinitely long time, the use of any sample of radiant energy which determine its capacity as a color stimulus are comparable, specific by its spectral distribution in the spectral reflection curve; inasmuch the curve practically defines and specifies the color of the paint so far as we are directly concerned.

When a painted surface is illuminated it reflects radiant energy in a selective way. The inherent properties of any sample of radiant energy which determine its capacity as a color stimulus are comparable, specific by its spectral distribution in the spectral reflection curve; inasmuch the curve practically defines and specifies the color of the paint so far as we are directly concerned.

The curve may become highly useful in another way, besides checking up standards. If a large consumer sends out for his on a special type and color of paint, it has always been necessary to furnish him a wet sample of the paint desired if any reasonably close match was desired. This is a method which is an unmitigated nuisance. With a carefully plotted curve in hand the manufacturer can furnish a reasonably close match for the paint from which the curve was derived and without any sample whatever, if he has at his disposal a good spectrophotometer. Matching a paint standard which may be located a long distance away, without any guide to color other than a plotted curve, may be regarded in the paint industry as a spectacular performance. Yet two members of sub-committee XVIII, working independently, demonstrated that this very thing could be done with a fair degree of accuracy the first time they ever tried to do it. With experience and practice it is highly probable that a wholly satisfactory performance can be attained.

M. C. MacDonald reported to the association the activities of the unfair competition bureau, of which he is in charge. The session was then adjourned.

Second Business Session

At the opening of the afternoon session, the following report of George B. Hecker,

F. L. Sultzberger

Wells Martin

Co-Chairmen of Committee on Cost Accounting

experience with accounting forms who have installed cost systems and then left you in a position where you could not intelligently operate such system. In the industry, it is the thought of your committee to have a very definite and important part of the activities of the cost bureau, as is the original installation, where installations are made in the plants of member firms. We feel that the cost-accounting in these plants should be checked up periodically and that all possible assistance should be rendered to the members. Of course, this service work would bring in very little revenue to the bureau. First, the funds from the association finances to continue the work. It is necessary to appropriate funds from the association finances to continue the work. It is necessary to appropriate funds from the association finances to continue the work. It is necessary to appropriate funds from the association finances to continue the work.

How soon this may come about, of course, depends on the interest shown by the member firms.

In years gone by, this committee has tried to control the interest of the members of the association specific matters which we felt were important and which should be taken care of by the association. Many of these, we felt, were frequently overlooked in the average plant, and we felt that we should attempt to bring them to the attention of the industry. We believe that every manufacturer here, no matter what the nature of his business may be, has an item of expense well worth considering in the goods which are returned to him for credit from customers and branch warehouses. Leaky and soiled packages, overstock change of finish or shades and other reasons are caused by these returns. These returns are caused by these returns. These returns are caused by these returns. These returns are caused by these returns.

Now in most plants the returns are deducted from the sales and when that is done the \$7,000 gross profit which has been lost on the transaction is taken care of by this charge against the sales. But how about the \$12,000 of the cost of such returns? This is a question you got it back? Can you ship it out again without the \$10,000 of the cost of such returns? You have extraordinary expenses in handling such material?

We believe it is not unfair to assume that not much over 60 percent of the original cost of the goods returned is recovered. The remainder in them after the return. Some of you may feel this figure is even too conservative, and other expenses must be deducted, may be a manufacturing loss on those returned goods. We are not sure of this, but we are sure of goods a year, according to our figures has an expense of \$100 per week on his returned goods.

If this weekly cost of \$100 appeared on the payroll or the power bill, of course it would be included in your costs. We would introduce it in knowing how many of you make provision for such expense in your cost figuring.

Now in the hotel where Mr. Blanke may be found and where he will be very glad to answer your questions. He will be very glad to answer your questions. He will be very glad to answer your questions. He will be very glad to answer your questions.

We will be pleased to answer any questions you may care to ask.

relationship of his association with the new organization.

F. B. Ingalls presented the following paper, which is a practical response to the color of paint without seeing the color of paint to be matched, and illustrated the process with lantern slides.

The Spectral Reflection Curve For Specifying Paint Colors

By F. B. Ingalls

This paper is a short discussion of color in reference to the report of sub-committee XVIII, of committee D-1, presented before the American Society for Testing Materials at its annual convention in June of this year. The report is of wide interest to the paint industry since it outlines a new method of specifying the color of paints.

In the advertising literature of the paint industry, and indeed throughout the industry, it is common for both pigments and the paints made from them to be referred to as "colors." "Hues" and "tints" are used to describe colors, and "paints" ready-mixed for application are commonly called "liquid colors," etc. Although the words "color" and "coloring" are used in a sort of commercial convenience, the habit should be discouraged because it is not scientifically permissible.

We may speak of the color of a pigment, the color of a paint, the color of a house, the color of a building, and the color of a landscape, etc., because these are descriptive expressions that do not lead to any confusion of terms. But in any discussion of color, as such, a sharp distinction should be made between the stimulus and the sensation; the cause and the psychological effect; the sending and the receiving end of the process of chromatic vision.

The colorimetry committee of the Optical Society of America defines color as follows: "Color is the general name for all sensations arising from the activity of the retina of the eye and its attached nervous mechanisms, this activity being, in nearly every case in the normal individual, a specific response to radiant energy of certain wave-lengths and intensities." Note that this definition covers not only colors having hue, but also all grays, blacks and whites, which have only brilliance without hue. Colors, sometimes referred to as the "chromatic colors," while the grays, blacks and whites are called the "achromatic colors." The series, as the term "achromatic colors," color, therefore, is the psychological result of a physiological process stimulated into activity by the physical force of radiant energy, and obviously no material substance can properly be called a color.

Any color can be fully described or characterized in terms of three fundamental attributes, sometimes referred to as the "color standards" of color, which have been variously called "hue," "saturation" and "brilliance," or "hue," "saturation" and "brightness," or "hue," "saturation" and "value." The optical society has suggested "hue," "saturation" and "brilliance" as the most desirable terminology, and we may accept it as the best for our purposes.

It should be carefully noted here that this specification of color is psychological and makes no reference whatever to the stimulus, thus leaving from the activity of the retina of the eye and its attached nervous mechanisms, this activity being, in nearly every case in the normal individual, a specific response to radiant energy of certain wave-lengths and intensities. Note that this definition covers not only colors having hue, but also all grays, blacks and whites, which have only brilliance without hue. Colors, sometimes referred to as the "chromatic colors," while the grays, blacks and whites are called the "achromatic colors." The series, as the term "achromatic colors," color, therefore, is the psychological result of a physiological process stimulated into activity by the physical force of radiant energy, and obviously no material substance can properly be called a color.

What is the "average" ability? If, in

Educational Bureau

It is fitting that the body or group of men known as the Educational Bureau of the Paint Manufacturers' Association of the United States and the National Varnish Manufacturers' Association should be mentioned first, as this is perhaps the most important single activity of the industry.

The educational bureau is composed of fifteen members, all of whom are leaders in the industry. Thirteen of these members are members of this association and annually our president appoints three members to the body. It receives its financial support from members of the industry, both within and without the two associations.

The work of the educational bureau is along very broad lines, covering matters of general interest having to do with the welfare of the entire industry. It has the responsibility and supervision over the scientific section, the production section, the sales section, the advertising and such other constructive activities as are deemed advisable, but all of which contribute to the advancement of the industry and safeguard the welfare of our members.

Within this group were conducted such constructive movements as that of flax development, the introduction of soyabean growing and using oil culture, the latter resulting in the formation of the American Tung Oil Corporation.

The great co-operative undertaking, the Save the Surface campaign, was initiated by a member of the educational bureau. This bureau's educational campaign is teaching the American public the great value of paint and varnish products, is rapidly increasing the use of paint and is building good will for all of us in the paint and varnish industry.

The scientific section of this bureau performs a service with which you are no doubt familiar, under the able direction of H. A. Gardner, research work is being carried on, which is carried on and technical information disseminated to the members, most of whom would be unable to acquire such information through their own commercial laboratories.

The promotion section of the bureau embraces the important subjects as the lengthening of the painting season, the promotion of spray painting, the establishment of schools for training apprentices and such other professional work as might be of benefit to the industry.

It might be of interest to know that our educational bureau has served as a model for a similar organization in Great Britain, which has recently been formed for technical research work on paints and varnishes, one-half of the financial support of this organization being supplied by the British Government.

Code of Ethics and Unfair Competition Bureau

Our industry is committed to a program of progress which is only possible by strict adherence to the principles of honesty and fairness to the public and to its members. Our two associations have subscribed to a code of ethics which is the basis of the code of ethics of all associations.

The purpose of this code is to protect the user and is helping to make our commercial life happier and more wholesome.

It is the duty of the members of our members that the industry shall be kept free from unfair methods such as graft, bribery, misrepresentation and to stand out for justice whenever or wherever they may make their appearance.

This association, together with the Paint Manufacturers' Association of the United States, is sponsoring a code of ethics bureau which guards us from the creeping in of unfair practices in many forms. It has been in operation for several years and has been the work of the unfair competition bureau through N. Q. Macdonald, who has charge of this department.

The very nature of the work precludes a detailed report from Mr. Macdonald but you may feel sure that there is no lack of industry or zeal in the administration of the office of this bureau.

Mr. Macdonald is an able attorney, has in addition to his activities in the unfair competition bureau, given invaluable assistance on legal matters as the food paint in the Hagen-McNary co-operative marketing plan, and the unfair trade practices in the district of Columbia regarding the storage of liquor.

Cost Accounting Bureau

A fine example of constructive associational work is that of our cost accounting bureau. This committee of five members, of which Willis Martin is chairman, has given several reports to the industry in the past in an effort to place before the industry proper methods of cost finding, the value of which is appreciated by all of us.

At our last annual meeting, our committee was authorized to join with the cost accounting committee of the paint manufacturers' association in the operation of a combined paint and varnish cost accounting bureau. This bureau has been organized with headquarters in Chicago, with F. L. Sulzberger as acting chairman, and is prepared to furnish to our members authoritative information and advice on paint and varnish cost accounting.

The bureau is ready to make surveys and render service as it so desired to our members, much less than the ordinary rates for commercial cost accounting. It is supported by contributions from the two associations, paint manufacturers' associations but it is believed it will be self-supporting in a short time. This work has been conducted by the chairman and his committee and I am sure is highly appreciated by our members.

Transportation, Legislation and Promotion

In a brief survey of the work of the year, it is only possible to touch lightly on the many activities of this association and its committees but it is well for us to know wherein our interests are being served.

During the greater part of the past twelve months, W. J. Pitt has been chairman of the transportation committee, also chairman of the legislative committee and promotion manager under the leadership of the educational bureau. This work has covered a multitude of duties and the accomplishments of Mr. Pitt and his associates have been many. All of the work has been covered by the transportation committee, but they are not all of them. (1) The opposing of adverse legislation affecting the paint and varnish industry; (2) the promotion of the use of mechanical painting equipment and opposition to the use of hand painting; (3) the promotion of the use of paint and varnish by the general public; (4) the establishment of schools for painting apprentices and the lengthening of the painting season. That is a partial list of the duties and constructive acts of Mr. Pitt and his associates but being home in the value of this work and the necessity for its continuance and support.

The officers of your association co-operated this year in the preparation of a new statistical

report which was compiled under the direction of Chairman Crawford of the manufacturers' committee. This report asks for confidential information that should be willingly supplied by all members of the industry.

Accurate information regarding the production of paints, varnishes and lacquers is needed by the industry to enable it to chart its course along safe and conservative lines in the years ahead and we urge that all of our members co-operate with the Department of Commerce in securing this valuable data.

Growth of Pyroxylin Lacquers

There has been a rapid increase in the production and use of pyroxylin lacquers in the past year. The 1925 Census of Manufactures showed seventeen establishments reported as making nitrocellulose lacquers, while in 1924 there were eighty-five concerns making these products, with a total output of more than eleven million gallons. No doubt, 1926 will see this production greatly increased.

The use of these products for industrial purposes is well established and growing very fast due to economies in production made possible by their use.

Brushing lacquers are now being marketed by many members of the industry and are being well received by the buying public. It seems fair to state that brushing lacquers are finding a definite place with the user of finish materials where the drying is desirable, but they have not as yet been on the market long enough to predict the final acceptance of the public.

The future use of brushing lacquers should not be predicted by an opinion based on the character of the product now being marketed. It is the opinion of those best informed that improvements in this type of product will be rapidly made. Solvents, which evaporate more slowly and have a less objectionable odor, are already being offered, which together with better formulating and improved manufacturing

processes, will, without doubt, enable the manufacturer to produce a product that will have far greater sales possibilities than the brushing lacquers of today.

Advancement in the use of brushing lacquers by the mechanic for automobile work is being made, but progress in this field is being made, but progress in this field is being made, but progress in this field is being made.

There are a number of successful lacquer makers who should be eligible to join this association. Their membership in this association would be advantageous to us and of benefit to them. It is hoped that these manufacturers may join with us thereby lending their influence and support to the two principles and ideals of our organization.

My experience during the past year as president of this organization has been most pleasant and valuable to me. I have opened my eyes to the generous and unselfish attitude of the fine men of our industry with whom I have come in close contact, and it is my hope that the aims, ideals and benefits of this organization may be better understood and appreciated by them.

In conclusion I wish to thank the officers, directors and members of this association and sincerely given their time and effort to the attainment of this association during my administration.

This report was accepted.

President Graves then announced the appointment of the following nominating committee: H. J. Chapman, W. E. Canine, J. E. Lord, E. F. Hopp and E. H. Hancock.

Secretary George V. Horgan reported briefly on the activities of his office during the past year. Secretary-treasurer George R. Hancock made the following report of his office for the year:

Secretary's Report

The report of your membership committee will show that five new members have been admitted since your last meeting. Credit for this increase is due largely to the excellent work of the chairman of your committee, Roy W. Lindsey, who this year continued energetically the work inaugurated by him in 1925.

The total membership is now 112, of whom are also members of the Paint Manufacturers' Association of the United States.

Under instructions of your board of directors I attended the Western zone convention of the Paint Manufacturers' Association at Del Monte in July, visiting en route the trade in Los Angeles, San Francisco and Seattle.

The association is now in a position to have two San Francisco manufacturers, with reasonable expectations of two or three more in the near future.

Circumstances justified this trip, but I do not think that it should be made an annual affair, since it is necessarily costly in time and money.

An opportunity has arisen, your secretary has been glad to serve your various committees.

In June I had the pleasure of addressing the production men's club of Toronto.

Your members' expense book, first issued some six or seven years ago, maintains its popularity and appears to have become the standard in both the paint and varnish industry. Sales during the past year aggregating 10,450 copies.

The year book was issued and mailed to members early in the current year. With the approval of your board of directors, the resume of proceedings of your last annual meeting was issued as a measure of economy in a single pamphlet, with the corresponding report of the Paint Manufacturers' Association of the United States.

Since last meeting only one service bulletin has been issued, "The Use of Princeton Top Cans for Oil Colors." As indicated in my last annual report, the work of the production clubs has largely obviated the need for these bulletins.

What follows in this report practically duplicates my report on the same subjects to the Paint Manufacturers' Association of the United States.

At your last annual meeting you accepted unanimously a recommendation of your committee on organization that the presidents of this association, the National Varnish Manufacturers' Association and the National Paint, Oil and Varnish Association be constituted a committee to put into effect certain recommendations looking to the engagement of George V. Horgan as general manager and the consolidation and correlation of the work of the association and of the National Paint Manufacturers' Association of the United States.

The committee appointed in accordance with this recommendation, with the approval of the boards of directors of the two associations concerned, promptly proceeded with the task, and on January 1 Mr. Horgan assumed his duties as general manager of the association and their activities. The headquarters of the Save the Surface campaign were removed to New York and placed under the direct supervision of the general manager, where the campaign has been operating since July 1. Other readjustments are to be made as this advisability appears.

William J. Pitt, who in March, 1925, was appointed an assistant to your secretary and as promotion manager, who also served as chairman of the joint traffic committee of the three affiliated associations and as vice-president of our central legislative committee, resigned from the service of the association at the end of August. He fulfilled his multifarious duties with diligence, intelligence and conspicuous success.

At a meeting of your board of directors in Cleveland on April 7, 1926, in conformity with a recommendation of the general manager, a committee was appointed to not with a similar committee of the National Varnish Manufacturers' Association to recommend such revision of the by-laws as might be found advisable to meet the recommendations of the consolidation of duplicate committees.

This committee has since that time been in view of the unanimous opinion of both boards of directors and of the educational bureau, that the two manufacturers' associations should be consolidated, has not attempted to revise the present by-laws, but has prepared a constitution and by-laws for a consolidated association.

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This committee has since that time been in view of the unanimous opinion of both boards of directors and of the educational bureau, that the two manufacturers' associations should be consolidated, has not attempted to revise the present by-laws, but has prepared a constitution and by-laws for a consolidated association.

At our directors' meeting, held in Cleveland on April 7, this proposal was brought up for discussion, and our directors were of the opinion that such consolidation would be desirable, but felt that the time had not yet arrived for such action. Within the past few months, however, there has been a decided sentiment toward the consolidation of the two manufacturers' associations. This has been brought about, I believe, by the favorable reaction on the part of our members concerning the employment of a general manager to administer the affairs of our two associations, the wisdom of which move has been fully proven.

The officials and directors of the two associations, having a closer contact than the other members with the work being done, have seen the great possibility for further simplification and the elimination of duplication of effort by combining these two associations and are asking for the approval of such an amalgamation at this time.

The committee feels that a complete explanation should be given to the members concerning the proposed consolidation, realizing that the wisdom of such action might not be entirely clear, especially to those who are not in as close touch with the associational work as the officials and directors.

According to the figures in our 1926 year books, the National Varnish Manufacturers' Association has a membership of 112; the Paint Manufacturers' Association of the United States has a membership of 154. There are 38 concerns that are now members of both associations. In other words, 20 percent of the entire membership is duplicated in the two associations.

Our secretary, Mr. Hoekel, estimated that at least 75 percent of the members of the Paint Manufacturers' Association are varnish makers. Practically all members of the National Varnish Manufacturers' Association are varnish makers. There are within these associations two sets of officers and directors, totaling twenty-one in each association. Of these, ten are in the committees, eleven are duplicated in the two associations.

Both associations are vitally interested in the major activities of the industry, such as the Clean Up and Paint Up campaign, the Save the Surface campaign, unfair competition, educational bureau, and cost accounting. The financial support for these activities comes from the membership of both associations. You know, under the present arrangement these associations have the same general manager and the same secretary-treasurer.

It seems, therefore, that the interests of the members of both groups are very much the same and that little reason exists for two separate organizations, requiring duplication of officers, directors and committees. It is a confusion in the minds of the members and is an unnecessary burden to many busy men in the industry.

It is, without doubt, the desire of the entire membership to see the associational work of the industry radically simplified and cleared so that it may be easily understood by all. This proposed consolidation is an important step in bringing it about. It proposes a paragon organization whose by-laws will clearly define the relationship of the organization to each of its activities and which fixes the responsibility at a central point.

The process to merge these two associations into one organization goes further than the consolidation itself in that it carries the recommendation of your directors that the consolidated association be incorporated. There are two broad reasons for incorporation, the first being that the association could then own property, and the second is that the association could be valued or sold through the sale of any of its activities could be endowed. It has been suggested that certain members might wish to endow one or more of the industry

paint and varnish manufacturing members. The board of that association, however, decided that in view of the noninterest of the majority of its members in the subject, such procedure would be unwise.

I take the liberty of suggesting that conservative provision might be made relieving members of the obligation to submit, without the power of self-defense, to unfair competition of this kind. I would also suggest that the agreement itself might well be revised, clarified and simplified during the coming year by a competent committee familiar with the subject.

On the recommendation of the general manager a joint program of this meeting and other meetings of this week has been printed and distributed in advance.

Reports of committees received up to October 1 have also been printed and distributed, the reports for the two manufacturers' associations in a single pamphlet.

Your association, as in the past, has continued to serve you well and efficiently both in defense of your rights and in promotion of your interests. It serves as much by what it prevents as by what it does; but you know better than I that it is a powerful influence for good within the industry and for good repute in the world at large.

After discussion, led by President Graves, a motion was made for the appointment of a committee to investigate alleged abuses of datings. It was also proposed that the matter of revising the nonexchange agreements and that of dating practices be investigated.

Membership Report

R. W. Lindsey, chairman, reported as follows for the membership committee:

During the past year the eligible list of prospects has been actively canvassed by the membership committee, and as a result your committee has the privilege of reporting the following new members obtained since the last meeting of the association: Hill, Hubbard & Co., San Francisco, Cal.; Pacific Ink Company, San Francisco, Cal.; Pacific Paint & Varnish Company, San Francisco, Cal.; Knox Varnish Company, Buffalo, N. Y.

Inasmuch as there have been no resignations or expulsions, the total membership of the association is now 112, the highest on record.

The report on legislation, to have been presented by A. S. Somers, was postponed to the joint session.

Report on Consolidation

Under the heading of "new business," Vice-President Hall again took the chair, while President Graves, as chairman of the committee on consolidation, presented the formal report covering this merger, which was as follows:

The matter of combining in one organization the National Varnish Manufacturers' Association and the Paint Manufacturers' Association of the United States has been considered and discussed over a period of several years without any crystallized opinion on the part of our members.

At our directors' meeting, held in Cleveland on April 7, this proposal was brought up for discussion, and our directors were of the opinion that such consolidation would be desirable, but felt that the time had not yet arrived for such action. Within the past few months, however, there has been a decided sentiment toward the consolidation of the two manufacturers' associations. This has been brought about, I believe, by the favorable reaction on the part of our members concerning the employment of a general manager to administer the affairs of our two associations, the wisdom of which move has been fully proven.

The officials and directors of the two associations, having a closer contact than the other members with the work being done, have seen the great possibility for further simplification and the elimination of duplication of effort by combining these two associations and are asking for the approval of such an amalgamation at this time.

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Both associations are vitally interested in the major activities of the industry, such as the Clean Up and Paint Up campaign, the Save the Surface campaign, unfair competition, educational bureau, and cost accounting. The financial support for these activities comes from the membership of both associations. You know, under the present arrangement these associations have the same general manager and the same secretary-treasurer.

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The process to merge these two associations into one organization goes further than the consolidation itself in that it carries the recommendation of your directors that the consolidated association be incorporated. There are two broad reasons for incorporation, the first being that the association could then own property, and the second is that the association could be valued or sold through the sale of any of its activities could be endowed. It has been suggested that certain members might wish to endow one or more of the industry

(C) Drake Studio
Chairman on Membership



Harry A. Hall
Presided During Report on Merger

association to be known as the American Paint and Varnish Manufacturers' Association, which will be offered for your consideration, by the board of directors of the association. It is proposed that this new association include manufacturers of lacquers as well as of paint and varnish.

The proposal is in line with the promotion of simplification, efficiency and economy of time and effort. It is hoped that the members will be slightly increased under the proposed by-law governing dues.

The year your board of directors has held two meetings: at Cleveland, Ohio, April 7, and at Washington, D. C., the annual meeting of the board at its last annual meeting there have been joint meetings with members of the Paint Manufacturers' Association of the United States on both occasions.

At your last meeting four complaints of exchange of varnish and paint products, involving members of the association on both sides, have been brought to my attention and satisfactorily adjusted. During the same period three other cases wherein the complainants were members of the association, but the offenders were non-members, have been brought to my attention. In each case I have used my good offices, but have been successful in one case only. In both the other cases the offending party was a member of the National Paint and Varnish Association, and, accordingly, through the general manager, I suggested that the association adopt the non-exchange agreement to govern its wish to endow one or more of the industry

activities which could readily be done through the incorporated association.

Some small economies may be effected by this amalgamation, having to do with the carrying on of routine work, but the greater economies lie in the saving of time and effort on the part of many men in the industry whose work in the association is being more or less duplicated.

Following this, there will be a report by F. P. Chessman, chairman of the committee on the revision of constitution and by-laws, which will be thoroughly explanatory, but I wish to call to your attention those sections pertaining to the new schedule of annual dues and standing committees, both of which have been considered jointly by this committee and Mr. Chessman's committee.

In fixing the new schedule of dues, these committees have endeavored to increase somewhat the annual income of the combined associations. This has been accomplished without undue hardship to any member and by basing the schedule on Don's mercantile rating of each member. The old schedule was based on capital employed as stated by the member and contained many inconsistencies. Moreover, many of the old ratings were obsolete and needed revision. It is hoped that this schedule of dues will be approved, which will put the new association in a sound financial condition.

With the thought in mind that there are certain problems and matters of interest may arise peculiar to those groups which manufacture chiefly for export, the committee has provided in the new by-laws that standing committees, with not fewer than five members appointed by the board of directors, may be created to represent each group mentioned. These committees may be larger if so desired and should include representatives from each group. It is felt that by this means any particular problems of the individuals of the various groups considered apart from the others if so desired.

A report on this proposed consolidation was made to the executive bureau of the National Paint Manufacturers' Association at its meeting in New York, September 29. The educational

bureau unanimously approved of the consolidation and passed a resolution recommending its approval by the board of directors of the National Paint Manufacturers' Association. The board of directors of the National Paint Manufacturers' Association has unanimously approved the consolidation.

Following Mr. Graves' report, Luddington Patton presented a resolution approving the report and the proposed consolidation. This was seconded by J. H. McNulty, who said that while he had formerly opposed this consolidation, he now believed that it had become entirely desirable. He was followed by Henry L. Calman, J. Sibley Felton, Charles H. Koh, D. A. Kohn and W. R. Carnegie, all of whom expressed hearty approval of the proposed change. F. H. Callahan said that while he supported the proposition, he felt that the largest efficiency might be secured in the smaller groups. After final remarks by President Graves, the association went on record as unanimously favoring the consolidation of the National Paint Manufacturers' Association with the Paint Manufacturers' Association of the United States, provided that the association should be resolved by the latter organization.

President Graves then announced that the final consideration of this step would be taken at a meeting of the two associations to be held the same evening in the Mayflower Hotel. After the adoption of a motion proposed by H. L. Calman, in which he expressed his confidence in the excellent work that had been accomplished for this branch of the industry in the administration of President Graves, the meeting was adjourned, closing, with its twenty-fourth annual convention, separate existence of the National Paint Manufacturers' Association.

agreement were carefully considered and shortly thereafter, at a meeting of the board of directors at a special meeting in Cleveland on April 7, 1926. At the suggestion of the educational bureau, a subsequent joint committee was appointed to consider consolidation of the National Paint Manufacturers' Association and the Paint Manufacturers' Association of the United States. This committee, with A. D. Graves of the Varnish group as chairman, has worked in close conjunction with the committee on revision of constitution and by-laws of which F. P. Chessman is chairman. There have been frequent meetings attended by your officers and the general manager at considerable sacrifice of time and energy. The findings of these committees, meeting in conjunction, have been approved by your board of directors and will come before you in convention for discussion and adoption. Information pertaining to this matter has been freely circulated in the monthly bulletin and in the various trade journals. The associations themselves seem to be a widespread sentiment in favor of consolidation and your president confidently recommends the pursuit of such a course as reasonable and desirable from every standpoint.

The days through which we are now passing will long be remembered as the 25th year of our existence as a free and independent nation. This happy event is celebrated by an international exhibition in the city of Philadelphia, in which all the nations of the world have been invited to participate. The exhibits, amounting in value to millions of dollars, are being shown in the city of Philadelphia, in which all the nations of the world have been invited to participate. The exhibits, amounting in value to millions of dollars, are being shown in the city of Philadelphia, in which all the nations of the world have been invited to participate. The exhibits, amounting in value to millions of dollars, are being shown in the city of Philadelphia, in which all the nations of the world have been invited to participate.

Two Old Members
As a matter of historical moment it is interesting to note that at least two of the members of our association have been in business considerably more than 100 years. They are the Devoe & Raynolds Company and John T. Lewis & Brothers Company. These houses were established in Colonial days, making them older than the government itself, and the eminent influence in the commercial world to which they have attained is a pleasant commentary on the integrity of their business conduct for almost two centuries.

The year now closing has been a very happy one for your president, although he has found it to be a very busy one. In all that he has tried to do he has been greatly helped and encouraged by President Robinson of the National Paint and Varnish Association. President Graves of the National Varnish Manufacturers' Association, your board of directors, General Manager Horgan, Secretary Heckel, and all the committees who have worked so faithfully in their appointed tasks. In addition, he gratefully acknowledges the loyal support of every member of the association. His sense of the sort of co-operation lies the reason for the success which has attended our efforts. He deeply appreciates the honor of presiding at this annual meeting, which may possibly be the last convention of the paint manufacturers' association as such. However, he will be glad to see no regret expressed if our activities are merged into the proposed American Paint and Varnish Manufacturers' Association which will forthwith move forward to our better judgment and which promises to honor the glorious history of its ancestry.

The name of our organization hereafter is much less important than the spirit of our cooperative endeavor. While we face the stern realities of business with its investment of capital, its consumption of energy, its loss of time or gain, its difficult problems and its responsibilities to the social order, let us move forward harmoniously with minds open to the light of unfolding knowledge, with hearts full of enthusiasm, with brotherly confidence in each other, and with brotherly confidence in each other as we strive to accomplish the purposes for which we stand as an important and honorable industry.

On motion, Mr. Felton's address was received and read. He then appointed the following committee on nominations: Herbert W. Rice, Chairman; J. T. Minihugh, N. B. Gregg, L. T. Meale and E. S. Phillips.

General Manager George V. Horgan presented a brief report covering the activities of his office during the past year. During the month of January, 1926, he was followed by Secretary George B. Heckel, whose report for the year 1925 was received and read. The association of 1925, and was, in full, as follows:

Secretary's Report

The report of your membership committee will show that six new members have been added since our last annual meeting, but because of two resignations, two associations and two failures, and one dropped for non-payment of dues, the net total is reduced by one, to 168.

The resignation of the Advance Paint Company of Indianapolis, was received shortly after your annual meeting, but because of certain conditions affecting this resignation, it was not accepted, but the member was dropped from the list.

It is gratifying to note a gradual increase of admissions from the Pacific coast cities. One half of the new associations being from that section, it is hoped that more and more will be other accessions from the coast cities in the near future.

At your last annual meeting you accepted unanimously a recommendation of your committee on organization that the presidents of the Paint Manufacturers' Association, the National Paint Manufacturers' Association, and the National Paint, Oil and Varnish Association, be constituted a committee to put into effect certain recommendations looking to the engagement of George V. Horgan as general manager of the consolidation and correlation of the work of the Paint Manufacturers' Association of the United States and the National Paint Manufacturers' Association.

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At a meeting of your board of directors in Cleveland on April 7, 1926, in conformity with a recommendation of the general manager, a committee was appointed to act with a similar committee of the National Paint Manufacturers' Association to recommend such revision of the by-laws as might be found advisable and to make recommendations as to the consolidation of duplicate committees.

Steps Toward Consolidation

This committee has held several meetings, but in view of the unanimous opinion of both boards of directors and the educational bureau that the two manufacturers' associations should be consolidated, has not attempted to revise the present by-laws, but has proposed a constitution and by-laws for a consolidated association to be known as the American Paint and Varnish Manufacturers' Association, which will be offered for your consideration, with the approval of both boards of directors. It is proposed that this new association include manufacturers of lacquers as well as of paint and varnish.

The proposal is in line with the promotion of simplification, efficiency and economy of time and effort. The net income of the associations will be slightly increased under the new by-law governing dues.

During the year your board of directors has held two meetings at Cleveland, Ohio, April 7 and 8, 1926, and one at St. Louis, Missouri, meeting October 8.

In conformity with a resolution of the board of directors, the board of directors of the National Paint Manufacturers' Association on both occasions.

Under instructions by your board of directors, attended the zone convention at El Monte, California, visiting en route the trade in Los Angeles, San Francisco and Seattle. The applications of the two new members admitted from Los Angeles and San Francisco were obtained during these visits, and there is good reason to expect that others will follow.

I believe that, in the circumstances, this trip was justified, but I do not think that annual visits are necessary.

On the recommendation of the general manager, a joint program for this meeting and other meetings of this week has been printed and distributed in advance.

Reports of committees received up to October 1 have also been printed and distributed. Reports for the two manufacturers' associations in a single pamphlet. This economical procedure was also followed, with the consent of your board of directors, in printing the returns of the last annual meetings of the two associations.

Adjustment of Complaints

Since our last meeting, four complaints of exchange of paint, involving members of the association on both sides, have been brought to my attention and satisfactorily adjusted. During the same period three complaints wherein the complainants were members of this association, while the offenders were non-members, have been brought to my attention. In each case I have used my good offices, but have been successful in one case only. In both the other cases the offending party has been a member of the National Paint, Oil and Varnish Association, and accordingly, through the general manager, I suggested that the association adopt the non-exchange agreement to govern its members. This suggestion was during members. The board of that association, however, decided that in view of the non-interest of the majority of its members in the subject, such procedure would be unwise.

It is the liberty of suggesting that competitive provision might be made relative to the power of self defense. The position of the kind, I would be unfair competition. The agreement itself might well be revised, clarified and simplified during the coming year by a competent committee familiar with the subject.

The year book of the association was prepared and issued as usual, but unfortunately the first printing was done during the secretary's illness, immediately after a change of office personnel and without adequate proof-reading. A corrected edition was therefore immediately printed and distributed at the cost of the secretary.

The monthly bulletin was issued regularly as usual up to and including the issue for February, when it became the bulletin of the three co-operating associations. The bulletins have been issued and mailed monthly to all members of the three associations and to such manufacturers of paint and varnish as are not members of any of the three. The cost is divided equally between these organizations, the National Paint, Oil and Varnish Association paying one half.

During the month of June I had the pleasure of addressing the Toronto Club of Paint and Varnish Superintendents. The work of these clubs has steadily grown in interest and value to the industry. They form an important link in our co-ordinated associations and this year are represented on the program of our joint meeting by three speakers who will present papers of great practical value.

Your several committees and organizations which in present detailed reports of their work and activities, your secretary has been glad to serve these committees whenever the opportunity has arisen.

Your association, as in the past, has continued to serve you well and efficiently, both in advocacy of your rights and in promotion of your interests. It serves as much by what it prevents as by what it does; but you know that it is doing its best to promote the good within the industry and for good repute in the world at large.

The report for the secretary-treasurer was duly received, and the association next heard the report of the membership committee, by C. Dunning French. This report was as follows:

Report on Membership

Since your last meeting six new members have been admitted, as follows: Pacific Paint & Varnish Company, San Francisco, Calif.; Sillers Paint & Varnish Company, Los Angeles, Calif.; Hill Hubbard & Co., New York, N. Y.; Olin, Monroe, Lederer & Tausig Company, Philadelphia; Standard Varnish Works, New York; International Laboratories, Inc., St. Boniface, Winnipeg, Canada.

During the same period there have been two resignations, the Kentucky Paint, Oil and Varnish Association, and the Kentucky Paint, Oil and Varnish Association, which two members lost through liquidation of their business. Latamont, Crane & Ranney Company, Louisville, Kentucky, and Columbia Paint Company, Ohio, have also been dropped from the association. Texas, and two through consolidation of McPherson & McGinnity Company, with McCarty & McGinnity Company, and Wagoner Paint & Glass Company, with Conner & Glass & Paint Company, Kansas City, Missouri, and one dropped for non-payment of dues, a net loss of one.

Some 100 members have been dropped from their intention to apply for admission in the near future.

The total membership is now 163.

A report of the membership committee would not be complete without calling attention to the good work which is being accomplished by

Paint Manufacturers' Association Terminates Its Separate Existence Organization in Twenty-seventh Annual Meeting at Washington Approves Consolidation with Varnish Manufacturers

The twenty-seventh annual convention and the last meeting of the Paint Manufacturers' Association of the United States was held Monday, September 27, at the Mayflower Hotel, Washington, D.C. The convention was called to order at 2:30 o'clock by J. Sibley Felton, of Philadelphia, president of the association. After the appointment of J. F. Kirtess as secretary-at-large, D. S. Horgan, vice president, took the chair while the president presented his annual address, as follows:

President's Address

The session in which we are now convened marks the twenty-seventh meeting of our association, and it must be apparent that our organization carries the dignity of years as well as the grace of youth. Since our last annual meeting we have made considerable progress in the industry which claims our daily thought and attention. The board of directors met in special session on April 7, 1926, and was authorized to consider several recommendations from the committee on organization and joint management whose appointment was authorized a year ago. The general routine of association work has followed the usual course, but in greater volume than heretofore.

Special attention is called to the work of the educational bureau, which is now varied but is of exceeding importance. Its activities have been published in successive issues of the monthly bulletin, and it represents the best thought of the leading men of our industry backed up by unflinching devotion of time and energy for the benefit of every member of the association. The contribution of these men, thus rendered, really of very generous proportions and should be approximately valued only by those whose privilege it is to work with them.

Trade Promotion Work

The Save the Surface campaign is more firmly established and could do much more effective work if the requisite funds were available. In helping this campaign every member of the association is helping his own business. This is one of the reasons for seeing a mutual financial support of this very worthy and commendable movement. One of the particular lines of work in connection with the development of the campaign is that carried on by the sub-committee on trade and sales promotion, at which your president has been acting as chairman. This sub-committee has been in helpful contact with the National Paint Distributors' Conference, the Advertising and Sales Managers' Conference, the International Association of Advertisers and Painters, Decorators and the National Association of Save the Surface Salesmen, with the idea of increasing and strengthening the membership of these organizations, promoting local sales drives for fall seasons and making every effort to obtain of our good friends is to triple the industry by the year 1931. In all this work we have been very gratifying results.

The Clean Up and Paint Up campaign bureau continues its excellent work in a field which widens with every year. This movement is enlisted the support of the public in larger measure year by year, and the annual reports show very gratifying results.

During the year much has been accomplished in trade promotion, traffic and legislation by William J. Pitt, promotion manager, who resigned August 1, 1926, after serving with great zeal and effectiveness in all the work assigned to him.

The city of Washington is the home of the Institute of Paint and Varnish Research, established by Henry A. Gardner, director of the scientific section of the National Bureau of Standards. The many good things produced by this laboratory are well known to all.

The association, Mr. Gardner and his staff are alive to every opportunity and their work of development is a valuable contribution to the progress of our industry.

The line of endeavor pursued by the Federal Trade Commission is an important factor in the development of the industry and its accomplishments during the year show splendid results.

The matter of cost accounting is of increasing interest and has been well handled by the committee in charge.

Simplification has been brought to a satisfactory basis and our members have been glad thus to co-operate with Federal authorities. Max development is still a factor of prime importance in the industry. Whatever support it may need should be given willingly and cheerfully.

The manufacture of lacquer and the market-

ing thereof have engaged wide attention among our membership. Intensive research has resulted in rapid development. The product is not only comparatively new, but it evokes widespread interest and is likely to supplant some of the old-time standard finishes.

The output of our products and the volume of sales have been under consideration for many years. This discussion has resulted in practical purposes. This schedule has been approved by your board of directors and has been pronounced satisfactory to the Department of Commerce. In order to make these statistics valuable to the industry it is hoped that every manufacturer of paint, varnish or lacquer will report figures promptly to the government every six months as requested.

Plans for Consolidation

Early in the year the recommendations of the committee on organization and joint man-

agement were carefully considered and shortly thereafter, at a meeting of the board of directors at a special meeting in Cleveland on April 7, 1926. At the suggestion of the educational bureau, a subsequent joint committee was appointed to consider consolidation of the National Paint Manufacturers' Association and the Paint Manufacturers' Association of the United States.

This committee, with A. D. Graves of the Varnish group as chairman, has worked in close conjunction with the committee on revision of constitution and by-laws of which F. P. Chessman is chairman. There have been frequent meetings attended by your officers and the general manager at considerable sacrifice of time and energy. The findings of these committees, meeting in conjunction, have been approved by your board of directors and will come before you in convention for discussion and adoption.

Information pertaining to this matter has been freely circulated in the monthly bulletin and in the various trade journals. The associations themselves seem to be a widespread sentiment in favor of consolidation and your president confidently recommends the pursuit of such a course as reasonable and desirable from every standpoint.

The days through which we are now passing will long be remembered as the 25th year of our existence as a free and independent nation. This happy event is celebrated by an international exhibition in the city of Philadelphia, in which all the nations of the world have been invited to participate. The exhibits, amounting in value to millions of dollars, are being shown in the city of Philadelphia, in which all the nations of the world have been invited to participate. The exhibits, amounting in value to millions of dollars, are being shown in the city of Philadelphia, in which all the nations of the world have been invited to participate.

As a matter of historical moment it is interesting to note that at least two of the members of our association have been in business considerably more than 100 years. They are the Devoe & Raynolds Company and John T. Lewis & Brothers Company. These houses were established in Colonial days, making them older than the government itself, and the eminent influence in the commercial world to which they have attained is a pleasant commentary on the integrity of their business conduct for almost two centuries.

The year now closing has been a very happy one for your president, although he has found it to be a very busy one. In all that he has tried to do he has been greatly helped and encouraged by President Robinson of the National Paint and Varnish Association. President Graves of the National Varnish Manufacturers' Association, your board of directors, General Manager Horgan, Secretary Heckel, and all the committees who have worked so faithfully in their appointed tasks.

In addition, he gratefully acknowledges the loyal support of every member of the association. His sense of the sort of co-operation lies the reason for the success which has attended our efforts. He deeply appreciates the honor of presiding at this annual meeting, which may possibly be the last convention of the paint manufacturers' association as such. However, he will be glad to see no regret expressed if our activities are merged into the proposed American Paint and Varnish Manufacturers' Association which will forthwith move forward to our better judgment and which promises to honor the glorious history of its ancestry.

The name of our organization hereafter is much less important than the spirit of our cooperative endeavor. While we face the stern realities of business with its investment of capital, its consumption of energy, its loss of time or gain, its difficult problems and its responsibilities to the social order, let us move forward harmoniously with minds open to the light of unfolding knowledge, with hearts full of enthusiasm, with brotherly confidence in each other, and with brotherly confidence in each other as we strive to accomplish the purposes for which we stand as an important and honorable industry.

On motion, Mr. Felton's address was received and read. He then appointed the following committee on nominations: Herbert W. Rice, Chairman; J. T. Minihugh, N. B. Gregg, L. T. Meale and E. S. Phillips.

General Manager George V. Horgan presented a brief report covering the activities of his office during the past year. During the month of January, 1926, he was followed by Secretary George B. Heckel, whose report for the year 1925 was received and read. The association of 1925, and was, in full, as follows:

The report of your membership committee will show that six new members have been added since our last annual meeting, but because of two resignations, two associations and two failures, and one dropped for non-payment of dues, the net total is reduced by one, to 168.

The resignation of the Advance Paint Company of Indianapolis, was received shortly after your annual meeting, but because of certain conditions affecting this resignation, it was not accepted, but the member was dropped from the list.

It is gratifying to note a gradual increase of admissions from the Pacific coast cities. One half of the new associations being from that section, it is hoped that more and more will be other accessions from the coast cities in the near future.

At your last annual meeting you accepted unanimously a recommendation of your committee on organization that the presidents of the Paint Manufacturers' Association, the National Paint Manufacturers' Association, and the National Paint, Oil and Varnish Association, be constituted a committee to put into effect certain recommendations looking to the engagement of George V. Horgan as general manager of the consolidation and correlation of the work of the Paint Manufacturers' Association of the United States and the National Paint Manufacturers' Association.

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our secretary, George B. Heckel, and this committee wish to extend to him our thanks.

Proposal of Consolidation

The matter of the consolidation of the Paint Manufacturers' Association of the United States and the National Varnish Manufacturers' Association was presented to the convention by A. D. Graves, chairman of the joint committee. This report was the same that was presented to the National Varnish Manufacturers' Association at its meeting Monday forenoon (see page 68).

Luddington Patton presented a resolution similar to the one that had been offered to the National Varnish Manufacturers' Association (see page 71), and it received the unanimous support of the members of the convention.

On motion, Mr. Graves's report was

unanimously adopted with the thanks of the association for Mr. Graves as chairman and for members of his committee who had labored with him.

President Felton, in announcing the adjournment of the meeting, called attention to the exhaustive exhibit of the National Clean Up and Paint Up campaign which was stationed in the lobby asking the members to give it their careful consideration.

Frank J. Cheesman read a telegram from the Cincinnati, Ohio, Chamber of Commerce, and from the Cincinnati Paint, Oil and Varnish Club, inviting the association to hold its 1927 convention in that city. This was referred for action to the executive committee.

President Felton announced the joint session of the two associations to be held in the evening. The convention was then declared adjourned.

throughout the year, covering a proposed specification for mineral spirits, the dilution of varnish, and the straining of paint and enamel products, will unquestionably prove interesting and instructive.

The presentation of a paper by each club has also been the work of this committee, and this feature will be viewed with great interest. Arranging a joint meeting with our parent associations is quite an accomplishment, and I am sure we all feel particularly proud of their activities in this direction.

This committee since its inception has unquestionably filled a long-felt want and appears to be the medium by which our organization is being drawn closer together. Their work presents the opportunity for a union of activities, bringing each club in close contact with a given subject or problem and creating a closer relationship between all clubs, which certainly is a desirable feature.

Considerable attention has been given to our digest, the idea being to have same published on a given date; complete information as to time and place of meetings and complete reports covering all meetings. Many members have reported they do not receive the digest, and to overcome this difficulty mail-

for the use of metal containers for rosin; the purchase of rosin by net weight, and the purchase of turpentine by the pound.

They also considered a questionnaire on a uniform identification system for raw material containers, the report of which you will hear today.

The various clubs in addition to having speakers on a variety of subjects, have devoted considerable time to the study of special problems and have offered suggestions for improvements in government specifications, and the work in this direction no doubt will be covered in their reports.

To better suit the growth of our federation it seemed advisable to amend our by-laws, and for this purpose a committee consisting of our past officers, Messrs. Howe, Fausg and Cooke, was appointed, and the result of their work has been published in the digest, as well as mailed to the secretaries of all clubs as per our present by-laws, and will be presented to you today for action.

The object of the proposed changes in our by-laws is to have a better and smoother working organization, which will tend to eliminate the delays between administrations and speed up our activities.

It is the desire of all to make our work worth while, and to accomplish this we must have a goal, and in my opinion our goal is to establish accepted practice in our industry. Suggestions as made by our past presidents and our various clubs all lead to this end, but each incoming administration brings new ideas and, unfortunately, suggestions of the past are temporarily forgotten and neglected. To accomplish an end we must have a continuation of the work started, and we believe a step in this direction is taken should we adopt the proposed revision of our by-laws and have a board of directors.

Our federation is the key organization, and the clearing house for the industry, and should function as such. The selection of crude materials and the formulation of our finished products is mostly, if not entirely, in the hands of members of our federation, and this being true, we should make an earnest effort to carry out suggestions made in the past to not only draw up suitable standards, but also acceptable tests bearing the endorsement of our federation and published as such. The fact that most of our members are connected with the American Society for Testing Materials and the American Chemical Society supplies the connecting-link for this work, and if followed through will certainly give our organization greater prestige. In addition, we have the Institute of Industrial Research under the direction of Mr. Gardner, whose wonderful work has done so much for the advancement of knowledge in our field, and I feel sure if we can keep working along the lines as laid down by prior administrations we will, in a short time more than substantiate the vision of our founders.

Work during the past year with the plant managers' committee has indicated this committee would function to better advantage if divided into groups or sub-committees, each group reporting on a given subject; their suggestions and recommendations being acted upon by all clubs, and finally by the federation as a whole. Work of this kind would cover analytical methods, specifications, pigments, oils and varnishes, lacquers and solvents, factory practice, etc., and a continuation of this work would eventually establish standards and methods which would bear the endorsement of our federation.

We have a great number of problems to solve in our industry which time will not allow to be covered in this report, but if we can get into operation the necessary machinery it is only a question of time to accomplish our mission in life, and our salvation at the

Federation of Production Clubs Wants Naval Stores by Weight

Metal Packages for Rosin Also Find Favor with Plant Superintendents—Toronto Man Is New President

The Federation of Paint and Varnish Production Clubs held its annual meeting in the Mayflower Hotel, Washington, October 11. Business sessions were held in the forenoon and in the afternoon, under the direction of W. P. Werner, president. The production men had a banquet in the evening of the same day, J. R. MacGregor officiating as toastmaster.

Officers were elected as follows:—President, C. O. McKewen, Imperial Varnish and Color Company, Toronto, Ont.; vice-president and treasurer, E. J. Cole, Hilo Varnish Corporation, Brooklyn; Members of the executive committee, J. E. Kortum, Certain-teed Products Corporation, St. Louis; and P. D. Buckminster, Martin Varnish Corporation, Chicago.

President's Address

W. P. Werner delivered the following address as president of the federation:—

An attempt to review our work of the past year and present to you a report of our accomplishments I have found extremely difficult, due principally to the fact that no meas-

ures were at hand to determine the real benefits of our greatest asset—the spirit of good fellowship established and substantiated by personal contact.

In my visits to the various clubs during the past year the outstanding factor has been the frank, honest and sincere discussion of our every-day problems and the unselfish desire of our members to prove helpful to our industry. It is this wonderful spirit of cooperation which has firmly established the real value of our federation, and its usefulness to our industry.

At the Cleveland convention several recommendations were made, all of which have had attention and will be referred to briefly.

Mr. Fausg, who was chairman of the program committee for 1925, reported the mailman received from the questionnaires sent out did not make it practical to correlate the opinions as an expression of the federation as a whole.

Mr. George, of the Atlantic Varnish Company, represented the federation at the public hearing on naval stores at Washington, November 1, 1925, the result of which was an additional grade of rosin now termed "opaque."

The time of meeting for the present convention was referred to the plant managers' committee, the majority of whom favored Monday and Tuesday of convention week, that is, October 11 and 12.

The program for this meeting has been arranged entirely by our program committee, of which Mr. Cole is chairman, and I am sure you will agree they have spared no effort in trying to make this meeting both profitable and enjoyable. Their report on the activities



W. P. Werner
The Retiring President

ing lists were revised, new envelopes were procured and return postage was guaranteed. We have tried to overcome the difficulty we have had in the past and trust we have taken the needed steps to bring about an improvement.

Our plant managers' committee have considered a questionnaire on metal containers for rosin, and will make a recommendation

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present time seems to be principally in the hands of the plant managers' committee, and means should be taken to keep this committee working.

In my visits to the various clubs one of the noticeable facts was the absence of employers, and it would seem in order to suggest an employers' night or a "get-together" night. The presence of our employers at a club meeting I believe would stimulate greater interest in our activities and bring more forcibly to their attention some of the problems with which we must deal. Such practice I believe would not only increase our membership and attendance, but would also bring forth the real value of our federation to the industry.

Many of our employers do not realize the good work we are doing in our organizations, and some means should be taken to bring about this realization.

The idea of each club presenting a paper at our annual meeting seems sound and logical, and it continued should prove the feature of our conventions in the future, as it will tend to create a friendly rivalry between all clubs, and once thoroughly established should create within each club a greater enthusiasm than we have enjoyed in the past.

Reviewing the suggestions and recommendations of the past makes it difficult to offer new suggestions at this time. What we need is to put into operation the necessary machinery to follow out the work as suggested by past administrations; an attempt to do this was the thought behind the revision of our by-laws.

Have thoroughly enjoyed the pleasant associations of the past year and the helpful cooperation you have all given, and if we have

to in the president's address, was adopted by the convention.

Secretary's Report

George B. Heckel, Philadelphia, secretary, made the following annual report: This organization which only four years ago was launched in Cleveland with much distrust, considerable compromise and many misgivings had developed in that short time to its present important status.

As the four-year veterans of the original organization may recall, it was very loosely organized, because distrust on the part of the local clubs entering it made closer organization impracticable.

It has developed to its present status because its practical value to the industry quickly manifested itself. Each of the four successive administrations has added some necessary and inevitable feature tending towards closer cooperation, until at the present meeting your by-laws committee presents the code for a completely organized association of the technical men of the industry closely co-ordinated with the manufacturers associations which it supplements.

The federation is still composed of eleven local clubs, but efforts should be made to organize additional clubs in other available centres and the existing Los Angeles club should be added to its membership.

The digest, which is the official means of interchange between the clubs, has been somewhat improved during the year through the active help of your president and the several committees, but still lacks in some quarters adequate support in the contribution of adequate remarks of the practical suggestions made at meetings.

Since your last meeting eight issues of the digest have been published—in December, 1925, and January, February, March, April, May, June, and August, of the present year. Because of lack of important material no issues were published in November, 1925, or September of this year. An issue will be published shortly after this meeting.

Your secretary had the pleasure of addressing the Toronto club in May, of participating in a very interesting meeting of the San Francisco club in July, and the general meeting of the Philadelphia club in March.

Your retiring president, as you must have realized, has taken his job seriously and has been untiring. To his keen interest and activity you owe much of the progress in organization that has been manifest during the past year.

In his report he will doubtless refer to some of this work, all tending to greater efficiency and usefulness.

It is noteworthy that for the first time this federation finds a place, an important place, on the official program of the manufacturers' associations, and that the federation is recognized thereon as a participant in the joint meeting of these associations.

Arrangements have been made for stenographic minutes of this meeting and the essential portions thereof will be issued by H. A. Gaudner, as a technical circular of the educational bureau without cost to this federation.

The distribution of last year's proceedings about covered the part of those addressed, but we have still on hand a limited number of copies which are available to any one at the original cost, \$3.00 per copy.

In conclusion I wish to acknowledge publicly, the consideration extended to me during the year by your president. It has been a pleasure and a privilege to work for and with him on your behalf, and I am convinced that the influence of his constructive work will long be evident in the progress of your organization.

Committee Reports

Pursuant to suggestions in the report of the plant managers committee, by W. W. Rice, the convention went on record in favor of the purchasing of rosin by the net pound, the purchasing of turpentine by weight and the use of metal containers for rosin.

This committee reported also on a survey it had made with respect to the adoption of a uniform identification system for raw materials containers. Because of apathy on the part of those addressed in the survey, the committee had been unable to get a consensus. It summed up the matter as follows:

At this writing it is very difficult from the replies received to make any recommendation other than for further consideration of this questionnaire. The primary object was to determine the advisability of raw material suppliers to use a distinctive marking of color on containers of various types of raw materials, particularly those commonly used in the paint industry and this marking being standard for the industry.

By acquainting the workmen in the plant with the particular color or device of certain raw materials a great deal of confusion will be eliminated should the source of supply be changed, reducing to a large extent the likelihood of using the wrong material.

It is to be regretted that we cannot give a definite report on this questionnaire. This is practically, due to the fact that 50 percent or the committee have taken the matter seriously and several of those who did reply were not in a position to give a definite report. The fact that this questionnaire has met with favor in some cases would indicate it should be considered further.

The convention referred the matter to the committee for further consideration.

For the central program committee, E. J. Cole offered the following suggestions: That the central program committee co-operate with the chairman of the program committee of the various clubs rather than with the president or secretary; because these officers are already directly responsible for the program of the individual club and are in a position to give the central program committee most complete co-operation.

That the central program committee compile subjects which might be of interest to the clubs for discussion and publish this in the digest.

That a list of speakers who are in a position to make worthwhile contributions to the program of any club be prepared and made available.

That outlines or questionnaires of subjects which have been used by a club be forwarded in the central program committee so that the ideas contained may be put to further use.

Reports were made by representatives of a number of clubs on their experiences in the matter of programs.

Support of the cost accounting undertaking of the paint and varnish manufacturers' organization was asked by E. L. Sulzberger.

A number of technical papers were presented during the meeting, the contributions of the following: H. A. Gaudner, W. H. North, Edward Fauer, E. W. Robinson, J. J. Frobeck, J. B. Kortum and E. G. Richardson.

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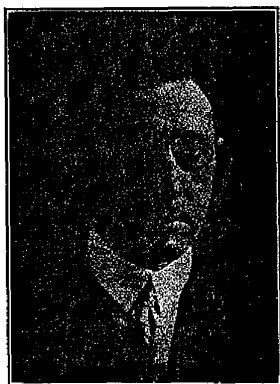
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Kenneth J. Howe
Reported New Constitution and
By-Laws

continued to move forward it has been due to your activities and not to the individual efforts of your president.

It is but natural for a newly elected president to seek advice and counsel, and this I have done, and wish to express my most grateful appreciation to Messrs. Howe, Cole, Pasig, Heckel and Cooke, who have been assisting in their efforts to continue the onward march of our federation.

The revised form of by-laws, referred



Gordon McEwen
New President of F. P. & V. P. C.

Gordon C. McEwen, the new president of the Federation of Paint and Varnish Producers, is works manager and director of the Imperial Varnish & Color Company, Ltd., Toronto, Ontario. He has been with this company since he was graduated from McMaster University, Toronto, in 1907, and has been connected with the federation of the production clubs almost all of that time. He was the first president of the Toronto Paint and Varnish Superintendents' Clubs, which was the second organization in the federation.

Mr. McEwen is a member of the Engineers Club of Toronto and also of the Scarborough Golf Club of Toronto.

In accepting his position he declared that the progressive policy of the organization would be continued during the coming year. He also expressed his appreciation and satisfaction because of the closer relationship that indicated to him a better co-operation between the federation and the paint industry. Mr. McEwen accompanied him on his visit to Washington, where he remained to attend the opening session of the National Paint, Oil and Varnish Association convention.

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